SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)
(Approved by AICTE, New Delhi and Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi and Accredited by NAAC with ¯A‖ Grade)
Madagadipet, Puducherry

SCHOOL OF ARTS AND SCIENCE

BACHELOR OF ARTS

IN

JOURNALISM AND MASS COMMUNICATION

ACADEMIC REGULATIONS 2020

(R-2020)

CURRICULUM AND SYLLABI

COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

M2: Research and Innovation:

To foster value based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

VISION AND MISSION

Vision

We seek to foster in depth knowledge to the students in the world of media and create development oriented, liable and steadfast media professionals.

Mission

M1: Quality Training:

To provide quality training in various fields of media and enable students to make meaningful career choices.

M2: Understanding of media:

To impart better understanding of media and provide knowledge about the changing trends of media.

M3: Develop technical skills:

To widen rational creativity, develop technical skills and create social awareness through media education.
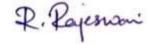
R. Rajeswari   B.A. Journalism and Mass Communication

STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	6
2	English (ENG)	6
3	Discipline Specific Core Courses (DSC)	83
4	Discipline Specific Elective Courses (DSE)	13
5	Inter-Disciplinary courses (IDC)	16
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	-
8	Ability Enhancement Compulsory Courses (AECC)	4
9	Open Elective (OE)	4
10	Extension Activities	1
Total		**145**

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language	3	3	-	-	-	-	6
2	English	3	3	-	-	-	-	6
3	Discipline Specific Core Courses (DSC)	10	10	16	16	12	19	83
4	Discipline Specific Elective Courses (DSE)	-	-	3	3	3	4	13
5	Inter-Disciplinary courses (IDC)	4	4	4	4	-	-	16
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	-	-	-	-	-	-	-
8	Ability Enhancement Compulsory Courses (AECC)	2	2	-	-	-	-	4
9	Open Elective (OE)	-	-	2	2	-	-	4
10	Extension Activity (EA)	-	1	-	-	-	-	1
Total		**24**	**25**	**27**	**27**	**17**	**25**	**145**

* EEC will not be included for the computation of "Total of credits" as well as "CGPA"

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SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Tamil - I	MIL	3	0	0	3	25	75	100
	A20HNT101	Hindi-I								
	A20FRT101	French-I								
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20JMT101	Introduction to Communication & media	DSC	4	0	0	4	25	75	100
4	A20JMT102	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	100
5	A20JMD101	Basic Photography	IDC	4	0	0	4	25	75	100
Practical										
6	A20JML103	News Reporting & Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC101	Adobe Photoshop	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							**24**	**475**	**425**	**900**

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SEMESTER – II										
SI No	**Course Code**	**Course Title**	**Category**	**Periods**			**Credits**	**Max. Marks**		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Tamil - II	MIL	3	0	0	3	25	75	100
	A20HNT202	Hindi - II *								
	A20FRT202	French - II *								
2	A20GET202	General English - II	ENG	3	0	0	3	25	75	100
3	A20JMT204	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A20JMT205	Applications of Computer in media	DSC	3	1	0	4	25	75	100
5	A20JMD202	State politics & constitution	IDC	3	1	0	4	25	75	100
Practical										
6	A20JML206	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS202	Soft Skills lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC202	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							**25**	575	425	**1000**

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SEMESTER – III

SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT307	Printing and Publication	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Radio Journalism	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective 1**	OE	2	0	0	2	25	75	100
6	A20VCE3XX	DSE*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Communication skill development	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	2D Animation - Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							**27**	**450**	**550**	**1000**

SEMESTER –IV

SI No	Course Code	CourseTitle	Category	Periods			Credits	Max.Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT412	Media ethics	DSC	3	1	0	4	25	75	100
2	A20JMT413	Media Writing	DSC	3	1	0	4	25	75	100
3	A20JMT414	Principles of advertising	DSC	3	1	0	4	25	75	100
4	A20JMD404	Mojo – Mobile Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective-2**	OE	2	0	0	2	25	75	100
6	A20JME4XX	DSEII*	DSE	2	1	0	3	25	75	100
Practical										
7	A20JML415	Magazine designing	DSC	0	0	4	2	50	50	100
8	A20JML416	Designing for Web	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS404	Photo journalism	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC404	Web designing - Dream Weaver	EEC	0	0	2	-	100	0	100
IVSemesterTotalCredits/Marks							**27**	**450**	**550**	**1000**

		SEMESTER – V									
SI No.	Course Code	Course Title	Category	**Periods**			Credits	**Max. Marks**		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT517	Introduction to public relations	DSC	3	1	0	4	25	75	100
2	A20JMT518	Cyber media	DSC	3	1	0	4	25	75	100
3	A20JME5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
4	A20JML519	Radio production Lab	DSC	0	0	4	2	50	50	100
5	A20JML520	Video production Lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A20JMS505	Audio Editing	SEC	0	0	4	2	100	0	100
		V Semester Total Credits/Marks					**17**	275	325	**600**

		SEMESTER – VI									
SI No.	Course Code	Course Title	Category	**Periods**			Credits	**Max. Marks**		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT621	Commercial Broadcasting	DSC	3	1	0	4	25	75	100
2	A20JMT622	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A20JMT623	Cultural studies	DSC	3	1	0	4	25	75	100
4	A20JME6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
5	A20JML624	Documentary film	DSC	0	0	4	2	50	50	100
6	A20JMP625	Phase I -Project (Print Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
7	A20JMS606	Short film Production	SEC	0	0	4	2	100	0	100
		VI Semester Total Credits/Marks					**25**	290	410	**700**

Discipline Specific Electives are to be selected from the list given in Annexure I
**Open electives are to be selected from the list given in Annexure II

SI No	Course Code	Course Title
Discipline Specific Elective – I (Offered in Semester III)		
1	A20VCE301	Art Direction
2	A20VCE302	Video Jockey
3	A20JME303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A20VCE404	Film Criticism and Analysis
2	A20VCE405	Jingle Production
3	A20JME406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A20VCE507	Media Presentation Skills
2	A20VCE508	Media Aesthetics
3	A20JME509	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A20VCE610	Semiotics and Visual Analysis
2	A20JME611	Ethnography
3	A20VCE612	Advertising and Public relations

Annexure – II
OPEN ELECTIVE COURSES

SI. No	Course Code	Course Title	Offering Department	Permitted Departments
Open Elective – I (Offered in Semester III)				
1	**A20BTO301**	Boon and Bane of Microbes	Bioscience	Chemistry, Food Science, Physics
2	**A20BTO302**	Microbial Technology for Entrepreneurship	Bioscience	Chemistry, Food Science, Physics
3	**A20BTO303**	Origin of Life	Bioscience	Chemistry, Food Science, Physics
4	**A20CHO304**	Food Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
5	**A20CHO305**	Molecules of Life (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
6	**A20CHO306**	Water Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
7	**A20CMO307**	Fundamentals of Accounting and Finance	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	**A20CMO308**	Fundamentals of Management	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	**A20CMO309**	Fundamentals of Marketing	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	**A20CPO310**	Data Structures	Computational	Mathematics

				Studies	
11	**A20CPO311**	Programming in C	Computational Studies	Commerce and Management, Mathematics, Media Studies
12	**A20CPO312**	Programming in Python	Computational Studies	Commerce and Management, Mathematics, Media Studies
13	**A20ENO313**	Conversational Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	**A20ENO314**	Fine-tune your English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	**A20ENO315**	Interpersonal Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	**A20MAO316**	Mathematical Modelling	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
17	**A20MAO317**	Quantitative Aptitude – I	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	**A20MAO318**	Statistical Methods	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	**A20VCO319**	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	**A20VCO320**	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	**A20VCO321**	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	**A20NDO322**	Basic Food Groups	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	**A20NDO323**	Life Style Management	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
24	**A20NDO324**	Nutritive Value of Foods	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	**A20PHO325**	Astrophysics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies

26	**A20PHO326**	Basic of Modern Communication System	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
27	**A20PHO327**	Bio-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	**A20TMO328**	$\partial\mid \heartsuit \wp\mid f\mathbin{\|\|}{>}\tau\propto$	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
29	**A20TMO329**	$\kappa\zeta\propto\sigma B\_\ \sqrt{}\Re\mid\square\Delta$	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	**A20TMO330**	$A\mu\Re\mid\sigma\mid{>}\heartsuit\ \wp\circledR f\mid\oplus$	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics

Open Elective – II (Offered in Semester IV)				
Sl. No.	**Course Code**	**Course Title**	**Offering Department**	**Permitted Departments**
1	**A20BTO401**	Fermented Food	Bioscience	Chemistry, Food Science, Physics
2	**A20BTO402**	Herbal Technology	Bioscience	Chemistry, Food Science, Physics
3	**A20BTO403**	Self-Hygiene	Bioscience	Chemistry, Food Science, Physics
4	**A20CHO404**	C++ Programming and its Application to Chemistry	Chemistry	Computational Studies, Mathematics, Physics
5	**A20CHO405**	Computational Chemistry Practical	Chemistry	Computational Studies, Mathematics, Physics
6	**A20CHO406**	Instrumental Methods of Analysis	Chemistry	Computational Studies, Mathematics, Physics
7	**A20CMO407**	Essential Legal Awareness	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	**A20CMO408**	Essentials of Insurance	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	**A20CMO409**	Practical Banking	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	**A20CPO410**	Database Management Systems	Computational Studies	Commerce and Management, Media Studies, Mathematics
11	**A20CPO411**	Introduction to Data Science using Python	Computational Studies	Chemistry, Commerce and Management, English, Media Studies, Mathematics, Physics
12	**A20CPO412**	Web Development	Computational Studies	Commerce and Management, Media Studies, Mathematics

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13	**A20ENO413**	English for Competitive Exam	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	**A20ENO414**	English Next-India	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	**A20ENO415**	Functional English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	**A20MAO416**	Discrete mathematics	Mathematics	Chemistry, Computational Studies, Physics
17	**A20MAO417**	Operations Research	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	**A20MAO418**	Quantitative Aptitude - II	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	**A20VCO419**	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	**A20VCO420**	Scripting for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	**A20VCO421**	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	**A20NDO422**	Food Labelling	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	**A20NDO423**	Hygiene and Sanitation	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
24	**A20NDO424**	Nutrition for Adolescent	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	**A20PHO425**	Digital Electronics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
26	**A20PHO426**	Geo-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
27	**A20PHO427**	Space Science	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	**A20TMO428**	E→‖>♥ ℘λυE	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English,

				Food Science, Mathematics, Media Studies, Physics
29	**A20TMO429**	¬⊗Φ] κçE♥A ℘λυE	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	**A20TMO430**	Ω|∝Î̂µℜ||Γ̄	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics

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2. Eυ÷℘ς⌈•♥↔.·.\BΔ.·.υ→Δ ℵ⌈℘⇑.·.∑ς℘[, A]B >τ∝ √⌈ℜ⌋B κ↔⌈ς→, ¬>ςζ]–1, 2, 3, ⊗ς⌋⇑]B∂|ς>τ, Aμ¬ƒ‿o, 2013.
3. ℘ς↔]Bς⌈, ℘ς↔]Bς⌈|σ|>|⊥, ζ.·.↔[℘]♥℘|Δ, ¬⊗[|♠, 2011.

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1. |⌈ς⊗℘].|.∀∀>τ∝∑ςκ‿ √⌈ℜ⌋BΔ,эз ζ.·.↔[℘]♥℘|Δ, κƒ℘ωM, 1968.
2. •⊆>↔↔ς⇔>[, …℘….|ς. Eκ℘ς>•⊆>↔Δ. …⊗ς., ∀∀>τα‿ E→||>κ↔⌈ς→Δ κ⟨⌈⇓E∞Δ,эзℜ⟩Bς, ¬⊗[|♠, 1989.
3. ℘↔⊆>ς.·.♠ς⌈.∂.⌋., ∀∀∑‿⌈>τ∝ ♦⌋>…κ⌋|.·.ς,эз ℘ς⟩Ω⌈BΔ, ¬⊗[|♠, 1998.
4. ℘ςℜ⌋B….·.⟩,∀∀κ|||.·. …∑ςℜ⌋‿>τ∝ √⌈ℜ⌋B κ↔⌈ς→,эз ♦[.E.♦⇓. ℘]♥℘|Δ, ¬⊗[|♠, 2011.
5. κ‿oℜ⌈⌋□[,∀∀Aμℜ|σ|>λ[…>ςυ⊕ξΔ κ⟨⌈⇓E∞Δ,эз ∂[♠Δ, Eκ|≡||, 1992.

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1. http://www.tamilkodal.com
2. http://www.languagelab.com
3. http://www.tamilweb.com

R. Rajeswari

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<tr><td></td><td>**FRENCH - I**</td><td>**L T P C Hrs**</td></tr>
<tr><td>**A20FRT101**</td><td>(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)</td><td>**3 0 0 3 45**</td></tr>
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OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieru,le BHV s'il vous plait ?

UNITÉ - 4

Au marche

On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?
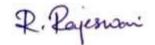
Chez Susana

TextBook
PrescribedTextbook : *FESTIVAL 1* - Méthode de Français
Authors : Sylvie POISSON-QUINTON
Michèle MAHEO-LE COADIC
Anne VERGNE-SIRIEYS
Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book : Festival 1

GENERAL ENGLISH I L T P C Hrs

3 0 0 3 45

(Common to B.A., B.Sc., and BCA)

Course Objectives
- To recognize the rhythms, metrics and other musical aspects of poetry
- To read a variety of texts critically and proficiently
- To enable the students to enjoy the flair of literature through the work of great writer
- To make the students to know the functions of basic grammar and frame sentences without grammaticalerror.
- To enable them understanding the intrinsic nuances of writing in English language

Course Outcomes
After the completion of this course, the students will be able to
CO1 - Comprehend and discuss the various facets of selected poems
CO2 - Analyze and interpret texts written in English
CO3 - Read drama with graduate-level interpretive and analytical proficiency
CO4 - Improve the fluency and formation of grammatically correct sentence
CO5 - Enhance the writing skills for specific purposes

UNIT I POETRY (9 Hrs)
1. John Milton: On His Blindness
2. William Wordsworth: Daffodils
3. Percy Bysshe Shelly: Ozymandias
4. Emily Dickinson: Because I could not stop for Death
5. Sarojini Naidu: The Queen_s Rival

UNIT II PROSE (9 Hrs)
1. Francis Bacon: Of Love
2. Charles Lamb: A Dissertation upon Roast Pig
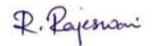
UNIT III DRAMA (9 Hrs)
1. Oscar Wilde: Lady Windermere_s Fan

UNIT IV GRAMMAR (9 Hrs)
1. Parts of Speech
2. Tenses
3. Subject-Verb Agreement
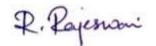
UNIT V COMPOSITION (9 Hrs)
1. Essay Writing
2. Email

Text Books

1. James Barrett, ̄Brookside Musings: A Selection of Poems and Short Stories: Board of Editors‖, OrientLongman Limited, 2009
2. Wilde Oscar, ̄Lady Windermere's Fan. Published in The Importance of Being Earnest and Other Plays‖London: Penguin, 1940.
3. Wren & Martin, ̄High School English Grammar & Composition‖. Blackie ELT Books. 2017

Reference Books

1. Lalitha Natarajan and SasikalaNatesan, "English for Excellence: Poetry‖,Anuradha Publications. 2015
2. Charles Lamb, ̄Selected Prose‖, Penguin Classics. United Kingdom. 2013
3. Usha Mahadevan, ̄Sunbeams: Empower with English‖, Emerald Publishers. Chennai. 2016

Web References

1. https://www.englishcharity.com/of-love-by-francis-bacon-explanation/
2. https://www.poetry-archive.com/n/the_queens_rival.html
3. https://www.gradesaver.com/lady-windermeres-fan/study-guide/summary-act-i

A20JMT101   INTRODUCTION TO COMMUNICATION & MEDIA

	L	T	P	C	Hrs
	4	0	0	4	60

Course Objectives

- To understand the importance, functions & scope of communication
- To apply the techniques in Media
- The growth and development of communication and media.
- To understand the periodic changes in the media
- To understand how technology influences communication and the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the scope and process of communication
system.

CO2 - Gain knowledge about the history of mass media.

CO3 - Understand the mass media vs media culture

CO4 - Know private and public Media, media market and Technology.

CO5 - Analyse and interpret characteristics of mass communication.

UNIT I COMMUNICATION AND MEDIA   (12 Hrs)

1. Communication & Media: Definition, meaning & concept.
2. Different types of communication: Verbal and written
3. Scope and Process of Communication
4. Mass Communication: Concept &Characteristics

UNIT II HISTORY OF MASS MEDIA   (12 Hrs)

1. Mass Media: Meaning &Concept
2. Introduction to Indian Press
3. Brief account of the origin and development of newspaper and magazine in India
4. History of the development of electronic media in India: Radio &TV

UNIT III MASS MEDIA AND MASS CULTURE   (12 Hrs)

1. Role, objectives functions & achievements of Mass Media
2. Relation between Mass Media and Mass Culture and their development.
3. Media as fourth pillar of democracy
4. Mass Media in Rural-Urban divide.

UNIT IV MEDIA, MARKET AND TECHNOLOGY   (12 Hrs)
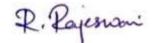
1. Changing trends of Mass Communication under the process of globalization
2. Private and Public Media
3. Technology in the development of Media
4. Media and Market: Nature, Relation &Expansion

UNIT V Mass Communication and Society   (12 Hrs)

1. The mass media and the Indian Family
2. Children and the Media
3. Representation of women in the Mass Media
4. Violence in the media and Violence in society

Text Books

1. J.S. Yadava & Pradeep Mathur_, ‾Issues in Mass Communication: The Basic Concepts‖, Kanishka Publishers, Delhi,1st edition, 2008
2. Shymali Bhattacharjee. ‾Media and Mass Communication: An Introduction‖, Kanishka Publishers, Delhi, 1stedition, 2005
3. Kumar,KewalJ, ‾Mass Communication in India‖, Jaico Books,5th edition, 1998

Reference Books

1. Seema Hassan ,‖Mass Communication: Principles and Concepts‖, CBS Publishers & Distributors, 2nd edition, 2010.
2. Denis McQuail, ‾Mass Communication Theory‖, SAGE Publication, 6th edition, 2010
3. Jagdish Vachani, ‾Principles and Practices of Mass Communication‖, Kanishka Publishers, 1st edition,2007.

