



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 2023 (R-2023) 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.

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)	73
4	Discipline Specific Elective Courses (DSE)	12
5	Inter-Disciplinary courses (IDC)	12
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
11	Online Course Category	-
Total		130

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	12	14	12	15	73
4	Discipline Specific Elective Courses (DSE)	-	-	3	3	3	3	12
5	Inter-Disciplinary courses (IDC)	3	3	3	3	-	-	12
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	-	-	-	-	-	-	-
8	Ability Enhancement Courses (AEC)	1	1	1	1	-	-	4
9	Open Elective (OE)	-	-	2	2	-	-	4
10	Extension Activity (EA)	-	1	-	-	-	-	1
11	Online category course (ooc)	-	-	-	-	-	-	-
Total		22	23	23	25	17	20	130

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

SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23TAT101C	Tamil – I	MIL	3	0	0	3	25	75	100
	A23FRT101C	French-I								
2	A23GET101C	General English – I	ENG	3	0	0	3	25	75	100
3	A23JMT101D	Introduction to Communication and media	DSC	4	0	0	4	25	75	100
4	A23JMT102D	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	100
5	A23JMD101D	Basic Photography	IDC	4	0	0	3	25	75	100
Practical										
6	A23JML101D	News Reporting and Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A23ENSA01C	Communication Skills	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AETA02C	Environmental Studies	AEC	2	0	0	2	100	0	100
Employability Enhancement Course										
9	A23JMC101D	Adobe Photoshop	EEC	0	0	2	-	100	0	100
I Semester Total Credits/Marks							22	475	425	900

SEMESTER – II										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23TAT202C	Tamil – II	MIL	3	0	0	3	25	75	100
	A23FRT202C	French - II								
2	A23GET202C	General English – II	ENG	3	0	0	3	25	75	100
3	A23JMT203D	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A23JMT204D	Applications of Computer in media	DSC	3	1	0	4	25	75	100
5	A23JMD202D	State politics and constitution	IDC	3	1	0	3	25	75	100
Practical										
6	A23JML202D	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A23ENS202C	Soft Skills lab	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AET202C	Public Administration	AEC	2	0	0	2	100	0	100
Employability Enhancement Course										
9	A23JMC202D	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Extension Activity										
10	A23EAS201C	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							23	575	425	1000

SEMESTER – III										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT305D	Radio Journalism	DSC	3	1	0	4	25	75	100
2	A23JMT306D	Television Production	DSC	3	1	0	4	25	75	100
3	A23JMD303D	Online Journalism	IDC	3	1	0	3	25	75	100
4	A23XXO3XXC	Open Elective 1**	OE	2	0	0	2	25	75	100
5	A23VCE302C	Video Jockey	DSE	3	0	0	3	25	75	100
Practical										
6	A23JML303D	Graphic designing lab	DSC	0	0	4	2	50	50	100
7	A23JML304D	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A23JMS301D	Photo Journalism	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA04C	Value Education	AEC	2	0	0	2	100	0	100
Employability Enhancement Course										
10	A23VCC303D	Autodesk 3ds Max	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							23	425	475	900

SEMESTER –IV										
Sl No	Course Code	CourseTitle	Category	Periods			Credits	Max.Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT407D	Media ethics	DSC	3	1	0	4	25	75	100
2	A23JMT408D	Principles of advertising	DSC	3	1	0	4	25	75	100
3	A23JMD404D	Mojo – Mobile Journalism	IDC	3	1	0	3	25	75	100
4	A23XXO4XXC	Open Elective–2**	OE	2	0	0	2	25	75	100
5	A23VCE404C	Film Criticism and Analysis	DSE	2	1	0	3	25	75	100
Practical										
6	A23JML405D	Magazine designing	DSC	0	0	4	2	50	50	100
7	A23JML406D	Designing for Web	DSC	0	0	4	2	50	50	100
Internship										
8	A23JMN401D	Media Internship	DSC	2	0	0	2	50	50	100
Skill Enhancement Course										
9	A23MASA01C	Quantitative aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
10	A23AETA03C	Indian Constitution	AEC	2	0	0	2	100	0	100
Employability Enhancement Course										
11	A23JMC404D	Adobe After Effects	EEC	0	0	2	-	100	0	100
IVSemesterTotalCredits/Marks							25	425	475	900