Web References

1. https://journals.sagepub.com/home/jmq
2. https://www.tandfonline.com/toc/hmcs20/current
3. https://www.hilarispublisher.com/mass-communication-journalism.html

A20JMT102 **INTRODUCTION TO JOURNALISM** L T P C Hrs
(REPORTING, WRITING, EDITING) 3 1 0 4 60

Course Objectives
- To understand the art of writing, report and editing.
- To develop skills of writing, report and editing.
- To apply the latest techniques in reporting and editing.
- To understand the periodic changes in the media
- To deeply interpret on the major characteristics of media.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the Characteristics of news, different style of news writing.
CO2 - Memorising the concept of principle of news reporting &types of reporting
CO3 - Understand the principle of editing in print media.
CO4 - Understand the basic concepts of DTP software_s.
CO5 - Summarising the role and responsibilities of editor and copy writer in print media.

UNIT I INTRODUCTION TO NEWS (12 Hrs)

1. News: Meaning and definition
2. Sources and elements of news
3. Characteristics of news
4. Different styles of newswriting.
5. Headline: Importance & types

UNIT II DIFFERENT TYPES OF WRITING (12 Hrs)

1. Writing for newspaper and magazines: Nature and Difference
2. Feature writing: Meaning, definition &nature.
3. Editorial: Importance & art of writing
4. Writing column, Reportage, analysis etc.

UNIT III REPORTING FOR PRINT MEDIA (12 Hrs)
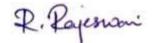
1. Definition, scope, concept & principles of news reporting
2. Types & techniques of news reporting
3. Functions of reporting: Interview, collection of data, research
4. Qualities & Responsibilities of a reporter.
5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT IV EDITING FOR PRINT MEDIA (12 Hrs)
1. Theories and Principles of Editing
2. Preparing good copies for Newspaper, Magazine &others
3. Introduction to editing symbol, proof reading symbols & Copydesk
4. Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS   (12 Hrs)

1. The right to publish and the right to privacy
2. Press code and Ethics
3. Press council_s guide to Journalistic Ethics
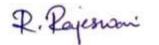4. Censorship and control in the press

Text Books

1. Aruna Zachariah, ¯Print Media, Communication and Management : Elements, Dimensions and Images‖,Kanishka Publishers, Delhi, 2nd edition, 2007
2. Natrajan J, ¯History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting‖,Govt. of India,1997
3. Parthasarthy, Rangaswami., ¯Journalism in India‖, Sterling Publishers Pvt. Ltd., New Delhi, 1st edition,1995

Reference Books

1. Nalini Rajan ,‖21st Century Journalism in India‖, SAGE Publication, 1st edition, 2002
2. Vir Bala Agarval & V.S.Gupta, ¯Handbook of Journalism and Mass Communication‖, Concept PublishingCompany,New Delhi, 1st edition, 2001
3. Suhas Chakravarty., ¯News Reporting & Editing : An Overview‖, Kanishka Publishers,Delhi, 1st edition,2000

Web References

1. https://journals.sagepub.com/home/jmq
2. https://www.tandfonline.com/toc/hmcs20/current
3. https://www.hilarispublisher.com/mass-communication-journalism.html

A20JMD101   **BASIC PHOTOGRAPHY**   L T P C Hrs
                                                       4 0 0 4 60

Course Objectives
- To understand the basics of Photography
- To apply the techniques in Photo Industry
- To provide a wide knowledge on various camera and lenses.
- To understand the usage of different angles and shots.
- To develop skills of photography in a professional method.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the photography and its camera function.
CO2 - Understand the lens and exposure setting.
CO3 - Get knowledge in Film -Digital process.
CO4 - Understand the lighting Technique
CO5 - Summarising the Aesthetics of Photography

UNIT I INTRODUCTION TO PHOTOGRAPHY   (12 Hrs)
1. Photography- Definition and concept Nature
2. Functions of photography and scope
3. Early development of photography
4. Human eye vs camera
5. Types of camera function of camera and camera components.

UNIT II LENS   (12 Hrs)
1. Lens- Definition and Concept
2. Characteristics of lens and Types of lens
3. Focus- definition & concept, Focal Length concept, Types of Focal Length
4. Exposure- basics, Filter- definition & concept, Characteristics and types of filters.

UNIT III FILM TO DIGITAL   (12 Hrs)
1. Digital Storage process
2. Types of Digital Storage
3. Film Developing Process, Film Printing Process& Digital Printing Process.
4. Photo editing & manipulation

UNIT IV LIGHTING   (12 Hrs)
1. Definition & concept; Nature and Characteristics of Light
2. Types of Light- Natural and Artificial, Lighting Equipment.
3. Functions of Flash and Light Meter.

UNIT V AESTHETICS OF PHOTOGRAPHY   (12 Hrs)
1. Characteristics of Framing& Compositions
2. Types of Composition- Rule of Third
3. Types of Photography

Text Books

1. James Curran, ¯The Photography Handbook‖, Routledge, USA, 1st edition, 2013.
2. Ben Long , ¯Complete Digital Photography‖, Course Technology PTR, USA, 7th edition, 2010.
3. Linda Good, ¯Teaching and Learning with Digital Photography‖, Sage Publications, New Delhi, 1st edition,2009.

Reference Books

1. Bryan Peterson ¯Understanding Exposure, How to Shoot Great Photographs with Any Camera‖, AmphotoBooks, Amphoto Books, 4th edition, 2016
2. Bruce Barnbaum,‖The Art of Photography‖, Rockynook Publishers,US, 1st edition, 2010.
3. Tom Grimm and Michele Grimm, ¯The Basics of Photography‖, Penguin Putnam Inc, 1st edition, 2003.

Web References

1. https://photographylife.com/photography-basics
2. https://photographylife.com/photography-basics
3. http://www.betterphotography.in/

Course Objectives

- To train students in professional news coverage.
- Guide them in writing news reports and editing the copies.
- To motivate the students to learn printing technology.
- Give training in creating their own lab journals.
- Make students understand the art of writing report in various genres.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Get the knowledge in print media, news collecting, news designing etc.

CO2 - Acquire report for mock press conference.

CO3 - Understand the function of agency copies, usage of editing symbols.

CO4 - Handle the news editing in local issue.

CO5 - Rewrite the news stories from newspaper.

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages

2. Writing reports on crime related incidents

3. Writing reports on civic problems after collecting information from civic bodies

4. Editing five agency copies using editing symbols

5. Editing news reports filed by fellow students who would have covered some local issue

6. Rewriting news stories from newspapers, converting them for use in magazines

7. Filing report on the basis of mock press conferences

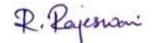8. Filing report after attending one press conference held in the city

Productions

1. Production of lab journals as individual activity

2. Writing 3 different genres of news stories and the same to be included in the lab journal

3. Content generation by students in the form of news reports and other small write ups

4. Preferably to take computer print outs, to be photocopied for getting multiple copies

5. In-house distribution of limited number of copies produced

Refer all the news journals as international or local like as, Indian express, Times of India etc...

Text Books

1. Aruna Zachariah, ¯Print Media, Communication and Management : Elements, Dimensions and Images‖,Kanishka Publishers, Delhi, 1st edition, 2007

2. Natrajan J, ¯History of Indian Journalism‖, Publications Division, Ministry of Information & Broadcasting,Govt. of India,1997

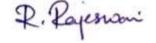3. Parthasarthy, Rangaswami., ¯Journalism in India‖, Sterling Publishers Pvt. Ltd., New Delhi, 1st edition,1995

Reference Books

1. Suhas Chakravarty., ‾News Reporting & Editing : An Overview‖, Kanishka Publishers,Delhi, revised edition,2000
2. WynfordHicks.,‖Writing for Journalist‖, Routledge, London, 2nd edition, 2000.
3. D.S.Mehta, ‾Mass Communication and Journalism in India‖, Allied Publishers Private Limited, 2nd edition,1979.
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Web References

1. https://journals.sagepub.com/home/jmq
2. https://www.tandfonline.com/toc/hmcs20/current
3. https://www.hilarispublisher.com/mass-communication-journalism.html

A20JMS101   **COMMUNICATION SKILLS LAB**   **L   T   P   C   Hrs**

(Common to B.A., B.Sc., B.Com. B.B.A. & B.C.A.)   **0   0   4   2   30**

COURSE OBJECTIVES
- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

COURSE OUTCOMES
After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

CO3 - Use writing strategies to improve their drafting skills and comprehending of articles

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS -SPEAKING   **(6 Hrs)**
1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS   **(6 Hrs)**
1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS - READING   **(6 Hrs)**
1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS   (6 Hrs)
1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING   (6 Hrs)
1. Descriptive
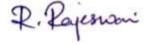2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books
1. Syamala, V,‖ Effective English Communication for you‖, Chennai: Emerald Publishers, 2002
2. Balasubramanian, T,‖ A Textbook of English Phonetics for Indian Students‖, New Delhi: Trinity Press 1981s
3. Sardana, C.K.,‖ The Challenge of Public Relations‖,New Delhi: Har- Anand Publications, 1995

Reference Books
1. Murphy, John J, ‾Pulling Together: 10 Rules for High-Performance Teamwork‖, Simple Truths, 2016
2. Sanjay Kumar, Pusph Lata. ‾Communication Skills‖. Oxford University Press. 2015
3. Barun K. Mitra, ‾ Personality Development and Soft skills‖, Oxford University Press. 2016

Web References
1. https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills
2. https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/
3. https://zety.com/blog/how-to-introduce-yourself

A20AET101   **ENVIRONMENTAL STUDIES**   L   T   P   C   Hrs
              (Common to B.A., B.Com, BBA, B.C.A. and B.SC.)   2   0   0   2   30

Course Objectives

- To gain knowledge on the importance of natural resources and energy
- To understand the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation andappreciate the concept of interdependence
- To understand the causes of types of pollution
  anddisaster management
- To observe and discover the surrounding environment through field work

Course Outcomes

After the Completion of the course the student will be able to

CO1 - Identify the importance of natural resources and energy
CO2 - Outline the important Language varieties
CO3 - Understand the basic definition of Linguistics
CO4 - Describe the classification of speech sounds
CO5 - Analyze and understand interactions between social and environmental processes

UNIT I INTRODUCTION TO NATURAL RESOURCES/ENERGY (6 Hrs)

1. Natural Resources – Definition – Scope and Importance – Need for Public Awareness
2. Renewable and Non-renewable Resources: Natural resources and associated problems.
3. Forest resources and over-exploitation
4. Water resources and over- utilization
5. Mineral resource extraction and its effects
6. Food resources - food problems
7. Modern agriculture - Energy resources and its future.

UNIT II ECOSYSTEMS (6 Hrs)

1. Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers
2. Ecological succession- food chains (any 2 Examples)- food webs(any 2 Examples)
3. Ecological pyramids.

UNIT III ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT (6 Hrs)

1. Definition-causes, effects and control measures of : Air, Water and Soil pollution
2. e- Waste management
3. Disaster management: Natural and manmade- food/earthquake/cyclone, tsunami and landslides.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT SUSTAINABLE DEVELOPMENT (6 Hrs)

1. Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation
2. Environment Protection Act (any 2) air, water, wildlife and forest.

UNIT V HUMAN POPULATION AND THE ENVIRONMENT (6 Hrs)

1. Population explosion–Family Welfare Programme
2. Environment and human health
3. Human rights
4. Value education - HIV/AIDS
5. Women and Child Welfare
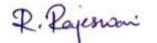6. Role of Information Technology in environment and human health.

Text Books

1. K. De, ‾Environmental chemistry‖ 9th Ed; New age international (P) Ltd, New Delhi, 2010.
2. K. Raghavan Nambiar, ‾Text Book of Environmental Studies‖ 2nd Ed, Scitech Publications (India)Pvt Ltd, India, 2010.
3. G. S. Sodhi, ‾Fundamental concepts of environmental chemistry‖, I Ed, Alpha Science International Ltd,India, 2000.

Reference Books

1. B.K. Sharma, ‾Environmental chemistry‖, Krishna Prakashan Media (P) Ltd, Meerut, 11th Ed, 2009.
2. S.S.Dara, and D.D. Mishra ‾A text book of environmental chemistry and pollution control‖, S. Chand and Company Ltd, New Delhi, 5th Edition, 2012.
3. Richard T. Wright, ‾Environmental Science: Toward a Sustainable Future‖, 10th edition, PrenticeHall, 2008

Web References

1. www.ifpri.org/topic/environment-and-natural-resources
2. https://www.iucn.org/content/biodiversity
3. http://www.world.org/weo/pollution

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>τ∝– II

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., ℘ςf♥÷⟩Υ│©ℜζ∴ς♠ ¬℘ςμ⇑>ς⊥)

	L	T	P	C	Hrs
A20TAT202	3	0	0	3	45

℘ςf⇑]®f⇑][…∑ςℜ│Δ

- √↔⌡ fςλ↔Δ γ⌡││⌡⌠ >τα[¬>ς[│ ∴│ B∞Δ κ↔⌠ςυ│ ⊕∞Δ ∂>[σ↵τB≡││⟨∞Δ
  ℘⌡ ℘ς® f∞Δ ♦│⇑μ│↔♥ ℘>ς│ √♥ ℘ςf⇑]®fΔ ∂│∴ℜ│♥ ℘®│⊥⟨μ.
- >τ∝ √⌈ℜ⌡BΔ χ⊥⟨fℜ│⇑]KΔ, κ│κ⇑]KΔ ¬℘υ⊕ ∴ςυ⊕≡│⊥, ∂>[E⊆>│♠│⊥,∂ fBς⟨≡│⊥ γ⌡Bκυ│⊕ │⌡⊆…>ς→Δ ♦
  ↵>♥ ℘®f √⌈ℜ⌡B≡│≠[καBς│ℜ⟨→κ>υζ √♥ ℘ςf⇑]®fΔ
  ∂│∴ℜ│♥ ℘®│⊥⟨μ.
- ¬∴ςαλ[│®f│∴♥│ ℘♥ A)⊆μ¬│ς⊥κ>ς│Υ Δ ℘ςf⇑]®fΔ κ│κ│∴ℜ│♥ ℘®│⊥⟨μ.
- κς∝σB_ E⊆>│♠│⊥, ∈↵ℜ│σB_ …│ς®℘ς││⊥, ⊗∴⇑μκΔ, ⌠ωoB_ ♦♠♥ ℘⌈⟨→││⟨
  ∴ς□κ⌈│©ℜζ ♦│⇑μ│↔ℜζΔ σ>⇑]_ √♥ ℘ςf⇑]®fΔ χ⌠κςℜ│♥ ℘®│⊥⟨μ.
- E⊆>│♠ γυ⊕│⌈♥ ¬℘⌠ℜζκ>υζ⇑ >ςΦ¬∴ςαλ[℘≡│≠♥÷│♠ χ□⌈⇑> √♥ ℘ςf⇑]®fΔ
  ∂│∴ℜ│♥ ℘®│⊥⟨μ.

℘ςf⇑]®f⇑][¬κ≠♥ ℘ς││⊥

CO1 - √⌈ℜ⌡B≡│⊥│ς®│Δ κς∝σB_ ¬∑/ξ│⊕││⟨♥ …℘⟍∑f⇑>_.

CO2 - ∑∴μ ♦⌡□⇑│> ¬κ≠♥ ℘│⇑μΔ │⌠σBς│⇑ >ςΦ¬∴ςα│B♥ ℘B[℘│⇑μ>_.

CO3 - >│κ_ ¬>ςf⌈Aℜζ⇑ >ςΦ¬∴ςαλ[ξℜ⌡B⇑μκ⇑│> χ□⌈>_.

CO4 - >ςΦ¬∴ ςαλ[E⊕♥│ ℘ ∂⟍>_.

CO5 - √⌈ℜ⌡B √[℘≡││⟨ O│⌠Δ]⊕[││⟨ κ⟨⌈⇑>_.

∂⌠ζ□1 (9 Hrs)

1. ♦®│⇑¬>ς││: 1.ζ→⊆¬>ς││ (℘f_□130) 2. ∑υ│□ (℘ςf_□27) 3. ∂│∑ς⌡→ (℘ςf_□86).
2. ℘⇑μ♥ ℘ς®│: E→℘ς□ςυ→♥ ℘│f (∂││⊥□126□143).
3. ℘]¬♠⌡ □∝ℜ│□ℜζ:]⌠ℜζ⊕⊥□ ¬κζ⟨ς│∴ (∂)│ς↔Δ□31), │ς>_ E⊕♥A│↔⇑>_ (∂)│ς↔Δ–113).

∂⌠ζ□2 (9 Hrs)

1. ♦®│⇑¬>ς││: 1. ν≡ζ→±→ (℘ςf_□203), 2. │o⇑¬>ς││□ ℘ς⌈⇑]□ (℘ςf_□9), 3. A⊕∑ς⌡→
 (℘ςf_□235).
2.℘⇑μ♥ ℘ς®│□ ξ_│⌈♥ ℘ς®│ (6□21).
3. ℘]¬♠⌡ □∝ℜ│□ℜζ :
    1. ∑⌡⌈│Bς⌈□∑_⌈ς⌈♦♠⇑>ς[(221) .
    2.])│││Δ□…│⌡⇒E κς↵Δ ζ│∞Δ (33).
        3. √MB│κ ∑ςυ℘μ□ ζωσ>⟨⌈∑│f (14).
    4. │ς⌈∑ςυ℘μ□∑⌈τζ│ς⌈⇑]││ (26).
        5. │⟨κα∑ςυ℘μ│κ⟨≡¬│ς⊥Bς│♠ (14).

∂⌠ζ□3 (9 Hrs)

│⊗κΔ□ ℘[M⌠]⌠ξ│⊕│⊥

1.]⌠Θς♠⊗Δ℘⊆>⌈   □   …κ∞→ …>ς≠℘≡│[(√↔⌡fςΔ]ξ│⊕).
2.]⌠∑ςΥℜ│↔⊗⌈   □   ∴♠¬∴∠Δ …>ς⟍ (∑ς[│ςΔ]ξ│⊕).
3. ●⊆>↔⌈   □   °α│⊗BςΦ √│⊗♥℘B♠ςΦ (°ωςΔ]ξ│⊕).
4. ∴ς⟍ℜ│κς⊗│⌈   □   γ]∞Δ∂⊆>ξΔ√⌈ς (]⌠¬κΔ℘ς│κ).

5.]∫ξ⌈ □ ∂[A EκΔ √↔∫ | (]∫∴⊆]↔→Δ).

|κ□κΔ □ ∑ς⌈ςλ↔∬]⊄σB♥ ÷↔℘⊇>Δ

1. … ℘Bς∝κς⌈ □]∫ℜ|∫ …f[¬℘ς[…∴M….
2. ¬℘\Bς∝κς⌈ □ |∫≡|∫ …>ς| | ∴λυ←o….
3. ¬>ς∫ f↔| ♥¬℘ς|γ∝κς⌈ □ ℘⇊⊗∴ς∴|⌈ … ℘ς_….
4. γ∫ fς⊥ □ ||∫♥↓↔Δ ∑ς→…∴ς? | ∴⌈♥↓….
5.]∫∴≡||Bς∝κς⌈ □ κς|…♠[κς| κ∫⊆]…♠[….

√|⌈ςτBΔ
⌈⊕ς♥A↔ς□Δ□ ℘ςf_ Ω[⊕÷|□ ∴ς∠ℜζ♥…5 ℘ςf_|⊥ (℘ςf_ ♦∫|⊥ 61□65).

∫∫⋔μκΔ
√↔®⊗∫B Bς∬Z|Δ□ ||f]⊕♥A♥ ℘f⌈Δ □5 ℘ςf_|⊥ (℘ς_ ♦∫|⊥: 3,9,10,15,16).

∂⌈ς – 4   **(9 Hrs)**
>τ∝ √ℜ∫B κ↔⌈ς→
1. ⊗≡| √ℜ∫B≡|⊥ 2. ℵ] √ℜ∫B≡|⊥ 3. ℘ℜ] √ℜ∫B≡|⊥ 4. |ς♥÷B≡|⊥.

∂⌈ς□5   **(9 Hrs)**
E→||>|⊥
1. Aμ| ∴÷⇑>[□ ∂|o| |
2. ∑ς. ÷⇊⊗ϑ⌈⇑] □ …κ♥ ℘ ∴↔Δ
3. ∂∫⌈[□ ∈∫ …κ|⟨⇊…⊗ς→
4. |.∑ς|↔ς⇔[□ ℘⇊⊗ℜ ζ]|↔
5. ∫.↔ς⇔>∑ς↔ςB□[□ |>Υ
6. ⊗ς.|⊇>⊗ςτ □ >ℜ||λ[*μ ∑ς[ζ |∫|⊥
7. γ∫ fς⊥÷\B>⌈×M□ ∴ς⇑]|↔
8. κ∫□>ς⊗[□ ∈∫χ_⌈ς⊗♥ ℘B□Δ
9. •. >τ∝⇊¬⊗_κ[– ¬κλ…⌈ς| … ℘ςΦ
10. ℘ς↔>…>σ – ∴ς♥÷⊥⟨σ∫⊆μ

℘ς∫|κ±_|⊥ :
1. ∂↔•, T., √∫℘>ςΔ ±υ⊕ς∫|E→||>|⊥±→, ∂ fBς⟨Δ ℘]♥ ℘|Δ,]⇊E, 2013.
2. ∂∫ς⇊⊗⌈Δ, ℘ς., ℘ℜ] √ℜ∫B≡|⊥, ℘ς\Ω⌈BΔ, ¬⊗[|♠, 2010.
3. >τω∫□_, A]B …∑ςℜ∫_ >τ∝ √ℜ∫B κ↔⌈ς→, *♠ς®E A⇑>| Ω⌈BΔ, ∴μ|↔, 2000.
4. ℘ςℜ∫B…∴\, κ| || ∴ …∑ςℜ∫_ >τ∝ √ℜ∫B κ↔⌈ς→, ♦[.E.÷.♦⇊. ℘]♥ ℘|Δ, ¬⊗[|♠, 2011.
5. ℘•℘], ∴ς. …κ., ¬⊗Δ¬∴ςα⇑ >τ∝ √ℜ|□ √ℜ∫B≡|⊥, >τ∝♥ ℘_||⌈ℜ|ω|Δ, 2010 .

χ|↔∑∫ f±_|⊥ :
1. ∂[A, ℘ς., ∴ς.¬℘ς.E λ[∈∫ √ℜ∫B ±_|⊥ ∈∫ ∴]♥←|, χ⌈| >τ∝ γ↔ςΦ⇊E Ω→κ♠Δ, ¬⊗[|♠,

B.A. Journalism and Mass Communication   30

1983.

2. ÷⊥|⟨, …|….|., >τω| κ↔⌈ς→Δ ∴ℜ|©Δ ℘⌡ ℘ς|Δ, χ⌈| >τ∝ γ↔ςΦ⇓E Ω→κ♠Δ, ¬⊗[| ♠, 2000.

3. ¬⇔B…∴ς|[, ∑T♠ √⌈ℜ⌡B ∂⁄ξ|Δ, χλ⌈¬∴Φ ℘]♥ ℘|Δ, ¬⊗[| ♠, 1995.

√‖ □B⇑⟩⟨≡|⊥ :

1.   http://www.tamilkodal.com
2.   http://www.languagelab.com
3.   http://www.tamilweb.com

FRENCH – II	**L**	**T**	**P**	**C**	**Hrs**
A20FRT202 (Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)	**3**	**0**	**0**	**3**	**45**

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi á Paris

Vous allez Vivre

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

j'ai fait mes études á Lyon 2

UNITÉ – 5

Retour des Antilles

Au voleur ! Au voleur

TextBooks

PrescribedTextbook : *FESTIVAL 1* - Méthode de Français
Authors : Sylvie POISSON-QUINTON
Michèle MAHEO-LE COADIC
Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1

GENERAL ENGLISH- II

A20GET202   **(Common to B.A, B.Sc. and BCA)**

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives
- To recognize poetry from a variety of cultures, languages and historic periods
- To develop the intensive study of language by critical reading
- To identify the various genres and analyze the works of writers in English
- To expand the basic understanding of targeted grammatical structures
- To understand the conventions of writing in English

Course Outcomes
After the completion of this course, the students will be able to
CO1-Understand and appreciate poetry as a literary art form
CO2-Comprehend and recognize relationship between ideas, events and facts
CO3-Learn to explore characters and their conflicts, dilemmas and extend their response to stories
CO4-Apply grammatical structures meaningfully and appropriately in oral and written form
CO5-Write effectively and coherently

UNIT I POETRY (9 Hrs)
1. Lord Byron: She Walks in Beauty
2. Robert Frost: Stopping by Woods on a Snowy Evening
3. Nissim Ezekiel: Night of the Scorpion
4. Rabindranath Tagore: Where the Mind is Without Fear

UNIT II PROSE (9 Hrs)
1. Ernest Hemingway : A Day's Wait
2. Anton Chekhov : The Lottery Ticket

UNIT III FICTION (9 Hrs)
1. Jane Austen : Pride and Prejudice

UNIT IV GRAMMAR (9 Hrs)
1. Voice – Conditionals - Coherence

UNIT V COMPOSITION (9 Hrs)
1. Letter Writing
2. Report Writing

Text Books
1. Sharma, O.C ¯The Approach to Life: A Selection of English Prose‖, Orient Longman Limited, 2009
2. Dipankar Purkayastha, Dipendu Das,Jaydeep Chakrabarty, ¯Brookside Musings: A Selection of Poems and Short Stories: Board of Editors‖, Orient, Longman Limited, 2009
3. Wisdom and Experience: An Anthology for Degree Classes. Board of Editors‖, Orient Longman Limited, 2007

Reference Books

1. Lalitha Natarajan and Sasikala Natesan,‖ English for Excellence: Poetry‖, Anuradha Publications Literary Pursuits: Board of Editors, Orient Longman Limited, 2015
2. Ernest Hemingway.¯The Complete Short Stories of Earnest Hemingway‖. Scribner Publication. 2003
3. Rabindranath Tagore, Where the mind is without fear ¯, London: The India Society,1912.

Web References

1. https://www.litcharts.com/poetry/lord-byron/she-walks-in-beauty
2. https://americanliterature.com/author/anton-chekhov/short-story/the-lottery-ticket
3. https://www.cliffsnotes.com/literature/p/pride-and-prejudice/book-summary

A20JMT204 **THEORY OF COMMUNICATION** L T P C Hrs
                                           3 1 0 4 60

Course Objectives

- To understand the Meaning, importance, functions & scope of communication.
- To study Different forms of communication.
- To understand Different types of communication.
- To analyse Important theories of communication
- To understand Various models of communication

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the role, scope, function of communication, communication characteristics.

CO2 - Acquire the significant knowledge about the communication theory &communication model.

CO3 - Acquire an in-depth knowledge about the normative theory and seibert theory of communication.

CO4 - Interpret on how these theories can be utilised.

CO5 - Understand on how the models of communication can be used for further research process.

UNIT I DEFINING COMMUNICATION **(12 Hrs)**

1. Communication: Definition, meaning, concept, elements, process.
2. Functions and scope of communication
3. Types and forms of communication
4. Barriers to communication
5. 7 C_s of communication

UNIT II INTRODUCTION TO COMMUNICATION THEORIES **(12 Hrs)**

1. Communication theory
2. Need and importance of communication theory
3. Two Step and Multi Step Theory
4. Hypodermic needle theory and Marshall McLuhan theory
5. Agenda setting theory

UNIT III INTRODUCTION TO COMMUNICATION MODELS **(12 Hrs)**

1. Communication model
2. Need and importance of Communication model
3. SMCR Model
4. Shannon and Weaver Model
5. Harold D. Lasswell Model

UNIT IV NORMATIVE THEORY AND SEIBERT THEORY OF

COMMUNICATION **(12 Hrs)**

1. Authoritarian Theory
2. Libertarian Theory
3. Social Responsibility Theory
4. Developmental Theory
5. Democratic Participant Theory

UNIT V INDIAN COMMUNICATION THEORIES **(12 Hrs)**

1. The concept of sadharanikaran
2. Yadava‗s two implications
3. Dissanayake‗s Buddhist theory of communication
4. Virat Purush view
5. Islamic communitarian view

Text Books

1. Keval J. Kumar , ‾Mass Communication in India‖, Jaico Publishing House, 5th edition, 2020.
2. John Fiske & Henry Jenkins,‖ Introduction to Communication studies‖, Routledge, Oxon , 3rd edition,2011
3. Seema Hasan, ‾Mass Communication- Principles & Concepts‖, CBS Publishers, New Delhi, 2nd edition, 2010.

Reference Books

1. Lester, E ‾Visual Communications: Images with Messages‖. Thomson Learning 8th edition 2000
2. Schildgen, T ‾Pocket Guide to color with digital applications‖. Thomson Learning 2nd edition 1998.
3. Philip Hayward, Arts Council of England, ‾Picture this: Media Representation of Visual Arts andartists‖ University of Luton Press, 2nd edition,1998

Web References

1. https://www.cleverism.com/skills-and-tools/visual-communication/
2. https://businessjargons.com/visual-communication.html
3. https://visme.co/blog/visual-communication/

A20JMT205   APPLICATIONS OF COMPUTER IN MEDIA   L   T   P   C   Hrs
                                                      3   1   0   4   60

Course Objectives

- Understand the meaning, importance and concept of information communication technology(ICT)
- Major applications of ICT in media.
- Get acquainted with computer and its operations.
- Understand the application of DTP software_s in print media industry
- Provide good knowledge on graphic designing applications.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the information and communication Technology.

CO2 - Acquire the significant knowledge about components of computer system.

CO3 - Understand Ms Office and uses of printer &scanner.

CO4 - Understand the production process in detail.

CO5 - Acquire an in-depth knowledge about the techniques involved in generating concepts, developing it as stories and writing effective screenplay.

UNIT I INTRODUCTION TO COMPUTER   (12 Hrs)

1. Information and Communication Technology: Meaning importance and Concept
2. Introduction to computer: History & Classification of computer
3. Computer: Characteristics &application

UNIT II COMPONENTS OF COMPUTER SYSTEM   (12 Hrs)

1. Central Processing Unit(CPU)
2. VDU (Visual Display Unit) Keyboard and Mouse
3. Other input/output Devices
4. Computer Memory
5. Storage device.

UNIT III MS OFFICE, USE OF PRINTER & SCANNER   (12 Hrs)

1. Microsoft Office: Word, Power Point, excel
2. Using printers & scanners

UNIT IV DTP SOFTWARE   (12 Hrs)

Features and their basic application:
1. Corel draw
2. Indesign
3. Photoshop

UNIT V CHARACTERISTICS OF INTERNET   (12 Hrs)

1. Brief idea about ISP and browsers
2. Websites and its types
3. Email: Need and Importance
4. Web tools: Bolgs, Social Media and Search Engine

Text Books

1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,‖Fundamentals of Computer Graphics‖ CRCPress, US, 3rd edition, 2015.
2. Ramesh Bangia, ‾Computer Fundamentals and Information Technology‖, Firewall Media, NewDelhi, 2nd edition 2008.
3. Erika Kendra ‾Adobe Photoshop CS3: The Professional Portfolio‖, Against The Clock, London, 2ndedition, 2008

Reference Books

1. Ze-Nian Li, Mark S. Drew,Jiangchuan Liu, ‾Fundamentals of Multimedia‖ Springer Nature; 2ndedition, 2014
2. Anita Goel, ‾Computer Fundamentals‖, Pearson, 2nd edition, 2010.
3. Jeff Johnson, ‾Designing with the Mind in Mind: Simple Guide to Understanding User InterfaceDesign Rules‖, Morgan Kaufmann Publishers, USA, 2010.

Web References

1. http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
2. https://issuu.com/ademing/docs/typographybook
3. https://users.dimi.uniud.it/˜antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf

A20JMD202   **STATE POLITICS AND CONSTITUTION**   L   T   P   C   Hrs
                                                                   3   1   0   4   60

Course Objectives
- Understand the Indian political system.
- The role, rights and duties of a citizen.
- The power and functioning of democratic Institutions
- Widen the knowledge on various laws that are in accordance with the media.
- Apprise students of our electoral system.

Course Outcomes
After completion of the course, the students will be able to

CO1 - Understand about Indian constitution, fundamental rights& duties, state policy, state and central relationship.

CO2 - Understand the power and function of Indian democracy parliament.

CO3 - Understand the judicial system

CO4 - Understand the Electoral system, power &functioning.

CO5 - Understand the power and functioning of judicial system.

UNIT I INDIAN CONSTITUTION   **(12 Hrs)**
1. Indian Constitution: Salient Features &preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

UNIT II POWER AND FUNCTIONING OF DEMOCRATIC INSTITUTIONS   **(12 Hrs)**
1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

UNIT III JUDICIAL SYSTEM   **(12 Hrs)**
1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

UNIT IV ELECTORAL SYSTEM   **(12 Hrs)**
1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi-Party System - National and Regional Parties

UNIT V PARLIAMENT AND MAKING OF LAWS (12 Hrs)

1. Why do we need a Parliament?
2. Understanding Laws
3. Media Laws

Text Books

1. Shukla,V.N, ¯Constitution of India‖, Eastern Book Company, Lucknow, 1st edition, 2001
2. Bakshi,P.M, ¯The Constitution of India‖, Universal Law Publishing Co. Pvt. Ltd, 2nd edition, 2001
3. D.D.Basu, ¯An introduction to the Constitution of India‖, J.C.Johri Indian Political System, 1stedition, 2000

Reference Books

1. Praveen Tiwari, ¯The Great Indian Conspiracy‖, Bloomsbury India, 2nd edition, 2019
2. Sudha Pai, ¯Handbook of Politics in Indian States: Regions, Parties, and Economic Reforms‖Oxford India Handbooks, 1st edition, 2018.
3. Himanshu Roy,M.P.Singh,A.P.S.Chouhan, State Politics in India,Primus Books, 1st edition, 2017.

Web References

1. https://www.futuredirections.org.au/publication/the-politics-of-border-regions-in-the-formulation-of-indias-foreign-policy/
2. https://www.theindiaforum.in/category/politics
3. https://www.youth4work.com/Talent/Indian-Politics/Forum

A20JML206　　　　　**PHOTOGRAPHY LAB**　　　　　L　T　P　C　Hrs
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　0　0　4　2　30

Course Objectives

- To enhance knowledge about photography, still camera and lighting
- To strengthen their sense of visualization
- To impart creativity in photography work
- To apprise the students with techniques involved in various beats of photography
- To fortify their knowledge in various genres of photography

Course Outcomes

After completion of the course, the students will be able to

CO1 - Handle the camera Equipment in production

CO2 – Acquire knowledge in camera angle and shots, lens and camera exposure &camera setting

CO3 - Handle the Framing and composition in photography.

CO4 - Become a professional photographer.