SEMESTER – V										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT509D	Introduction to public relations	DSC	3	1	0	4	25	75	100
2	A23JMT510D	Cyber media	DSC	3	1	0	4	25	75	100
3	A23JME509C	Folk Media	DSE	3	0	0	3	25	75	100
Practical										
4	A23JML507D	Radio production Lab	DSC	0	0	4	2	50	50	100
5	A23JML508D	Video production Lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A23JMS502D	Visual Media Research Methods	SEC	0	0	4	2	100	0	100
Online category Course										
7	A23VCM501D	MOOC - Certification Course	OCC	0	0	2	0	100	0	100
V Semester Total Credits/Marks							17	375	325	700

SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT611D	Commercial Broadcasting	DSC	3	1	0	4	25	75	100
2	A23JMT612D	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A23VCE612C	Advertising and Public Relations	DSE	3	1	0	3	25	75	100
Practical										
4	A23JML609D	Documentary film	DSC	0	0	4	2	50	50	100
Project										
5	A23JMP601P	Phase I - Media Internship Phase II – Portfolio	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A23JMS603D	Short film Production	SEC	0	0	4	2	100	0	100
VI Semester Total Credits/Marks							20	365	335	600

Annexure - I
Discipline Specific Elective Courses

Discipline Specific Elective – I (Offered in Semester III)		
SI No	Course Code	Course Title
1	A23VCE301	Art Direction
2	A23VCE302	Video Jockey
3	A23JME303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A23VCE404	Film Criticism and Analysis
2	A23VCE405	Jingle Production
3	A23JME406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A23VCE507	Media Presentation Skills
2	A23VCE508	Media Aesthetics
3	A23JME509	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A23VCE610	Semiotics and Visual Analysis
2	A23JME611	Ethnography
3	A23VCE612	Advertising and Public relations

**Department of Media Studies
B.A. Journalism and Mass Communication**

Programme Outcomes (PO)

1. **REFLECTIVE THINKING AND EFFECTIVE COMMUNICATION** - Students will esclate their communication skills such as reading, writing, listening and speaking, visualising which will help them to exhibit their ideas and views clearly and acquire critical thinking.
2. **DISCIPLINARY KNOWLEDGE AND SKILL DEVELOPMENT** - Students will apply the inter-disciplinary knowledge acquired in classrooms and labs in real life situations and work environment. They will internalize the importance of arts that will enable them to become skilled professionals.
3. **MEDIA EDUCATION AND ENVIRONMENT SUSTAINABILITY** - Students will understand socio-cultural, economic, political and media issues and will contribute towards the betterment of the human living environment and sustainable growth.
4. **SELF- DIRECTED AND LIFELONG LEARNING** - Through media and communication literacy, students will engage in self-paced and self-directed learning for personal development, professional accomplishment and social advancement.
5. **MULTICULTURAL COMPETENCE AND LEADERSHIP QUALITY** - Students will exhibit moral and ethical awareness/reasoning, Leadership readiness/qualities, Multicultural competence, diversity and become competent, committed, conscious, creative, and compassionate men and women for others.

Program specific outcomes (PSO)

1. Display skills to write, edit, translate and analyse stories for different news platforms and target audience.
2. Demonstrate skills for radio, TV, print and online media production utilizing digital strategies and marketing techniques.
3. Prepare professional digital portfolio, provide exposure to entrepreneurial ventures and facilitate in pursuing research and engagement with industry.