CO5 - Have a better understanding in lighting techniques

Exercises/Assignments:

1. Familiarization with photography equipments
2. Study and Practice in various photographic cameras angles and shots
3. Study and Practice of DSLR Camera with various lenses
4. Study and Practice of varying exposure in DSLR Camera
5. Study and practice of Composition of rule of third
6. Shooting exercises in natural light
7. Shooting exercises in artificial light
8. Study and practice of montage
9. Making a photo feature on a specific topic by using own photographs
10. Making a photo feature after collecting photographs from newspapers/magazines
11. Making a photo journalism on a specific incident by using own photographs
12. Making a photo language on a specific incident by using own photographs

(The Students have to submit all the exercises as Record Work for Practical exam, which will be evaluated in viva)

Text Books

1. Ben Long, ̄Complete Digital Photography‖, Course Technology PTR, USA, 1st edition, 2010
2. Bruce Goldstein E, ̄Encyclopedia of Perception‖, SAGE Publications, New Delhi, 2nd edition, 2010
3. Linda Good, ̄Teaching and Learning with Digital Photography‖, Sage Publications, New Delhi, 1stedition, 2009

Reference Books

1. Peterson, Bryan,‖Understanding Exposure‖, Watson-Guptill Publications, 4th Edition, 2016.
2. Duchemin, David , ‾Within the Frame‖, New Riders Publication, 1st edition, 2016.
3. Szarkowski, John, ‾The Photographer‗s Eye, The Museum of Modern Art‖, New York Publisher, 2ndedition, 2007

Web References

1. https://photographylife.com/photography-basics
2. https://photographylife.com/photography-basics
3. http://www.betterphotography.in/

A20JMS202   **SOFT SKILLS LAB**   L T P C Hrs

0 0 4 2 30

(Common to B.A. English and B.Sc Visual Communication)

Course Objectives

- To train students in soft skills in order to enable them to be professionally competent
- To facilitate the students for oral communication with confidence
- To enrich the sense of social responsibility and accountability of the students
- To help the students to train them for writing different types of resumes in keeping with thedemands of the corporate world
- To train the students to work with team environment

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Enhance the soft skills and compete professionally

CO2 - Speak and present the ideas with confidence

CO3 - Establish Interpersonal and leadership qualities

CO4 - Draft different types of effective and impressive resume that highlight their potential and expectation

CO5 - Demonstrate the quality of a team player to execute and manage things in professional and personal life

UNIT I SOFT SKILLS AND PERSONALITY DEVELOPMENT   (6 Hrs)

1. Soft Skills: Meaning and Importance
2. Hard Skills versus Soft Skills
3. Power of Positive Attitude – Etiquette and Manners

UNIT II COMMUNICATION SKILLS   (6 Hrs)

1. Oral Communication: Forms, Types of Speeches and Public Speaking
2. Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation
3. Non-verbal Communication: Body Language and Proxemics

UNIT III INTERPERSONAL SKILLS   (6 Hrs)

1. Interpersonal Skills - Relationship Development and Maintenance and Transactional Analysis.
2. Negotiation- Types, Stages and Skills
3. Counseling Skills

UNIT IV EMPLOYABILITY SKILLS   (6 Hrs)

1. Goal Setting
2. Career Planning
3. Corporate Skills
4. Group Discussion
5. Interview Skills - Types of Interview
6. Job Application – Cover Letter
7. Resume Preparation

UNIT V PROFESSIONAL SKILLS   (6 Hrs)

1. Decision Making Skills
2. Problem Solving
3. Team Building Skills
4. Team Spirit – Time Management

Text Books

1. Sharma Prashant, ¯Soft Skills Personality Development for Life Success‖, BPB Publications, June2018
2. Robbins / Hunsaker, ¯Training in Interpersonal Skills‖, New Delhi, 2015
3. Vishnu P. Singh, C.Subhas, Kapil Dev.¯Employability Skills‖, Asian Publication, 2014

Reference Books

1. Ghosh, B.N,‖ Managing Soft Skills for Personality Development‖, New Delhi: Tata McGraw HillEducation Pvt. Ltd., 2012.
2. Neera Jain and ShomaMukherji.,‖ Effective Business Communication‖ New Delhi:Tata McGraw HillEducation Pvt. Ltd., 2012.
3. Ashraf Rizwi.M,‖ Effective Technical Communication‖, New Delhi: Tata McGraw Hill Education Pvt.Ltd., 2010.

Web References

1. https://www.mindtools.com/pages/main/newMN_LDR.htm
2. https://www.skillsyouneed.com/ips/negotiation.html
3. https://www.investopedia.com/terms/i/interpersonal-skills.asp

A20AET202	PUBLIC ADMINISTRATION	L	T	P	C	Hrs
		2	0	0	2	30

(Compulsory Course designed as per the directions issued by Government of India, MHRD, Department of Higher Education (Central University Bureau) F.No.19-6.2014-Desk U Dated 19-05-2014)

Course Objectives
- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the concepts and evolution of Public Administration.
CO2 - Be aware of what is happening in the Public Administration in the country
CO3 - Explain the Territory Administration in the State and the Centre
CO4 - Appreciate emerging issues in Indian Public Administration

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION (7 Hrs)
Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber andothers - Evolution of Public Administration in India - Arthashastra - Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA (8 Hrs)
Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat -– All India Services - Training of Civil Servants - UPSC - Niti Ayog - Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission - National Women‗s Commission –CAG

UNIT III STATE AND UNION TERRITORY ADMINISTRATION (8 Hrs)
Differential Administrative systems in Union Territories compared to States Organization of Secretariat: -Position of Chief Secretary, Functions and Structure of Departments, Directorates - Ministry of Home Affairs supervision of Union Territory Administration - Position of Lt. Governor in UT
– Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)
Changing Role of District Collector – Civil Servants - Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms — The RTI Act 2005 – Social Auditing and Decentralization
– Public Private partnership.

Text Books

1. Avasthi and Maheswari, ¯Public Administration‖, Lakshmi Narain Agarwal, 1st Edition, 2016.
2. Ramesh K.Arora, ¯Indian Public Administration: Institutions and Issues‖, New Age InternationalPublishers, 3rd Edition, 2012.
3. Rumki Basu, ¯Public Administration: Concept and Theories‖, Sterling, 1st Edition, 2013.

Reference Books

1. Siuli Sarkar, ¯Public Administration in India‖, Prentice Hall of India, 2nd Edition, 2018.
2. M. Laxmikanth, ¯Public Administration‖, McGraw Hill Education, 1st Edition, 2011.
3. R.B.Jain, ¯Public Administration in India,21st Century Challenges for Good Governance‖, Deepand Deep Publications,2002.

Web References

1. http://cic.gov.in/
2. http://www.mha.nic.in/
3. http://rti.gov.in/
4. http://www.cvc.nic.in/

A20EAL201	**NATIONAL SERVICE SCHEME**	L	T	P	C	Hrs
		0	0	2	1	15

Course Objectives

- To introduce about various activities carried out by national service scheme
- To gain life skills through community service
- To gain awareness about various service activities performed in higher educational institutions.
- To give exposure about the use of technology to uplift the living standards of ruralcommunity.
- To induce the feeling of oneness through harmony of self and society

Course Outcomes

After completion of the course, the students will be able to

CO1 – recognize the importance of national service in community development.

CO2 – convert existing skills into socially relevant life skills.

CO3 – differentiate various schemes provided by the government for the social development

CO4 – identify the relevant technology to solve the problems of rural community.

CO5 – associate the importance harmony of nation with long term development

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME   (3 Hrs)

History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy etc.,

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER   (3 Hrs)

Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS   (3 Hrs)

Objective and functions of Red Ribbon Club, Swatchh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA   (3 Hrs)

Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.

UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY (3 Hrs)

The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation , Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.

Reference Books

1. Joseph, Siby K and Mahodaya Bharat (Ed.), ⁻Essays on Conflict Resolution‖, Institute of Gandhian Studies, Wardha, 2007.
2. Barman Prateeti and Goswami Triveni (Ed.), ⁻Document on Peace Education‖, Akansha Publishing House, New Delhi 2009.
3. Sharma Anand, Gandhian Way, ⁻Academic Foundation‖, New Delhi Myers G.Davi. ⁻Social Psychology‖. New Delhi: Tata Mc.Graw Hill, 2007
4. Taylor E.Shelly et.al, ⁻Social Psychology‖ 12th edition, New Delhi, Pearson Prentice Hall Singh, 2006
5. Madhu, ⁻Understanding Life Skills, background paper prepared for education for all: The leap to equality‖, Government of India report, New Delhi, 2003.
6. Sandhan, ⁻Life Skills Education, Training Module, Society for education and development‖, Jaipur. Radakrishnan Nair and Sunitha Rajan (2012), ⁻Life Skill Education: Evidences form the field‖, RGNIYD publication, Sriperumbudur, 2005.
7. Government of India, ⁻National Service Scheme Manual (Revised)‖, Ministry of Youth Affairs and Sports, New Delhi.
8. M. B. Dishad, ⁻National Service Scheme in India: A Case study of Karnataka‖, Trust Publications, 2001

Web References

1. http://www.thebetterindia.com/140/national-service-scheme-nss/
2. http://en.wikipedia.org/wiki/national-service-scheme 19=http://nss.nic.in/adminstruct
3. http://nss.nic.in/propexpan
4. http://nss.nic. in
5. http://socialworknss.org/about.html

A20JMT307   **PRINTING AND PUBLICATION**   L T P C Hrs
                                                            3 1 0 4 60

Course Objectives
- To provide the student with knowledge of industry standard software
- To gain knowledge about professional print layout
- To understand the principles unique to designing for print
- To understand the technology involved in the printing process
- To gain knowledge about professional print design

Course Outcomes
After completion of the course, the students will be able to
CO1 - Understand the colour wheel, primary, secondary, tertiary colours.
CO2 - Understand the design principles from line, shape, space, texture, etc.
CO3 - Categorising the organization like horizontals, verticals & diagonals drawings.
CO4 - Understand the drawing shapes, space and light.
CO5 - Summarising the concepts of Human response to colour psychology.

UNIT I PRINTING TPYES AND PRINCIPLES   (12 Hrs)
History of printing. Principles of printing. Photo composition and digital printing. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Lino cut.

UNIT II PRINTING PROCESS   (12 Hrs)
Colour printing process - colour separation, colour correction and colour reproduction. Laser Printers, Photostat machines, Scanners, Image setters, Directto-plate printing etc. Digital pre-press.

UNIT III PRINTING DESIGN AND LAYOUT   (12 Hrs)
Elements and Principles of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc. Typography, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

UNIT IV NEW TECHNOLOGICAL DEVELOPMENT IN PUBLICATION PROCESS   (12 Hrs)
Recent trends publication process. An overview of printing and publication industry in India. An over view of electronic publication.

UNIT V PUBLICATION DESIGN   (12 Hrs)
Publication design – Concept and techniques. Publication layout and design, corporate identity and advertising layout, presentation of images and information using tools and technologies, creation of news and publication production.

Text Books
1. Ramano F, ¯Delmar's dictionary of Digital Printing and Publishing‖, 1997
2. Dennis, E, Arndams, J.M , ¯Lithographic technology in transition‖ 1997
3. NIIR Board, ¯The complete book on Printing Technology‖, Asia Pacific Business Press Inc, 2003

Reference Books

1. Amdams, J.M, ¯Printing Technology‖, 4th Edition. Thomson Learning, 1996
2. Bergland, D, ¯Printing in a digital world‖, Thomson Learning, 1997
3. Finley, C, ¯Printing paper and inks‖, Thomson Learning, 1998

Web References

1. www.print-publishing.com
2. http://www.bestbookprinting.com/app/webroot/blog/?p=1557
3. https://scroll.in/article/978968/as-book-publishing-shrinks-during-the-pandemic-how-are-indias printing-presses-coping

A20JMT308	Media management	L	T	P	C	Hrs
		3	1	0	4	60

Course Objective:
- To enable the students to be able to describe the principles, need and functions of mediamanagement.
- To enable the students to describe the structure and functions of print mediaorganization.
- To understand the economics of media organisation.
- They make the students to get to know the set up and practices of media organizations
- To understand the vital role that media play in the production of news, information, andentertainment in a democratic society

Course Outcome:
After completion of the course, the students will be able to
CO1 : acquire detailed understanding of media organizations and its types.
CO2 : bring out the differences between media as business and media as a social institution.
CO3 : have an in-depth knowledge of how media organizations are managed.
CO4 : gain clear idea of how print media works, its various functions and departments.
CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

UNIT I INTRODUCTION (12 Hrs)
Media Organization and Design, Various Types of Media Organisation. Brief Idea of Government, Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC. News agency: PTI & UNI, Doordarshan & All India Radio. Media as Business and Social Institution. Media enterpreneurship, Greiner's Development Model of a company.

UNIT II PRODUCTION HOUSES AND EMPLOYMENT IN THE INDUSTRY (12 Hrs)
Behavior in media Organization and Organizational Behavior. Nature and Structure of different, Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

UNIT III MANAGEMENT OF DIFFERENT ORGANIZATIONS (12 Hrs)
Management of Print Media Organization. Organizational Patterns of a Print Media. Types of newspaper ownership pattern in India. Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper. Newspaper economics: Circulation & Advertising as source of revenue.

UNIT IV ECONOMICS, PROJECT PLANNING & PRODUCTION TEAM (12 Hrs)
Economics of Media-Relationship between supplier and buyer, Revenue Models, Market Factors, State of the Industry today. Project Management in Media Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up).

UNIT V STRATEGIES, STRENGTHS AND LEGAL ARRANGEMENTS (12 Hrs)
Programming Strategies, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements and Project Management.

Text book:
1. Block et al, "Managing in the Media", Focal Press, 2001
2. Mark Briggs ,"Turn Your Idea Into a Business," Entrepreneurial Journalism.
3. Liz Farquhar, ⁻The Digital Advertising Trends Triggering New Business Opportunities withMarketers & Advertisers‖.

Reference books:
1. Hargie O, Dickson D,"Tourish Communication Skills for Effective Denis Management", Pal grave Macmillan, India , 2015_
2. Dr. Sakthivel MurughanM, ⁻Management Principles & Practices‖, New Age International Publishers,New Delhi, 2011

Web Reference
1. https://www.businessmanagementideas.com/media/media-management-notes-nature-scope-and-growth-profile-of-indian-media/18641
2. https://simplicable.com/new/media-management
3. https://www.docsity.com/en/functions-of-media-management-in-advertising-media-managment-handouts/170624/

A20JMT309 **Radio Journalism** **L T P C Hrs**
4 0 0 4 60

Course Objectives
- To inculcate the skills of reporting
- To instill the art of writing for radio
- To produce live reporting
- To create the ease of news casting
- To give awareness on techniques involved in news production

Course Outcomes
After completion of the course, the students will be able to
CO1 - Know the scope and nature of Radio Journalism
CO2 - Assess the future trends in broadcast journalism
CO3 - Apply ethical values and legal procedures while creating live reporting from the field
CO4 - Make use of editing skills in constructing news for Television and Radio
CO5 - Engage in team work to produce appropriate content for media

UNIT I Radio Journalism - Origin and Growth **(12 Hrs)**
Radio Journalism - Origin and Growth, Brief History, Evolution & development of Radio journalism-Globally & in India. Indian Scenario: All India Radio, Vividh Bharati, Three tiers of Radio Broadcast–Local, Regional and National & FM, Prasar Bharati, Role and Responsibilities of Radio journalist.

UNIT II Writing for Radio **(12 Hrs)**
Writing for Radio, Bytes and Outside Broadcast (OB) , Vox- Pops, Interviews Compiling Radio news bulletins, Production of formats of news - 2-minute headline bulletin to one hour news show, Radio features/documentaries, Radio commentaries, Spotlight/Talks.

UNIT III Techniques of Sound Recording **(12 Hrs)**
Basic concepts of Audio production, Microphones – Designs, Categories and Applications, Digital Studio Mixer. Portable Audio Mixers, Recording formats, Understanding sound recording / Perspective of sound, Sound transfer, Editing and post-production.

UNIT IV Audio Workstations **(12 Hrs)**
Editing softwares, OB recording equipment, Audio Workstations - Nuendo, Avid Pro tools and others, Studio recording, Off air / On air studios and their working Online Sound editing, Online Sound editing software, Newsroom software, phone -in & radio bridge, FM broadcast softwares - RCS, etc.

UNIT V Programme production **(12 Hrs)**
Drawing up fixed point chart for community radios, Compiling short news bulletins, Production of field based Radio features , Production of Studio based Radio programmes in different formats

Text Books
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.

Reference Books

1. Broadcasting and the People =- Mehra Massani (NBT)
2. Hand Book of Broadcasting - Waldo Abbot and R Rider (McGraw Hill)
3. Radio: A Guide to Broadcasting Techniques - E Evans

Web References

1. http://www.nraismc.com/wp-content/uploads/2018/04/Radio-Journalism-and-Production.pdf
2.https://www.researchgate.net/publication/272416418_Radio_journalists_and_the_Internet_A_study_on_perceptions
3. https://libguides.colostate.edu/journalism/reference

A20JMD303	**Online Journalism**	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To know about the field of online Journalism
- To understand the distinct characteristics of online journalism
- To learn the basic writing styles used by online journalists
- To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
- To learn about the latest trends in online journalism

Course Outcome

After completion of the course, the students will be able to

CO1: To become acquainted with the internet as a social phenomenon
CO2: To learn about the development of online journalism
CO3: To learn about the ethical and legal aspects of online publishing.
CO4: Acquire knowledge about casting and streaming
CO5: Gain indepth knowledge about mobile journalism

UNIT I NETWORKED SOCIETY (12 Hrs)

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

UNIT II CAR/CAJ (12 Hrs)

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

UNIT III BACKPACK JOURNALISM (12 Hrs)

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

UNIT IV MARKETING FOR THE WEB (12 Hrs)

Marketing for the web - SEO, AdSense, AdWords, 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

UNIT V MOBILE JOURNALISM (12 Hrs)

Mobile Journalism, Photos for web – forms and format, still, gallery, slideshow, Audio for web –forms and format, Internet Radio, Audio boo, Soundcloud, Podcasts, Broadcast yourself Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming

Text Books

1. Ronald De Walk, ⎺Introduction to Online Journalism: Publishing News and Information‖
2. James Glen, ⎺Web Journalism: Practice and Promise of a New Medium‖
3. James C. Frost, ⎺Online Journalism: Principles and Practices of News for the Web‖

Reference Books

1. Digitizing the News: Innovation in Online Newspapers.
2. Stuart Allen, ¯Online News: Journalism and Internet‖
3. Hugh Hewitt, ¯Blog: Understanding the Information Reformation That_s Changing the World‖

Web Reference

1. https://www.intechopen.com/books/the-evolution-of-media-communication/online-journalism-current-trends-and-challenges
2. http://www.macloo.com/journalism/
3. https://isoj.org/managing-the-production-of-online-journalism/

A20JML310	GRAPHIC DESIGNING LAB	L T P C Hrs
		0 0 4 2 30

Course Objectives
- To demonstrate proficiency in design principles, design process.
- To understand contemporary design practice.
- To develop an understanding of design process and problem solving methods.
- To explore the effect graphic design has upon the human environment from
- To understand social responsibility, sustainability and interdisciplinary perspectives.