Academic Curriculum and Syllabi R - 2020

Department	Tamil			Programme: B.A. Journalism and Mass Communication								
Semester	First			Course Category Code: MIL		*End Semester Exam Type: TE						
CourseCode	A23TAT101C			Periods/Week			Credit	MaximumMarks				
				L	T	P	C	CAM	ESE	TM		
Course Name	TAMIL – I			3	-	-	3	25	75	100		
(Common to B.A., B.Sc., BBA., B.COM., BCA., B.COM CS.,)												
Prerequisite	+2 tFg;gpy; jkpio xU ghIkhf nfhz;bUf;f Ntz;Lk;.											
Course Objectives	<ul style="list-style-type: none"> • nrt;tpyf;fpa jd;ik nfhz;l jkpo;nkhopapd; rpwg;gpId vLj;Jiug;gjhf ,g;ghlj;jpl;lK; mikf;fg;gl;Ls;sJ. • ,uz;lhapuk; Mz;Lfhjy; jkpopd; njhd;ikiaAk; tuyhw;iwAk; mjd; tpOkpaq;fisAk; gz;ghl;iIAk; vLj;Jiug;gjhf ,g;ghlj;jpl;lK; mikf;fg;gl;Ls;sJ. • jkpo; ,yf;fpak; cs;slf;fj;jpYk;> tbt;j;jpYk; ngw;wkhw;wq;fs;> mjd; rpe;jidfs;> milahsq;fs; Mfpatw;iwf; fhye;NjhWk; vOjg;gl;l ,f;fpaq;fspd; topahff; \$Wtjw;F ,g;ghlj;jpl;lK; mikf;fg;gl;Ls;sJ. • tho;tpay; rpe;jidfs;> xOf;ftpay; NfhI;ghLfs;> rkj;Jtk;> #oypay; vdg; gy \$Wfis khztHfSf;F vLj;Jiuf;Fk; tpjj;jpy; ,g;ghlj;jpl;lK; cUthf;fg;gl;Ls;sJ. • rpe;jid Mw;wiyg; ngUf;Ftjw;Fj; jha;nkhopapd; gg;fspg;gpId czHj;j ,g;ghlj;jpl;lK; mikf;fg;gl;Ls;sJ. 											
	Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
		CO1	,yf;fpaq;fs; czHj;Jk; tho;tpay; newpKiwfisg; Ngzpelj;jy;.								K3	
		CO2	ekJ vz;zj;ij ntspg;gLj;Jk; fUt pahfj; jha;nkhopiag; gad;gLj;Jjy;.								K3	
		CO3	jfty; njIHGf;Fj; jha;nkhopapd; Kf;fpaj;Jtj;ij czHj;y;.								K3	
CO4		jha;nkhopapd; rpwg;ig mwpjy;.								K3		
CO5	,yf;fpa ,d;gg;fis EfUk; jpwd;fis tsHj;jy;.								K3			
UNIT-I	f;fhy ,yf;fpak;- kuGf;ftpijfs;- GJf;ftpijfs;- rpWfij						Periods: 09					
	kuGf;ftpijfs; - ghujpahH-nts;spg; gdpkiyapd; kPJyhTNthk;... (13 ghly;fs;)- ghujpjhhd;-Gul;rpff;ftp (Ngud;Gf; nfhz;ItNu...Kjy; - ftpQDf;Fk; fhjy;Fk; kPl;rpje;jhH tiu) jq;fg;gh - gdpq;ghiw Edpfs; - tho;f;if Xtpak; GJf;ftpijfs;-mg;Jy; uFkhd; - tiY)Uk; thHj;Tk; - Afp capHg;G (,aw;ifapd; vYk;G Kwpg;G) – rpWfij -MH.#lhkzp - rhk;gYf;Fs;.										CO1	
UNIT-II	ehlfk; -ciueil- ehty;						Periods: 09					
	ehlfk; - gpugQ;rd; - Kl;il - ciueil - ,uh.Ntq;flhrygjp - me;jf; fhj;jpy; fhg;gp ,y;iy –ehty; - ,uh.KUfNts; - kpspHfy;										CO2	
UNIT-III	gf;jp ,yf;fpak; - irtk;-						Periods: 09					