Course Outcomes
After completion of the course, the students will be able to
CO1 - gain knowledge about graphic design - its history and evolution along with its technology and concepts.
CO2 - have a very good knowledge about Principles of Graphic Design.
CO3 - understand the relationship of graphic design to other disciplines and to society.
CO4 - have a thorough knowledge of creating pattern design.
CO5 - have detailed understanding of Typography through principle for typography.

Record should contain at least THREE exercises each with written briefs, scribbles andfinal artwork.
Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or anyother secondary sources will not be allowed).

Record
1. Logo design and Visual identity
2. Typography Designs
3. Poster design for current event
4. Image manipulation
5. Layout design and Collage
6. Print Advertisements - Black & White, Colour.

Text Books
1. Ellen Lupton & Jennfer Cole Phillips, ‾Graphic Design: The New Basics‖ Princeton ArchitecturalPress‖ Revised and updated edition 2015
2. David Dabner & Sandra Stewar t& Eric Zempol,‖Graphic Design School: A Foundation Course forGraphic Designers Working in Print, Moving Image and Digital Media‖, Thames & Hudson Ltd; 5th Revised edition 2014
3. Ji Yong Park, ‾Visual Communication in Digital Design‖,YoungJin, 1st edition, May 1, 2008

Reference Books
1. Peter Dawson & John Foster& Tony Seddon, ‾Graphic Design Rules: 365 Essential Design Dosand Don'ts‖, Frances Lincoln Publishers Ltd, Flexi bound edition, 2012.
2. Steven Heller, ‾Typography Sketchbooks‖, Thames & Hudson Ltd, 2012
3. Malamed Connie, ‾Visual Language for Designers: Principles for Creating Graphics that PeopleUnderstand‖, Rockport Publishers, 1st edition, 2011

Web References
1. https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697
2.https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf
3.http://ptgmedia.pearsoncmg.com/images/9780134663449/samplepages/9780134663449_CH04.pdf

A20JML311	Visual News Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objectives
- To multi task and to learn to work in a team
- To understand live television news production
- To learn studio lighting
- To acquire essential skill sets for anchoring and producing
- To develop their voices for presentation and reporting through voice modulation exercises

Course Outcomes
After completion of the course, the students will be able to

CO1 - gain knowledge various aspects of broadcast television news production

CO2 - have a very good knowledge about conceptualizing, producing and working with and leading a team

CO3 - understand the workflow in TV studios

CO4 - explore various programming formats through class sessions and station analysis

CO5 - have detailed understanding of lighting procedures, production control room and live news production

Each student should submit Record which contains at least THREE PRACTICAL exerciseson different genres of

1. News script
2. News reporting
3. News reading
4. Voice over
5. Anchoring exercises.

Each student to provide individual CD-ROMs with all the exercises did during the year withproper dates.

Text books
1. Broadcast Journalism, Brad Schultz, Published 2005Sage Publications Inc
2. Kellison, C., Morrow, D., & Morrow, K. (2013). Producing for TV and new media: a real-world approach for producers. Routledge.
3. Gross, L. S., Foust, J. C., & Burrows, T. D. (2005). Video production: disciplines and techniques. Boston: McGraw-Hill.

Reference books
1. Gormly, Eric K. Writing and Producing Television News. Second ed. Ames, Iowa: Blackwell Publishing, 2004.Fundamentals of Television Production; Donald, Ralph & Spann, T
2. Zettl, H. (2011). Television production handbook. Cengage Learning.
3. Utterback, A. (2015). Studio Television Production and Directing: Concepts, Equipment, and Procedures Routledge.

Web reference
1. http://etheses.lse.ac.uk/3197/
2. https://bettermarketing.pub/how-to-produce-a-tv-newscast-10870b8104c1
3. https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/television-broadcasting-production

A20JMS303   **COMMUNICATION SKILL DEVELOPMENT**   L   T   P   C   Hrs
                                                                    0   0   4   2   30

Course Objective:
- To understand the concept, process and importance of communication.
- To gain knowledge of media of communication.
- To develop skills of effective communication both written and oral.
- To help students to acquaint with application of communication skills in the world of business.
- To understand the concept of personality and personality development and its significance.

Course Outcome:
After completion of the course, the students will be able to
CO1 - overcome from all sorts of barriers to communication
CO2 – understand the basic concept of communication, its need in current scenario
CO3 - to appreciate any piece of writing and comprehend it.
CO4 – to write a wide range of papers, proposals and reports
CO5 – understand the importance of personality development.

UNIT I Art of Good Communication   (12 Hrs)

- Verbal & Non-Verbal Communication
- Difference between Oral and Written Communication
- 7'Cs of Effective Communication
- Importance of Effective Communication

UNIT II Body Language   (12 Hrs)

- Non-Verbal Communication
- Types of Body Language
- Functions of Body Language
- Role of Body Language
- Proxemics

UNIT III Personality   (12 Hrs)

- Personal Grooming
- Personal Hygiene
- Social Effectiveness
- Business Etiquettes (Power Dressing)

UNIT IV VERBAL COMMUNICATION (ORAL-AURAL & WRITTEN) (12 Hrs)

- Importance of Spoken English,
- Status of Spoken English in India, International Phonetic Alphabet (IPA) Symbols,
- Spelling and Pronunciation.
- Main Forms of Written Communication, Paragraph Writing (Linkage and Cohesion), Letter Writing (formal and informal), Essay writing, Notices

UNIT V COMMUNICATION AS A SKILL FOR CAREER BUILDING (12 Hrs)

- Preparing for a Career
- Soft Skills for Leadership and Team Management
- Presentation Skills Business Communication
- Telephone Skills
- Time & Stress Management

Text Books
1. Eriksen Karin (1979) Communion skills for human services, Prentice-Hall
2. Kundu C.L (1989) personality Development, Sterling Bangalore.
3. Kagan Jerome (1969), Personality Development, Harcourt Brace, New York.

Reference Books
1. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
2. Seven Habits Of Highly Effective People – Stephen Covey
3. Effective Business Communication – H.Murphy.

Web References
1. https://onlinecourses.swayam2.ac.in/cec19_mg36/preview
2. https://www.skillsyouneed.com/ips/communication-skills.html
3. https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/article/communication-skills-and-personality-development/MTk3MDM=/?is=1&b1=45&k=12

A20JMT412   **MEDIA ETHICS**   **L T P C Hrs**

                                                            3 1 0 4 60

Course Objectives

- To Identify the roles, rules, and routines of an interaction in a particular setting
- To enable students to understand with the various laws governing the media in the Indian context.
- To understand the ethical principles and imbibe the spirit behind the media laws.
- To recognize ethical issues inherent in mass communication theory and practice.
- To create critical thinking skills to students in evaluating diverse approaches, practices, and effects within media.

Course Outcomes

After completion of the course, the students will be able to

CO1- Understand the journalistic codes and standards.

CO2 – gain knowledge about the Freedom of Speech and Protection.

CO3 - know about the gathering information for News, Laws of Source Protection and the
Ethical Issues.

CO4 - have complete knowledge about Copyright laws and Ethical issues of Entertainment.

CO5 - Analyse the Ethical issues faced by the Advertising industry in the present world.

UNIT I Indian Media and the Constitution   (12Hrs)

Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy

UNIT II The ethics of photo and video journalism   (12Hrs)

The ethics of photo and video journalism , Staging photographs , Electronic manipulation
Selective editing, Eyewash

UNIT III Ethics in Cyberspace   (12 Hrs)

Cookies , Ownership of information, Sources, Fragmentation of political culture ,
Online journalism , Online privacy, accuracy, immediacy, reliability, & accessibility

UNIT IV Broadcast law   (12 Hrs)

The monopolies And Restrictive Trade Practices Act. Drugs and Magic remedies (Objectionable Advertisements) Act. The Prasar Bharati (Broadcasting Corporation of India)Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board ofCensors.

UNIT V Ethical Issues in Indian Media   (12Hrs)

Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence,
Hate speech, Fake news and post-truth, Trial by media, Women and Children in media,
Pressures on Media Freedom (Political, Commercial, Legal)

Text Books
1. Durga Doss Basu, ‾Press Laws‖, Central Law Book Agency, Delhi, 2000
2. Barua ,Vidisha, ‾Press and Media Law Manual‖, Universal Law Publishing Co , New Delhi, 2002
3. Neelamalar, ‾Media law and ethics‖, PHI Learning New Delhi, 2010

Reference Books
1. Kiran R.N., ‾Philosophies of Communication and Media Ethics‖, B.R. Publishing Corp., New Delhi,2000
2. BaskarRao N., G.N.S. Ragavan, Social Effects of Mass Media in India, Gyan Publishing House,New Delhi, 1996
3. Ray Eldon, Hiebert Carol, Impact of Mass Media, Longman, New York,1988

Web Reference
1. https://presscouncil.nic.in/OldWebsite/speechpdf/speech6.htm
2. https://www.lexology.com/library/detail.aspx?g=4975586a-c15b-4c0c-9103-cc4020265dcd
3. https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism

A20JMT413	MEDIA WRITING	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.

CO2 - learn the importance of writing skills

CO3 - have a thorough knowledge of the various styles for different mass media

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

UNIT I The Mass Media Audience and the Writer (12Hrs)

Who are media audience, Writing for different media, Informing (announcing) and persuading Writing for your editor: time and space restrictions

UNIT II Fundamentals of Media Writing (12Hrs)

Descriptive, Narrative, Objective and Reflective, ABCD of Media Writing: Grammar and Vocabulary Writing for News and Non-news Mediums for Print media, Writing for News and Non-news Mediums for Electronic media

UNIT III Radio Writing (12Hrs)

News features – Docudramas – Interview – Commercials – Radio language-Editing for Radio.

UNIT IV Public Relations writing (12Hrs)

Functions of public relations writing, Public relations, news, and advertising; creating news Textual tools: press releases, invitations, newsletters, fact sheets, backgrounders, photo and caption, audiovisual, NGO and public service announcements

UNIT V Writing for the Web (12Hrs)

Characteristics of good and bad writing, Traditional and web writing: similarities and differences, Audience expectations in traditional and web writing, Writing formats SEO, Blog posts

Text books

1. Thompson, rick, ‾Writing for Broadcast journalist‖, London: Routledge,2005.
2. Belmont, ‾Writing for Television, Radio and New media‖, 8th ed, Wadsworth PublishingCompany,1992.
3. Kelsey, Gerald, ‾Writing for Television‖, Unisrar,2004.

Reference Books

1. Fox,Walter, ‾Writing the News:Print Journalism in the electronic age‖, New York : Hasting HousePublishers,1977,
2. Leslie Sellers, ‾Doing if in style‖

Web Reference

1. https://medium.com/@jess_90990/what-are-the-different-types-of-media-writing-ad7f973ae3e1
2. http://www.jprof.com/lecture-notes/writing-in-the-media-environment/
3. https://medium.com/journalism-tips/writing-for-the-web-36ca36e3b50b

A20JMT414 **PRINCIPLES OF ADVERTISING** L T P C Hrs
                                               3 1 0 4 60

Course Objectives

- To introduce the concept and process of advertising and its role in marketing
- To prepare professionals interested in careers in advertising
- To enhance their knowledge in marketing and promotions
- To develop in depth knowledge on public relations or sales managerial jobs or for individuals in thefield.
- To imbibe the latest trends and concepts used in advertising

Course Outcomes

After completion of the course, the students will be able to

CO1 - learn the concepts of advertising
CO2 - know the opportunities available in the field of advertising
CO3 - understand the role of creativity in the field of advertising
CO4 - have a thorough knowledge of advertising agency
CO5 - have detailed understanding of recent techniques used in advertising

UNIT I ADVERTISING: AN INTRODUCTION (12Hrs)

Introduction, Definition, the need, role and its key components.The roles and functions of advertising within society and business.Propaganda, Publicity, Salesmanship, Sales Promotion, Marketing and Public Relations. Types of Advertising .Advertising, Industrial Products advertising, Advertising for service institutional.Characteristics of effective advertising.

UNIT II ADVERTISING CAMPAIGN PLANNING (12Hrs)

How Advertising works as Communication, The Communication Model Adding Interaction to Advertising, The effects behind advertising effectiveness, The Facets Model of Effective Advertising, The Components of Cognition: Needs, Information, Learning, Differentiation, Recall. Psychographic profile.Segmentation and targeting; Understanding the Media; media creative coordination with other Market function; Evalution.Components of Brand Communication.Persuasion, behavioral response.

UNIT III CREATIVITY (12Hrs)

Copy Writing, Introduction, Responsibility Of Copy Writer , Phases Of Campaign Creation- Brief - The Big Idea- - Advertorial - Infomercial - Comparative Copy - How Advertising Works-The Consumer Audience- Strategic Research-Strategic Planning -Print And Out-Of-Home Media- Broadcast Media - Interactive And Alternative Media-Media Planning And Buying.

UNIT IV ADVERTISING AGENCY (12Hrs)

History in brief, Advertising Agency system. Types of Agencies, Structure of advertising Agency, Account Executive, Creative copy and studio, Media Production and Servicing administration, Media Production, Billing and Accounts Department. Selection of Advertising Agency, Media relationship, Advertising Agencies in India.

UNIT V INTEGRATION AND EVALUATION (12Hrs)

Direct marketing, Tools of direct marketing, integrated direct marketing, sales promotion, events and sponsorship, public relations, Retail advertising, business to business advertising, social marketing, international marketing and marketing communication. Evaluating effectiveness, media evaluation, Campaign and IMC evaluation.

Text Books

1. Advertising Photography: A Straightforward Guide to a Complex Industry‖ Paperback – Import, 23 October 2007.
2. Dave Saunders,‖The World's Best Advertising Photography‖ Hardcover – August 1, 1994
3. Ogilvy, David, ‾Ogilvy on Advertising‖, Random house .inc, Newyork.

Reference Books

1. V.L. Leymore, ‾The Hidden Myth‖, Heinemann, New Delhi
2. Bovee&Arens, ‾Contemporary Advertising‖, McGraw-Hill Inc, US; 5th edition, October 1, 1993
3. Thakur, ‾Advertising Management‖, Himalaya, New Delhi

Web Reference

1. https://courses.lumenlearning.com/suny-marketing-spring2016/chapter/reading-advertising/
2. https://blackdogllc.com/7-principles-effective-advertisements/
3. www.journalofadvertisingresearch.com

A20JMD404   **MOJO – MOBILE JOURNALISM**   L T P C Hrs
                                                                              3 1 0 4 60

Course Objectives

- To know how different types of media evolved from the ancient period.
- To know the history and development of MOJO.
- To understand the importance of the MOJO.
- To understand the Role of internet in developing the communication.
- To learn marketing communication for MOJO

Course Outcomes

After completion of the course, the students will be able to

CO1 - learn the concepts of MOJO
CO2 - know the structure and workflow of MOJO
CO3 - understand the influence of Mobile
CO4 - have a thorough knowledge of audience research
CO5 - have detailed understanding of future of mobile

UNIT I MOJO Introduction   (12 Hrs)

MOJO – origin and development, MoJo Overview, Features of MoJo, Understanding MoJo, MOJO in India.

UNIT II MOJO WORKFLOW   (12 Hrs)

Steps of mobile reporting, create and share quality mobile journalism content, use simple mobile apps to make an audio or video documentary, or a narrated photoessay. Accessories that enhance the camera or audio quality of smartphones and tablets.

UNIT III GLOBAL ADOPTION AND INFLUENCE OF THE MOBILE   (12 Hrs)

Global adoption and influence of the Mobile, History of MOJO, Case Studies: Arab Revolution, Anna Hazare Movement, Jallikattu Movement

UNIT IV Audience Research   (12 Hrs)

Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations, Content marketing, Keyword marketing like SEO, SEM

UNIT V FUTURE OF MOBILE   (12 Hrs)

Evolution of wearables, rise of Google Glass, Glass Journalism, augmented reality Story telling and journalism

Text Books

1. Burnett, ⁻How Images Think‖, March 2004
2. Hansen, ⁻New Philosophy for New Media‖, February 2004
3. Hayles, ⁻Writing Machines‖, November 2002

Reference Books

1. Manovich, ˉThe Language of New Media‖, February 2001
2. Shaviro, ˉConnected‖, October 2003
3. Wysocki, Johnson-Eilola, Selfe, and Sirc, ˉWriting New Media‖, March 2004

Web Reference

1. https://ourworldindata.org/internet#:~:text=Globally%20the%20number%20of%20internet,online%20for%20the%20first%20time.
2. https://datafloq.com/read/5-types-of-new-media/3353
3. https://newmediacomm.com

R. Rajeswari

A20JML415	Magazine Designing	L	T	P	C	Hrs
		0	0	4	2	30

Course Objectives

- To become more independent in your use of fundamental components of graphic communication.
- To create independent and creative solutions to a series of design problems.
- To develop knowledge of and exposure to contemporary design issues and graphic design history
- To expand your proficiency in all aspects of the design process
- To create multi-page projects using InDesign

Course Outcomes

After completion of the course, the students will be able to

CO1 - become proficient in using Adobe InDesign to create layouts for book and magazine layouts.

CO2 - Learn how to design with typography and images using the advanced tools in InDesign.

CO3 - Understand resolution and file management for high quality press output.

CO4 - Learn advanced type styling techniques

CO5 - Learn proper ways to save work including packaging and pdf making.

Each student should submit Record which contains at least THREE PRACTICAL exercises on different genres of

1. Designing a layout of leaflet, bookmark & letter head
2. Design a poster on development issue
3. Designing of cover page of a magazine
4. Designing a front page of news paper
5. Design a wall magazine.

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates.

Text books

1. John McWade, ¯Before and after Page Design: Design Principles Made Visible‖, Peachpit Press,2003
2. Robin Williams, ¯The Non-Designer's Design Book‖, Second Edition, Paperback
3. Jim Krause, ¯Layout Index: Brochure, Web Design, Poster, Flyer, Advertising, Page Layout,Newsletter, Stationery Index‖

Reference Books

1. A.K. Dhar, ¯Printing and Publishing‖
2. N. N. Sarkar, ¯Art and Production‖, Sagar Publishers, New Delhi, 2001
3. N.N. Sarkar, ¯Designing Print Communication‖, Sagar Publishers, New Delhi

Web Reference

1. https://www.canva.com/learn/how-to-recreate-a-magazine-layout-from-scratch/
2. https://www.outsource2india.com/creative-services/articles/10-key-elements-magazine-layout-design.asp
3. https://www.proglobalbusinesssolutions.com/magazine-layout-design/

A20JML416	**DESIGNING FOR WEB**	L T P C Hrs
		0 0 4 2 30

Course Objectives

- To learn the techniques of website creation through tools and utilize them.
- Students will know the process of using the tools for various digital outputs like website layout creation.
- Students will develop an understanding about static and dynamic web pages.
- Using scripts for delivering small animations and attractive web pages, web hosting through server and creating their own web pages.
- To enhance the quality of digital web media designing.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understanding webpage designing, slicing and exporting.

CO2 - Gain knowledge about scripting language like HTML.

CO3 - Understand software used for web designing .

CO4 - Gain knowledge 2d flash animations.

CO5 - Have an in-depth knowledge about exporting and publishing WebPages.

The students should complete the following exercises.

Exercises:

1. Blog Creation
2. Create content for news website.
3. Web page with 4 links to text document, graphics and audio & video document should be created
4. A dynamic website should be created with different assignments regarding the components of website

Text Books

1. Jennifer Niederst, ¯Learning Web Design - A Beginner's Guide to HTML Graphics & Beyond,O'Reilly‖, 2001.
2. David Pitt, ¯Modern Web Essentials Using JavaScript and HTML5‖, published May 2014.
3. Mobify, ¯Tablet Web Design Best Practices‖, 2013

Reference Books

1. Losing Our Religion: The Liberal Media's Attack‖, S. E. Cupp, Rupa Release, Edition I, 2001.

2. Media Planning and Buying - Principles and Practice in the Indian Context‖, by Arpita Menon, MacMillan India Public Limited, First Edition, 2007 .

3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional.

Web Reference

1. https://www.pagecloud.com/blog/web-design-guide
2. https://www.lynda.com/Dreamweaver-tutorials/Designing-Websites-from-Photoshop-Dreamweaver/516577-2.html
3. https://www.printmag.com/post/phases-of-the-wemediab-design-process

A20JMS404 **PHOTO JOURNALISM** L T P C Hrs
                                      0 0 4 2 30

Course Objective:
- To Understand critically the basic concepts of photography and photojournalism
- To develop knowledge to produce a complete photo documentary
- To have the opportunity to pursue an in-depth project in Photo Journalism
- To Analyse major issues in the field of photojournalism
- To Get insights about impact of latest technology on photojournalism

Course Outcome:
After completion of the course, the students will be able to
CO1 - Analyze and create effective photographs
CO2 - Understand research strategies involved in photography
CO3 - Understand one point, two points, and three point perspectives.
CO4 - Understand and write text to accompany photography
CO5 - Learn updated techniques in shooting pertaining to photo journalism

UNIT I PHOTOJOURNALISM INTRODUCTION   **(6 Hrs)**
Photo Journalism: Meaning & Definition, Growth & Development, Camera: Types and parts.

UNIT II PHOTOGRAPHY BASICS   **(6 Hrs)**
Photography: Elements & principles, Lens: different types of lenses: Normal, wide,   telephoto,
Zoom, Fish eye Lens and close up lens. Focal length, aperture, shutter speed, depth of field,
focusing exposure, Exposure meter. Lighting Arrangement: Different light sources. Electronic flash,
shutter synchronization, lighting principles. Composition: Basic elements of composition rule of
thirds.

UNIT III AGE OF DIGITAL PHOTOGRAPHY   **(6 Hrs)**
Digital Photography and its development, Digital Photography for Digital Media.

UNIT IV FIELDS OF PHOTOJOURNALISM   **(6 Hrs)**
Street Photography, off-beat photography, and documentary photography. Photographs for
photo features, photo stories and photo essays.

UNIT V DEVELOPING SPECIALISATIONS   **(6 Hrs)**
Sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food,
environmental, forensic, medical, paparazzi, nature.

Text Books
1. Stefanie Calabrese Roberts, Lens on Life - Documenting Your World Through Photography.
2. David Gibson, The Street Photographer's Manual. New York, NY, Thames & Hudson, 2014.
3. Steve Edwards, Photography: A Very Short Introduction, Oxford University Press, 2006.

Reference Books

1. Eric Kim, Street Hunt: Street Photography Field Assignments Manual, Scavenger Hunt Edition.
2. Maria Antonella Pelizzari, Photography and Italy, Reaktion Books, 2010.
3. Alex Webb & Rebecca Norris Webb, On Street Photography and the Poetic Image, Aperture, 2014.

Web References

1. The Photographic Journal | Newest and most creative voices in photography
2. http://www.photoaxe.com/depth-of-field-photography-tutorial-part-3/
3. https://www.cambridgeincolour.com/tutorials/camera-lenses.htm

DISCIPLINE SPECIFIC ELECTIVE – Semester III

A20JME303   **MASS MEDIA IN INDIA**   **L   T P C   Hrs**
                                                          3   0 0 3   45

Course Objectives

- To provide a historical overview of press in India.
- To present brief history of electronic media in India.
- To describe the present status of media in India.
- To learn the trends of new media
- To learn the evolution of mass media in India

Course Outcomes

After completion of the course, the students will be able to
CO1 - Have over all historical understanding of media in India.
CO2 - Explain the present status of media in India.
CO3 - Understand the recent trends in Indian media.
CO4 – Learn about the pioneers of Indian Cinema.
CO5 – acquire about the various mediums of mass communication

UNITIPRESS   (9Hrs)

History of the Pressin India-ColonialPeriod; Early Newspapers, SocialReform
Movement,NationalFreedomMovement, PostIndependenceEra,Post EmergencyEra.
ChangingReadership, LanguagePress.

UNITIIFILMS-EVOLUTION   (9Hrs)

Earlyfilms-Pioneersof IndianCinema-DadasahebPhelka, Satyajit Ray, Shantaram,
BimalRoy andotherfilm makers-parallel cinema-commercialcinema-regionalcinema.

UNITIIIRADIO   (9Hrs)

Early historyof RadioinIndia. History of AIR:Evolutionof AIRProgramming.Radio
intheContextoftheState_s Development Agenda.PatternsofState Control;theDemand for
Autonomy,Formationof Prasar Bharati.FM: RadioPrivatization. Communityradio, satelliteand
webradio.

UNITIVTELEVISION   (9Hrs)

DevelopmentoftelevisionasaMediumofMassCommunication- HistoricalperspectiveoftelevisioninIndia-
SatelliteandCableTelevisioninIndia

UNITVORIGIN,GROWTHANDPRESENTSTATUSOFNEWMEDIAININDIA   (9 Hrs)

Brief history ofinternet, worldwide web, socialmedia,cyber crimes,cyberlaw,e-
governance,Onlinemedia,podcast,digitaldivide.

Text Books

1. Kumar, Kewal J, ‾Mass Communication in India‖, Jaico Books, New Delhi,
2. J.S. Yadava & Pradeep Mathur, ‾Issues in Mass Communication: The Basic Concepts‖, KanishkaPublishers, Delhi, 2008
3. Shymali Bhattacharjee., ‾Media and Mass Communication: An Introduction‖, Kanishka Publishers,Delhi, 2005

Reference Books

1. Malik, Madhu, ‾Traditional Form of Communication and the Mass Media in India‖, Paris: Unesco
2. Parmar Shyam, ‾Traditional Folk Media in India‖, New Delhi: Geka Books 1975
3. Doctor, Aspi and Farzana Chaze, ‾Mass communication- A Basic Study‖, Mumbai: Sheth Publisher, 8th Ed, 2004

Web Reference

1. https://knowindia.gov.in/culture-and-heritage/mass-media.php
2. https://rni.ic.in/pii.asp
3. http://www.hindustantimes.com/brunch/brunch-stories/70-s-the-decade-of-innocence/article1-700294.aspx#sthash.kzPxAbUP.dpuf

DISCIPLINE SPECIFIC ELECTIVE – Semester IV

A20JME406	INDIAN BROADCASTING	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives
• To understand the development of commercial Broadcast Journalism.
• To understand the importance of Regional Journalism in Broadcast Media
• To learn to write in Commercial Broadcast Format conforming to the ethical and practical
   principles that guide it.
• To introduce briefly the concepts of Convergence, Social Media
• To develop knowledge about Online Journalism.

Course Outcome
After completion of the course, the students will be able to
CO1: Completely understand and identify the key events in the development of broadcasting.
CO2: Comprehend basic commercial and noncommercial broadcast operations.
CO3: develop an understanding of the impact of broadcasting on global society.
CO4: learn various types of commercial announcing and interpretation.
CO5: Synthesize business, marketing, and advertising contexts and concerns with the commercial aspects of producing media.

UNIT I HISTORY & DEVELOPMENT OF BROADCAST JOURNALISM   (9 Hrs)
Brief History, Evolution & development of Radio journalism- Globally & in India, Brief History of the development of TV journalism- Globally & in India, Emerging Trends.

UNIT II EVOLUTION & DEVELOPMENT OF RADIO   (9 Hrs)
Indian Scenario: All India Radio–
• Organizational structure.
• News Service Division of AIR;
• Objectives of broadcast–Information, Education &Entertainment;
• Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service, National Service.
• Three tiers of Radio Broadcast–Local, Regional and National & FM service of AIR.
• Prasar Bharati - Code of ethics for Public Service Broadcast.

UNIT III PRIVATE FM CHANNELS   (9 Hrs)
Private FM Channels, Digital broadcast & Satellite radio
• Autonomy of Expansion of Private FM Radio channels.
• Digital Broadcast.
• Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.
• Internet Radio & Private FM Channels broadcast on Internet.

UNIT IV EVOLUTION & DEVELOPMENT OF TV   (9 Hrs)
Indian scenario - Doordarshan - News; Entertainment, Culture, Sports & Films. Private & Satellite channels, Growth of Private International, National & Regional TV Networks & fierce, competition for ratings.

UNIT V SATELLITE TELEVISION BROADCAST   (9 Hrs)

Television channels for niche audiences – entertainment, news, sports, science, health & life style. ;
HDTV telecast Proliferation of DTH services.

Text Books

1. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
1. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
2. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Reference Books

1. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
2. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
3. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007

Web reference

1. www.ibfindia.com
2. http://www.legalserviceindia.com/legal/article-3216-broadcasting-regulations-in-india-and-how-they-are-different-from-uk.html
3. https://blog.ipleaders.in/regulation-of-broadcasting-of-media-in-india/

Open Electives - Semester III

A20VCO319	EVENT MANAGEMENT	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives
- To know about the growing field of event management
- To understand what event management is all about
- To learn how event managers work
- To introduce briefly the concepts of organizing and planning for events
- To learn about resource management

Course Outcome
After completion of the course, the students will be able to

CO1: Understand the skills of event management
CO2: Understand the profession of Public Relations.
CO3: Gain professional skills to be a PRO.
CO4: Acquire knowledge to Plan and organize the event
CO5: Thorough understanding on programming and service management

UNIT I EVENTS AND EVENTS MANAGEMENT (6 Hrs)
Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

UNIT II ORGANIZATION (6 Hrs)
Organization-setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

UNIT III ELEMENTS OF EVENT MANAGEMENT (6 Hrs)
Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan,business plan, developing strategies.

UNIT IV HUMAN RESOURCE MANAGEMENT (6 Hrs)
Human Resource Management -Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance.

UNIT V MARKET RESEARCH (6 Hrs)
Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Text books
1. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events - Judy Allen
2. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc. - Judy Allen
3. Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements - Robbin Phillips

Reference Books
1. Advertising and Sales Promotion- C.N. Sontaki
2. Event Planning and Management: Principles, Planning and Practice‖, 3 November 2018
3. Judy Allen, The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events‖, 17 September 2002.

Web Reference
1. https://www.eventbrite.co.uk/blog/the-different-types-of-events-ds00/
2. https://www.thebalancesmb.com/corporate-events-common-types-1223785
3. https://www.midlothiancenter.com/the-5-cs-of-event-management-that-everyone-should-know-about/

A20VCO320 **GRAPHIC DESIGN** **L T P C Hrs**
2 0 0 2 30

Course Objectives
•To gain a control of representational designing skills.
•To understand and manipulate the proportional relationships from actual objects.
•To manipulating the formal elements and principles to achieve better design solutions.
•To learn the Importance and control of good craftsmanship and presentation skills in designing.
•To understand contemporary design practice.

Course Outcomes
After completion of the course, the students will be able to
CO1 - Have a very good knowledge of basics of drawing and material handling and understanding.
CO2 - Understand the light and dark and transition of the total value.
CO3 - Understand the usage of positive and negative space in a design composition.
CO4 - gain knowledge about graphic design - its history and evolution along with its technology and concepts.
CO5 - have a very good knowledge about Principles of Graphic Design.

UNIT I FUNDAMENTALS OF DESIGN   **(6 Hrs)**
Definition, applications of geometrical forms- line, 2D and 3D forms, texture, pattern, colour, space, movement, colour and space, form and space, visual structure, Understanding Composition: Field figure Relationship, methods of composition;

UNIT II PRINCIPLES OF DESIGN   **(6 Hrs)**
Balance, contrast, harmony, rhythm& movement, proportion, emphasis, scale and unity; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications. Designing using software like Photoshop. InDesign, etc

UNIT III TYPOGRAPHY   **(6 Hrs)**
Classification groups and subgroups, families, fonts: serifs, sans serifs, hand formed and specialized; craft of typography- point system, selection and use of fonts - type specification, copy fitting and spacing; calligraphy

UNIT IV GRAPHIC REPRODUCTION   **(6 Hrs)**
Elements of printing-basic production steps - fundamentals of letterpress, lithography, offset, gravure, flexography, screen-printing - colour separation, reproduction and registration - computerized prints; papers and inks for printing.

UNIT V MESSAGE PRESENTATION FROM CONCEPT TO VISUAL (6 Hrs)
Process of design; problem identifying; preliminaries refinement, analysis decision making and implementation; Designing products, evaluate imagination, abstract symbolism, creativity and innovation.

Text Books
1.Timothy Samara, ‾Design Elements: A Graphic Style Manual‖, Rockport Publishers, 2007
2.Bryony Gomez-Palacio, ‾Graphic Design, Reference: A Visual Guide to the Language, Applications, and History of Graphic Design‖, Rockport Publisher, 2011
3.Wendell. C. Crow, ‾Communication Graphics‖, Prentice-hall, Englewood Cliffs, N.J, 1986

Reference Books
1.Russell N. Baird, ‾The Graphic Communication‖, Holt, Rinehart and Winston, Canada,1987
2.Jerry Palmer &MacDodson, ‾Design and Aesthetics‖, Routledge, London, 1995
3.David Bann, ‾The Print Production Hand Book‖, Macdonald & Co (Publisher) Ltd, London, 1985

Web Reference
1.https://designmodo.com/graphic-design-photoshop-tutorials/
2.https://graphicmama.com/blog/global-design-magazines/
3.https://99designs.com/blog/tips/types-of-graphic-design/

A20VCO321	ROLE OF SOCIAL MEDIA	L T P C Hrs
		2 0 0 2 30

Course Objectives
•To introduce about social media marketing (SMM)
•To construct social media strategies that achieve desired marketing goals
•To learn the rules of engagement and social media ethics for behaving properly as marketers on the social web
•To learn about the most useful quantitative and qualitative social media measurements
•To introduce briefly the concepts of Convergence, Social Media

Course Outcome
After completion of the course, the students will be able to
CO1 - understand social media marketing goal setting necessary to achieve successful online campaigns
CO2 - Describe the history of social media marketing; it‗s rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of business.
CO3 - Define target markets for specific social media platforms.
CO4 - Use social media platforms (e.g., blogs, microblogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumer and promote a company, brand, product, service or person.
CO5 - Track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

UNIT I (6 Hrs)
The Role of Social Media Marketing Goals and Strategies
Identifying Target Audiences

UNIT II (6 Hrs)
Rules of Engagement for SMM
Social Media Platforms and Social Network Sites Micro blogging

UNIT III (6 Hrs)
Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars Video Marketing, Marketing with Photos Sharing Sites

UNIT IV (6 Hrs)
Discussion, News, Social Bookmarking, and Q&A Sites
Content Marketing: Publishing Articles, White Papers, and EBooks Mobile Marketing on Social Networks

UNIT V (6 Hrs)
Social Media Monitoring
Tools for Managing the Social Media Marketing Effort Social Media Marketing Plan

Text Books

1. Humphries, A, ⁻Social media: Enduring principles‖, New York: Oxford, 2016
2. American Psychological Association, ⁻Publication manual of the American Psychological Association‖, (6th ed.). Washington, D.C.: American Psychological Association, 2010
3. Fuchs, C, ⁻Social media: A critical introduction‖. Thousand Oaks, CA: Sage, 2016

Reference Books

1. Social Media Marketing All-in-One for Dummies, 4th edition
2. Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140
3. Inbound Content: A Step-By-Step Guide to Doing Content Marketing the Inbound Way (Champion)

Web Reference

1. https://www.reachfirst.com/the-role-of-social-media-and-its-usefulness-in-a-business/#:~:text=Social%20media%20websites%20and%20applications,sell%20something%20to%20the%20world.
2. https://www.asmaindia.in/blog/use-of-social-media-in-teaching-and-learning-emerging-role-of-social-media-and-its-importance-in-teaching-and-learning/
3. https://www.digitalmarketing.org/blog/the-importance-of-social-media-marketing

Open Electives - Semester IV

A20VCO419   **BASICS OF NEWS REPORTING**   **L T P C Hrs**
                                                                                     2 0 0 2 30

Course Objectives

- To understand the art of writing, report and editing.
- To develop skills of writing, report and editing.
- To apply the latest techniques in reporting and editing.
- To understand the periodic changes in the media
- To deeply interpret on the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

CO1-Understand the Characteristics of news, different style of news writing.
CO2-Memorising the concept of principle of news reporting &types of reporting
CO3-Understand the principle of editing in print media.
CO4-Understand the basic concepts of DTP software_s.
CO5-Summarising the role and responsibilities of editor and copy writer in print media.

UNITI INTRODUCTION TO NEWS   (6 Hrs)

- News: Meaning and definition
- Sources and elements of news
- Characteristics of news
- Different styles of news writing.
- Headline: Importance & types

UNITII DIFFERENT TYPES OF WRITING   (6 Hrs)

- Writing for newspaper and magazines: Nature and Difference
- Feature writing: Meaning, definition &nature.
- Editorial: Importance & art of writing
- Writing column, Reportage, analysis etc.

UNIT III REPORTING FOR PRINT MEDIA   (6 Hrs)

- Definition, scope, concept & principles of news reporting
- Types & techniques of news reporting
- Functions of reporting: Interview, collection of data, research
- Qualities & Responsibilities of a reporter.
- Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT IV EDITING FOR PRINT MEDIA (6 Hrs)
- Theories and Principles of Editing
- Preparing good copies for Newspaper, Magazine &others
- Introduction to editing symbol, proof reading symbols & Copydesk
- Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS (6 Hrs)
- The right to publish and the right to privacy
- Press code and Ethics
- Press council_s guide to Journalistic Ethics
- Censorship and control in the press

Text Books
1. Aruna Zachariah, ¯Print Media, Communication and Management : Elements, Dimensions and Images‖, Kanishka Publishers, Delhi, 2nd edition, 2007
2. Natrajan J, ¯History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting‖, Govt. of India,1997
3. Parthasarthy, Rangaswami., ¯Journalism in India‖, Sterling Publishers Pvt. Ltd., NewDelhi, 1st edition, 1995

Reference Books
1. NaliniRajan ,‖ 21st Century Journalism in India‖, SAGE Publication, 1st edition, 2002
2. VirBalaAgarval & V.S.Gupta, ¯Handbook of Journalism and Mass Communication‖, Concept Publishing Company,New Delhi, 1st edition, 2001
3. SuhasChakravarty., ¯News Reporting & Editing : An Overview‖, Kanishka Publishers,Delhi, 1st edition, 2000

Web References
1. https://journals.sagepub.com/home/jmq
2. https://www.tandfonline.com/toc/hmcs20/current
3. https://www.hilarispublisher.com/mass-communication-journalism.html

A20VCO420	**SCRIPTING FOR MEDIA**	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.
CO2 - learn the importance of writing skills
CO3 - have a thorough knowledge of the various styles for different mass media
CO4 - develop the media writing style and principles
CO5 - understand the basic tools and techniques for media writing

UNIT I   SCRIPTING FOR PRINT MEDIA (6Hrs)

Scripting for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

UNIT II   SCRIPTING FOR NEW MEDIA (6Hrs)

Scripting for New media - content creation- Technical writing - Editing - Principles and methods.

UNIT III   SCRIPTING FOR RADIO (6Hrs)

Scripting for Radio - News features - Docudramas - Interview - Commercials - Editing for Radio.

UNIT IV SCRIPTING FOR TELEVISION (6Hrs)

Television writing - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials

UNIT V   TRENDS IN WRITING (6Hrs)

Trends in writing - New technologies and their impact on media language. Script Writing – Storyboard

Text books

1. Writing for Broadcast journalist, Thompson, rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..

Reference Books

1. Fox,Walter, ˉWriting the News: Print Journalism in the electronic age‖, New York : Hasting House Publishers,1977.
2. Leslie Sellers, ˉDoing if in style‖.
3. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

Web Reference

1. https://medium.com/@jess_90990/what-are-the-different-types-of-media-writing-ad7f973ae3e1
2. http://www.jprof.com/lecture-notes/writing-in-the-media-environment/
3. https://medium.com/journalism-tips/writing-for-the-web-36ca36e3b50b

A20VCO421	**VIDEO EDITING**	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To increase your understanding of the editing process.
- To understand the basic concepts in Editing with specific reference to Television Production and Film Making.
- To apply the basic concepts of Editing in Production.
- To develop the knowledge & skill of Editing Techniques
- To be equipped with the ability to edit a film with the mixing of sound

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the principle of continuity record.
CO2 - Understand the documentary film making style
CO3 - The techniques of joining of shots.
CO4 - The basic techniques of rough cut editing.
CO5 -.The basic techniques of fine cut editing.

UNIT I INTRODUCTION TO EDITING   (6 Hrs)

What is editing? AB role editing, The role of the Editor, Editing Work Flow, Basic techniques of building a scene. Understanding shot to shot transition, Understanding Pace and Time. Basic editing terminologies.

UNIT II EDITING AS A CRAFT   (6 Hrs)

Principles of Editing like Contrast, Parallelism and Symbolism & Simultaneity. Understanding Continuity, Delivering a meaning, bearing audio in mind, Control of Overuse technique or Visual effects.

UNIT III PREPARING THE FIRST CUT   (6 Hrs)

Types of cuts, Basic Linear and Non Linear Editing Concepts, NLE Edit: The Three-Point Edit, Working in the Timeline, Transitions, Key framing, Applying Filters, and Ingesting.

UNIT IV EDITING FOR MULTICAM SETUP   (6 Hrs)

Work Flow of Online Editing. Online Editing Technique, Basic Visual Mixer tools, Television News Room Editing Setup.

UNIT V PREPARING FOR FINAL CUT   (6 Hrs)

Compositing, Color Correction & Color Grading, Dub matching and track lying. (To prepare for re- recording and optical effects.)Working on Audio, Titling, Final Review & Project

Text Books

1. Ken Dancyger, ¯The Technique of Film and Video Editing: History, Theory and Practice‖, Focal Press, U.S, 2010
2. Roy Thompson, Christopher J. Bowen, ¯Grammar of the Edit‖, Focal Press, 2013
3. KarelReisz,‖The History of Film Editing‖.

Reference Books

1. David Bordwell and Kristin Thompson, Film Art: An Introduction, Mc-Graw Hill Education, London, 2012
2. Bobbie O'Steen, ¯The Invisible Cut: How Editors Make Movie Magic‖, Michael Weise Productions, U.S, 2009
3. Gael Chandler, ¯Cut By Cut: Editing Your Film or Video‖, Michael Weise Productions, U.S, 2012

Web Reference

1.   https://helpx.adobe.com/premiere-pro/tutorials.html
2.   https://www.adobe.com/products/aftereffects.html
3.   https://www.adobe.com/creativecloud/video.html?promoid=ZP46FD34&mv=other

A20JMT517 **INTRODUCTION TO PUBLIC RELATIONS** **L T P C Hrs**
4 0 0 4 60

Course Objectives
- To understand the concept & scope of Public Relations
- To apply creative techniques in Public Relations
- To apply basic public relations theories and principles to practice
- To produce written public relations materials in a logical, clear, short and suitable format
- To deliver effective presentations to work teams, clients and publics

Course Outcomes
After completion of the course, the students will be able to
CO1 - Know the scope and process of Public Relations.
CO2 - Combine broader liberal arts knowledge with the principles of public relations.
CO3 - Create effective public relations campaigns.
CO4 - Plan and implement basic research projects.
CO5 - Read and interpret research data as they apply to public relations campaigns.

UNIT I Understanding PR   (12 Hrs)
Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Defining Publics/Stakeholders, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations.

UNIT II PR Process   (12 Hrs)
The PR Process: The Strategy, Media Selection, Feedback and Evaluation;
Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)

UNIT III The Public Relations Environment   (12 Hrs)
Basics of Advertising & Copy writing, Compare Advertising and PR. Planning & Conducting a PR campaign - implementation & Feedback, The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management.

UNIT IV PR's Evolving Role   (12 Hrs)
PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations, Media Tracking, PR Angle & Response, PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT V   (12 Hrs)
Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements " Campaign Planning in PR, Crisis Communication, Case Studies.

Text Books
1. Sardana, C.K.,‖ The Challenge of Public Relations‖, New Delhi: Har- Anand Publications, 1995
2. Kumar, Kewal J, ‾Mass Communication in India‖, Jaico Books,5th edition, 1998
3. Stacks, D. (2011). Primer of Public Relations Research. 2nd ed. The Guilford Press.

Reference Books
1. Creativity in Public Relations by Andy Green, 2009
2. Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
3. Essentials of Public Relations Management - Edward J. Lordan, Rowman & Littlefield, 2003

Web References
1. https://salmapatel.co.uk/academia/the-challenge-of-using-web-based-surveys-for-research/
2. https://www.questionpro.com/blog/qualitative-research-methods/
3. https://instituteforpr.org/top-10-social-media-research-studies-public-relations-professionals/

A20JMT518	**Cyber Media**	L T P C Hrs
		3 1 0 4 60

Course Objective:
- To give the students an in depth knowledge of cyber space
- To give the students an understanding of writing for the cyber media
- To tell the students the intricate things about writing for web based newspapers, radio andtelevision
- To impart the students about the trends in cyber reporting
- To apprise the students on the importance of Web media as means of one‗s expression

Course outcomes:
After completion of the course, the students will be able to
CO1 : acquire detailed understanding of content development in Internet
CO2 : differ the Advantages and Disadvantages of Cyber Journalism.
CO3 : have an in-depth knowledge of trends in cyber reporting
CO4 : gain clear idea of how cyber media works, its various functions and departments.
CO5 : have a deeper understanding of the impact of web journalism

UNIT I CYBER SPACE (12 Hrs)
Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution,Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio

UNIT II CYBER JOURNALISM (12 Hrs)
Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites.

UNIT III TRENDS IN CYBER REPORTING (12 Hrs)
Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws,Concept of e-governance.

UNIT IV OTT PLATFORM (12 Hrs)
OTT platform – its evolution and growth, various streaming services in OTT, laws and ethics for OTT.

UNIT V INTERVIEWING ON THE WEB (12 Hrs)
Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact ofWeb Journalism, Recent Trends.

Text Books
1. James Gleick, ‾The Information‖
2. Sudhir Pachauri, ‾Cyberspace Aur Media‖
3. Deepak Bharihoke, ‾Fundamentals of Information Technology‖

Reference Books
1. Ramesh Agarwal & Bharat Bhushan Tiwari, ‾Multimedia Systems‖
2. V D Dudeja, ‾IT in the new millennium‖
3. Y K D‗souza, ‾Electronic Media & the Internet‖

Web reference
1. https://blog.ipleaders.in/cyber-crime-social-media,/
2. https://www.dqindia.com/lurking-cyber-threats-on-social-media/
3. https://ourworldindata.org/internet#:~:text=Globally%20the%20number%20of%20inte rnet, online%20for%20the%20first%20time.

A20JML519   **Radio Production Lab**   L   T   P   C   Hrs
                                                                    0   0   4   2   30

Course Objective:
• To introduce the medium of Radio, its evolution, policies and trends in contemporary broadcasting
• To develop understanding of different genres of Radio and their nuances
• To enable students to write and produce programmes for Radio.
• To understand the concept of Radio Journalism
• To understand the complete production stages in Radio Program.

Course Outcomes:
After completion of the course, the students will be able to
CO1 - Operating a multi-channel radio mixing board and Editing audiotape
CO2 - properly operating microphones, tape decks, CD players/recorders, cart machine
CO3 - writing and producing radio spots
CO4 - writing and producing a personal radio ¯think-piece‖
CO5 - writing and producing an effective short radio news story

Basic concepts of Audio production
• Microphones – Designs, Categories and Applications
• Digital Studio Mixer. Portable Audio Mixers.
• Recording formats.
• Understanding sound recording / Perspective of sound
• Sound transfer, Editing and post-production. Editing softwares
• OB recording equipment
• Audio Workstations – Nuendo, Adobe Audition tools and others.
• Studio recording.
• Off air / On air studios and their working

Record Work
1. Coming up with ideas for various Radio formats and writing scripts for the same.

2. Preparing a Music clock for FM channels

3. Producing a Public service advertisements, (20-30 seconds)

4. Producing a Jingle, (20-30 seconds)

5. Producing an Interview, (4-6minutes)

Text Books:

1. Aspinall, R. Radio Production, Paris: UNESCO, 1971
2. Flemming, C. The Radio Handbook. London: Routledge, 2002
3. Ford, Meg. Radio Broadcast. On Demand Publishing, LLC-Create Space, 2013.

Reference Books:

1. Keith, M. Radio Production, Art & Science. London: Focal Press, 1990.
2. McLeish, Robert. Techniques of Radio Production, London: Focal Press, 2005.
3. Siegel, E.H. Creative Radio Production. London: Focal Press. 1992.

Web Reference:

1. Chrome-distiller://2dc0d05f-0d41-4b8e-b191-de4075a498d0_a867bd0ee7448d906bc2c953ee9f9254b059bcddffd7e2302b3059db7e98bd8e/?title=Microphones&url=http%3A%2F%2Fhyperphysics.phy-astr.gsu.edu%2Fhbase%2FAudio%2Fmic.html
2. https://pitchfork.com/features/article/10055-how-to-buy-the-best-home-recording-studio-equipment-a-beginners-guide/
3. https://youtu.be/7W_WW3NmP04

A20JML520   **Video Production**   **L   T   P   C   Hrs**
                                                          0   0   4   2   30

Course Objective:

- To understand and better employ lighting techniques
- To understand the difference between film and video as imaging media
- To construct visual narratives that are lucid and aesthetically effective
- To introduce and practice more advanced techniques specific to professional video
- To refine skills in directing, videography, lighting, sound recording and mixing, and digital non-linear editing

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Know about the difference between the new medium, TV medium and Film medium

CO2 - Acquire the significant knowledge about the various types of video formats and production methods.

CO3– Understand the grammar of studio production and the key roles of production team.

CO4 - Understand the Production & Post production process in detail

CO5 - Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre-production and post-production activities
- Grammar of visuals, video editing concepts

Studio production

- Floor plans, pre-production planning
- Dry runs & walk through
- Time line & production schedules
- Working out schedules103
- Cues and commands
- PCR production

Record Work

1. Coming up with ideas for various Television formats and writing scripts for the same.

2. Recording a Field Report (3-6 minutes)

3. Recording an Interview, (3-6 minutes)

4. Recording a News feature, (3-6 minutes)

5. Recording an advertisement (1 - 2 minutes)

Text Books:

1. Practical videography: Field systems and troubleshooting[1990], Robert L. Bernard, Focal press, UK.
2. Television Production Handbook, [2015] Zettle Hserbert, Wordsworth Publishing Co., London
3. Basics of Video Lighting[1999] – Des Lever , Focal Press, UK

Reference Books:
1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:
1. https://vimeo.com/blog/post/10-types-of-camera-shots/
2. https://milanote.com/guide/film-preproduction
3. https://www.streamsemester.com/articles/directors-cues

A20JMS505   **Audio Editing**   L   T   P   C   Hrs
                                                                     0   0   4   2   30

Course Objective:
- To Create Audio Clips and Edit Tracks in Music and Dialog
- To Create and Configure a DAW Music Production Session
- To Import Audio Files and Clips Basic Workflow Techniques
- Learn the Basic Use of Audio Loops in Music Production Process
- To Signal Process Audio Using Mixing Channel and Plug-ins.

Course Outcomes:
After completion of the course, the students will be able to
CO1: Conceptualize, plan, and execute effective sound designs.
CO2: Familiarity with audio editing, mixing, and design processes and methods.
 CO3: Learn basic music editing and concepts..
 CO4: Learn how sound and image work in tandem to tell stories
CO5: Practice the art of storytelling using sound.

Practical Work:
1. **Interview**: Record, log, and edit a short (2-3 minute) audio interview with a subject of your

choosing.

2. **Documentary/Drama**: Record and edit a short (2-4 minute) audio documentary, radio drama, or

spoken word piece into a fully produced, radio-ready audio project. Your project must incorporate

voice recordings, SFX, and music.

3. **Film Soundtrack**: Students will spot, design and build the soundtrack for a short video. (2-4

minute)

Text Books

1. Digital Audio Editing- Simon Langford, Routledge, October 2013
2. . Effective TV Production - Gerald Millerson Edition 3, CRC Press, US, 2016
3. Television Production Handbook - Herbert Zettl, Edition 12, Cengage Learning, Boston, 2014

Reference Books

1. Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One , 2013.
2. Zettle, Herbert, ¯Television Production Handbook‖, USA: Wordsworth, 10th Edition, 2010.

Web Reference
1. https://youtu.be/14-1gnccqhk
2. https://youtu.be/nsUb10HIEUs

A20JME509   **Folk Media**   L T P C Hrs
                                              3 0 0 4 45

Course Objectives
- To explain what is folk media and its history.
- To analyse the nature of folk media
- To discuss how communication takes place through folk media
- To learn various forms of folk media
- To explain how traditional media acts as a part of socio-cultural and ritual communication.

Course Outcomes
After completion of the course, the students will be able to

CO1 - understand how folk media reflects societal concerns.
CO2 - describe the scope and characteristics of folk media.
CO3 – know the roots and type of folk art form.
CO4 - understand the role of folk media in social development.
CO5 - familiarize with folk media and rural mass communication

Unit 1 Folk media - an introduction   **(9 Hrs)**
Folk media - an introduction, Nature of traditional folk media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication

Unit 2 Features of folk media   **(9 Hrs)**
Folk media as a mass medium, Features and characteristics of folk media -its advantages and disadvantages, Storytelling as the core of folk media

Unit 3 Folk Media in India   **(9 Hrs)**
History and growth of folk media in India- a brief overview of Folk media in Northeast India, Applications of folk media for development purposes

Unit 4 Different forms of Folk Media   **(9 Hrs)**
Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu and West Bengal.

Unit 5 Folk Media and Social Development   **(9 Hrs)**
Role of Folk Media in social change; challenges and threats to folk media, Strengthening folk media- means and ways. Impact of electronic media on traditional media, Mass communication media vs folk culture.

Text Books
1. Atton, Chris (2002) Alternative Media; Sage, London
2. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
3. Malik, Madhu Traditional Form of Communication and the Mass Media in India, Paris: Unesco

Reference Books
1. Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978 –
2. Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
3. Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication

Web Reference:

1. http://www.igntu.ac.in/eContent/IGNTU-eContent-1024466355943-BJMC-3-Dr.ManishaSharma-FolkmediaandTribalcommunication-4.docx
2. https://www.owlgen.in/discuss-the-various-forms-of-traditional-media-of-india/
3. http://www.ijesrr.org/publication/19/IJESRR%20V-2-2-12%20E.pdf

A20JMT621 **COMMERCIAL BROADCASTING** L T P C Hrs

3 1 0 4 60

Course Objectives
- To learn the history of broadcasting
- To understand and explore the industry of Broadcast media
- To learn the basic fundamentals of broadcast production including writing, producing and computer editing
- To learn basic training in photography and videography
- To learn the techniques using digital technology to create various broadcasts for TV and the Internet

Course Outcomes
After completion of the course, the students will be able to

CO1 – acquire the working knowledge of state of the art electronics

CO2 - know the structure and distribution of programs in broadcast media

CO3 – learn the leadership skills in managing personalities and talents of all while working on both group and individual projects

CO4 – develop their skills through a series of in class exercises, studio and field exercises and critical evaluations of past and present production styles.

CO5 - have detailed understanding of recent techniques used in broadcast media

Unit 1 Development of ideas
Client brief - agency interpretation - advertising strategy - creative work- idea/ concept development - popular TV ad formats - script/ story board - client approval - media approval.

Unit 2 Pre-production in broadcast
Radio commercial production - planning of special elements, choosing the production team – crew - cast- sources of casting - role and responsibilities of casting director - Pre production meeting- agenda- Finalizing.

Unit 3 Commercial Production & Editing
Production of TV commercial - set shooting/ location shooting recording the soundtrack and creating the special effects- Pre scoring and Post scoring, Editing the commercial for radio and TV - non-linear editing, finishing the audio elements- confirming the picture- special effects and animations.

Unit 4 Economics of radio and television commercial production
Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast

Unit 5 Broadcasting Law
Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

Text Books
1. Boyd, A. (2001). Broadcast journalism: Techniques of radio and television news. Taylor & Francis.
2. Chatterji, P.C. (1991). Broadcasting in India. New Delhi: Sage.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press

Reference Books
1. Luthra, H.R. (1986). Indian Broadcasting. New Delhi: Publication Division
2. Mehra, M. (1985). Broadcasting and People. New Delhi: National Book Trust.
3. Smith, F. L. (1979). Perspectives on Radio and Television: An Introduction to Broadcasting in the United States. HarperCollins Publishers.

Web Reference:
1. https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/radio-broadcasting
2. https://mediahelpingmedia.org/2011/12/05/tips-for-writing-radio-news-scripts/
3. Chrome-distiller://3c53ade5-e0b8-4c7f-b271-004b04d42622_1640ae14f670ffbba6481d7fb05ec47b6178d595d8afcac4787da26a31492a33/?title=Broadcast+Law+in+India+-+Santaniello+%26+Partners&url=http%3A%2F%2Fwww.legalsl.com%2Fit%2Fbroadcast-law-in-india-1.htm

B.A. Journalism and Mass Communication

A20JMT622	MEDIA CULTURE AND COMMUNICATION	L	T	P	C	Hrs
		3	1	0	4	60

Course Objective:
- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media
- Identify the technological functions and (dis)advantages of popular media
- Trace the origin and development of mass media
- To understand the new media culture.

Course Outcomes:
After completion of the course, the students will be able to
CO1 - Recognize the ethical principles in social interactions
CO2 - Apply legal knowledge to media practices
CO3 – Understand Socio Cultural structure of Media
CO4 - Understand how media alter the social culture
CO5 - Summarizing the link between Society and Media.

UNIT-I - Understanding mass media   **(12 Hrs)**
Mass Media and the Social World, Media communication and the Political Sphere, The Economics of the Media Industry

UNIT-II- Media Ideology and audience   **(12 Hrs)**
Media Audience analysis, Active Vs Passive audience, Uses and Gratification theory, Why, How and How Not to study media, Media Organizations and Professionals

UNIT-III - Media socialization   **(12 Hrs)**
The Impact of Advertising, Children, Youth and Media, Media Influence and Electoral Politics

UNIT-IV - Media Representations   **(12 Hrs)**
Media and Violence, Social Inequality and Media Representations, Gender Representations and the Media, Media and Celebrity Culture

UNIT-V - Politics, War and terrorism in the media   **(12 Hrs)**
The Politics of News and News about Politics, Media Covering war and Terrorism, Mass Media, Public Opinion and Foreign Affairs.

Text Books
1. Paul Hodkinson,[2010]Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
3. Peter L. Berger (1967) the Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.

Reference Books
1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavi stock Publications, London

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Web Reference

1. https://www.mastersportal.com/articles/2739/why-should-i-study-a-media-studies-degree-in-2022.html
2. https://libraryguides.mta.ca/alternative_media
3. Chrome-distiller://fbc984bb-45c1-45bf-94ca-5b7dd25f65b1_481b78ad94bdd233f57522c7f8da97d1c38a481430a3908f122e7f6ae424ae91/?title=Mass+Media+and+Popular+Culture&url=https%3A%2F%2Fsaylordotorg.github.io%2Ftext_understanding-media-and-culture-an-introduction-to-mass-communication%2Fs04-06-mass-media-and-popular-culture.html

B.A. Journalism and Mass Communication

A20JMT623	CULTURAL STUDIES	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To help students to understand society and its distinct cultural characteristics
- To enhance the knowledge about current scenario of society and its changing culture
- To help students to identify & understand the major issues in development such as socio-political, economic, cultural & infrastructural.
- To learn about how tribes are linked with the wider world.
- To learn to read original ethnographies and extract relevant information from the same.

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the culture, life and their situation in India

CO2 - know about the development in India from Pre-independence to Present-day

CO3 – understand the way of life in India including their culture, tradition as well as changes in their life.

CO4 – to provide employment to learners in the development departments, in NGOs or other institutions engaged in tribal welfare activities.

CO5 - Develop zeal to work for people and their development in different departments of Government and non-governmental organizations.

Unit 1 Introduction: Nature, Scope & Importance of cultural Studies (12 Hrs)

Concept of cultural studies: Meaning, Definitions, Conceptual History, Variants of Cultural Studies. - Cultural Studies in India. - Culture and Communication, Geographical Distribution & Demographical Pattern: In Indian and World Context.

Unit 2 Core ideas in Cultural Studies (12 Hrs)

Base and Superstructure - Public Sphere - Culture and Ideology - Discourse and Counter-Discourses - Culture, Power, and Knowledge - Hegemony and Counter-Hegemony

Unit 3 Cultural Studies and Politics of Representation (12 Hrs)

Orientalism - Colonialism - Post-colonialism - Hybridity - Subaltern Perspective

Unit 4 New Approaches: (Brief Introduction and Focused on Socio-Cultural Studies of Community) (12 Hrs)

Marxism & Post Marxism , Feminism , Postmodernism

Unit 5 Field work tradition and collection of Data (12 Hrs)

Historical background and significance of fieldwork, Ethics of field work. Methods and methodology,quantitative and qualitative research. Tools and Techniques – survey and sampling, observation, interview, case study, participatory and focused group discussions.

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Text Books

1. Nanda, Subrat K. 2014. Cultural Nationalism in a Multi-National Context: The Case of India in Susan Visvanathan (ed) Culture & Society, Sage: New Delhi
2. Chatterjee, Partha.1991.'Whose Imagined community' in The Nation and Its Fragments, Colonial and Post Colonial Histories, Princeton.
3. Sahu, C. 1998. Tribal Culture and Identity. New Delhi: Sarup and Sons

Reference Books

1. Dynamics of Tribal migration, Sonali Publication New Delhi.
2. Mishra R N ,Tribal cultural and Economy - Ritu Publication.
3. Mohanty P K, Encyclopaedia of scheduled Tribes -2006 Gyan PVT LYD.

Web Reference:

1. https://www.britannica.com/topic/cultural-studies
2. https://www.examrace.com/Study-Material/Anthropology/Fieldwork-Tradition-in-Anthropology-YouTube-Lecture-Handouts.html
3. https://www.encyclopedia.com/philosophy-and-religion/other-religious-beliefs-and-general-terms/miscellaneous-religion/cultural-studies

B.A. Journalism and Mass Communication

A20JML624	Documentary film	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:
- To understand and better employ lighting techniques
- To understand the difference between film and video as imaging media
- To construct visual narratives that are lucid and aesthetically effective
- To introduce and practice more advanced techniques specific to professional video
- To refine skills in directing, videography, lighting, sound recording and mixing, and digital non-linear editing

Course Outcomes:
After completion of the course, the students will be able to
CO1 - : have a thorough knowledge of history and growth of film making
CO2 - have an in-depth knowledge of various elements and features of documentary filmmaking.
CO3 – to have understood expository, observational, interactive and reflexive modes of representation used in documentary
CO4 - have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.
CO5 - have a complete grasp of documentary filmmaking with special focus on the themes and Its presentation

Practical Work
- Identifying a topic and researching the topic
- writing a documentary proposal
- Treatment and writing a script.
- Planning the sequences and interviews during the field recording
- Logging the footage, rewriting the script, writing the narration
- Offline/ online editing and audio mixing.

Each student has to Plan and Produce a complete Documentary Film (20-30 minutes)
Text Books:

1. Herbert Zettl, ̄The Television Production Handbook‖, Cencage Publisher, 11th Edition 2011.
2. Patricia Holland, ̄ The Television Handbook‖, Routledge publisher, 2nd Edition 1997.
3. Basics of Video Lighting [1999] – Des Lever , Focal Press, UK

Reference Books:
1. 1. Millerson, G. H, ̄Effective TV Production, Focal Press Publisher, 2nd Edition 1993.
2. P. Javis, ̄Shooting on Location‖, BBC Television Training, Borcham wood, 2nd edition, 1986
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:
1. https://boords.com/film-treatment-template
2. https://www.shaalaa.com/question-bank-solutions/imagine-you-have-to-conduct-an-interview-of-a-distinguished-personality-in-the-field-of-entertainment-with-the-help-of-the-given-table-and-points-draft-questions-on-the-given-fields-writing-skill_206024

B.A. Journalism and Mass Communication

A20JMP625   Phase I – Project (Media Internship) Phase II – Elective   L   T P   C   Hrs
                                                                           0   0 4   2   30

Course Objective:
- Allow to apply the skills you've learned in the classroom to a real working environment.
- Helps you build your network of professionals who can help guide you along your career path.
- Offer as much mentorship and guidance as it does opportunity to practice your craft.
- To work as part of a team and be an indispensable part of a newsroom or communications organization.
- Understand a wider range of live process in Media.

Course Outcomes:
After completion of the course, the students will be able to
CO1 - demonstrate the use of communication skills in a professional setting through on-the-job experience.
CO2 - exhibit an understanding of job market expectations and standards of job performance in their respective fields.
CO3 -demonstrate creative approaches to networking through professional and academic contacts.
CO4 - demonstrate clarity, precision, and fluency in written or spoken work for specific audiences as relevant to their internship position.
CO5 – Understand the sense of disciplinary and professional responsibility, and adherence to ethical guidelines for work in the profession.

Internship

- Explain how you obtained the internship.
- Describe the working conditions, working schedule and hours.
- Write a narrative from your diary which chronicles events, issues, tasks and results throughout the internship. This should be a synopsis of the internship which includes examples that bring the experience to life.
- Cite what was appealing and not appealing about the internship.
- Provide five to 10 examples of your internship work (news and press releases, fact sheets, feature stories, tapes, campaigns, ads, newsletters, PSAs, etc.) Show as much diversity in your work as possible.
- Present the portfolio in an easy access form, such as a folder or binder, and include an explanation of what you did.

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A20JMS606	Short film Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- Complete a short film, documentary or media-based web project
- Gain experience applying to a film festival.
- Gain valuable feedback/critiquing skills.
- To introduce and practice more advanced techniques specific to professional video
- Understand a wider range of short storytelling formats/options.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Gain In-depth knowledge in Pre-production methods through script writing, Storyboard and Art direction

CO2 - Training the skill in recording the raw elements in shooting and knowing the technological advancement in recording instruments.

CO3 -understanding the elements of screenplay with well-developed plot, characters and setting

CO4 - writing and producing an effective short story

CO5 – Understand the concept of Editing in Film Making

Practical Work

• Gain an understanding of each of the different roles involved in making films. Go from story to script to screen.

• Varied, collaborative and fun workshops led by a team of and experienced teacher and outside film professionals.

• Train key disciplines in shots & angles, lighting, and interviews.

• Learn how to write and direct - how to generate stories and how to communicate with actors.

• Explore the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media.

• Make your own film with the equipment at your disposal, from mobile phones to apps and computer software.

Each student has to Plan and Produce a Short Film (10-15 minutes)

Text Books:

1. Practical videography: Field systems and troubleshooting [1990], Robert L. Bernard, Focal press, UK.
2. Television Production Handbook, [2015] Zettle Hserbert, Wordsworth Publishing Co., London
3. Basics of Video Lighting [1999] – Des Lever , Focal Press, UK

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Reference Books:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:

1. https://www.ipr.edu/blogs/digital-video-and-media-production/what-are-the-main-roles-in-a-film-production/
2. https://www.masterclass.com/articles/film-101-what-is-cinematography-and-what-does-a-cinematographer-do
3. https://www.masterclass.com/articles/guide-to-film-and-video-editing

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A20JME611	Ethnography	L T P C Hrs
		3 1 0 4 60

Course Objective:
- To understand the scope and nature of ethnography
- To Identify research protocols that are effective and ethical for various cultural projects.
- To Reflect on their own purposes, intentions, and frames of analysis
- To Articulate, through academic writing, the usefulness and rational regarding
- To become well versed in research methodology.

Course Outcome:
After completion of the course, the students will be able to
CO1 - Have a thorough understanding of the concept of ethnography
CO2 – familiarise with the goals and objectives of ethnography
CO3 – understand the methods and ethics of ethnographic study
CO4 - Compare ethnography to other forms of cultural representation such as journalism, film, and creative non-fiction.
CO5 – Conduct a basic cultural study using ethnographic methods, objectives, and frames of analysis

UNIT I ETHNOGRAPHY *(12 Hrs)*
Ethnography, Definition, Nature and Scope, Ethnographic styles - Deciding among styles of ethnography: Theoretically driven versus grounded theoretical traditions.

UNIT II Different Approaches to Doing Fieldwork **(12 Hrs)**
Narrative ethnography, Urban ethnography, Disaster ethnography, Organizational ethnography, Historical ethnography, Virtual ethnography

UNIT III Interviewing Techniques *(12 Hrs)*
Sampling ¬ Creating an Interview Protocol ¬ Interviewing techniques and etiquette. The Craft of Observing.

UNIT IV Global Ethnography *(12 Hrs)*
Definition - Forces, Connections and Imaginations in a Postmodern World

UNIT V Ethnographer as Storyteller **(12 Hrs)**
Parallels between storytelling ethnography and transdisciplinary enquiry, Stories create change in all of these outcome spaces, Frames and tools, Conclusion

Text Books
1. Palmer, J. (2016). Ethnography as transdisciplinary inquiry: two stories of adaptation and resilience from Aceh, Indonesia.
2. In, D. Fam, J. Palmer, C. Riedy and C. Mitchell (Eds.), Transdisciplinary Research and Practice for Sustainability Outcomes, Routledge: London, United Kingdom.
3. Madison, D.S. (2011). Critical ethnography: Method, ethics, and performance. New York, NY: Sage.

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Reference Books

1. Behar, R. (2014). The vulnerable observer: Anthropology that breaks your heart. New York, NY: Beacon Press.
2. Clifford, J., & Marcus, G. E. (Eds.). (1986). Writing culture: The poetics and politics of ethnography. University of California Press.
3. Cutcher, A. J. (2015). Displacement, identity and belonging: An arts-based, auto/biographical portrayal of ethnicity and experience. New York, NY: Springer.

Web References

1. Advertising – Ahuja and Chhabra
2. https://www.citethisforme.com/topic-ideas/business-marketing/Public%20Relations%20Reference%20List-40548756 3.
3.https://www.researchgate.net/publication/233014914_The_relationship_between_public_relations_and_marketing_in_excellent_organizations_Evidence_from_the_IABC_study

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