	gf;jp ,yf;fpak; - irtk;-jpUQhdk;ge;Jh - Kjy; jpUKiw - NjhLilanrtpad;...ghly; kl;Lk; - jpUehTf;furH - ehd;fhk; jpUKiw - \$w;whapdthW...ghly; kl;Lk;- Re;juH - Vohk; jpUKiw - gpj;jhgpiw#B...ghly; kl;Lk; - khzpf;fthrfH - jpUthrfk; - Gy;ya; GOtha;...ghly; kl;Lk; - jpU%yH - jpUke;jpuk; - MHf;Fk; ,Lkpd;...ghly; kl;Lk; - fhiuf;fhyk;ikahH-jpUt pul;il kzkpkiy - md;ghy; milntj;t;thW...ghly; kl;Lk; itztk; - ngha;ifah;thH - itak; jfSpaha;...ghly; kl;Lk; -G+jj;jho;thH - md;Ng jfSpaha;...ghly; kl;Lk; - Ngaho;thH - jpUf;fz;Nld; nghd;Nkdp...ghly; kl;Lk; - ek;kho;thH - jpUtha;nkhop - csd; vdpd;...ghly; kl;Lk; - nghpaho;thH - nghpaho;thH jpUnkhop - thf;Fj; Jja;ik...ghly; kl;Lk; -Mz;lhs - ; - ehr;rpahH jpUnkhop– vd;G cUfp ,dNty;...ghly; kl;Lk; - fpwpj;Jtk; - ,ul;rz;a kNdhfuk; - Mtpf;FWnte;JaH...Kjy; ciday;yJ gw;WNjh tiu - ,j;yhk; - Fzq;Fb kJ;jhd; rhfpG– uFkhd; fz;zp -mil;j kdf;Nfh;l;il...Kjy; vd;fz; tiu										CO3	
UNIT-IV	rpw;wpyf;fpak; - Kj;njhs;shapuk; - cyh- fyk;gfk; - gs;S-,ilf;fhyg; GytHfs;						Periods: 09					
	rpw;wpyf;fpak; - Kj;njhs;shapuk; - 1.NtuWifgk;gpr; Riuaha;...2.khiy tpiygfHthH... 3.vd;id ciuay; ...vdj; njhLq;Fk; ghly;fs; kl;Lk; - cyh - FNyhj;Jq;fNrhod; cyh - jhis mutpe;jr; rhjp...Kjy; epyntd;whs; tiu - fyk;gfk; -jpUtuq;ff;fyk;gfk; - cUkhwpq; gygpwg;Gk;...Kjy; MBH thry; tiu - gs;S - Kf;\$lw;gs;S - ehl;Ltsk; - fiwgl;Ls;sJ...vdj;njhLq;Fk; ghly; kl;Lk; -JJ-mofH fps;istpL JJ - ,d;nrhy;iy....Kjy; cgNjrkhf ciug;gha; tiu ,ilf;fhyg; GytHfs; - ,uhkypq;f mbfs; - k'hNjtkhiy-gbj;Njd;...Kjy; ngha; cyfpay; tiu – tPukhKdptH jpUf;fhtY}Hf; fyk;gfk; - jio-Nghjtpo;g...vdj;njhLq;Fk; ghly; kl;Lk; - K.K k;Kj;h - /nfsJK pa;ap;jPd; gps;isj; jkpo; - tapWGIlf;f cz;fpd;wPH...ghly; kl;Lk;.										CO4	
UNIT-V	nkhopg;gapw;rp ,yf;fpa tuyhW						Periods: 09					
	nkhopg;gapw;rp - 1.typkpfk; ,lq;fs; >typkpfh ,lq;fs;- 2.mfuthpirg;gLj;Jjy;-3.NeHfhzy; - ,yf;fpa tuyhW - ,f;fhy ,yf;fpak;> gf;jp ,yf;fpak;> rpw;wpyf;fpak; Fwpj;j ghlg;gFj;ia xl;baJ.										CO5	
Lecture Periods: 45			Tutorial Periods:-			PracticalPeriods:-			TotalPeriods:45			
Text Books												

Academic Curriculum and Syllabi R - 2020

1. ghujpahH – ghujpahH ftpijfs;> **Kindle Edition**> Published June 2, 2020.
2. rptFkhH. vj;.> - nfhq;FNjH tho;f;if> ghly; njhFg;G Ely; - njhFjp -1 Aidnll; iul;IH];> nrd;id -86. Kjw;gjpg;G 2003.
3. #lhkzp.MH. - jdpikj; jspH> NjHe;njLj; j rpWfijfs;> fhyr;RtL gjpg;gfk;> Kjy; gjpg;G: nrg;lk;gH 2013.
4. gpugQ;rd; - [Ptejp (ehlfq;fs;) – ftpjh gg;spNf\> > 8> khrrpyhkzp njU> ghz;bg[hH> jp.efH> nrd;id -600 017
5. KUfNts;. ,uh.> - kpspHfy;> lk;nghopy; gjpg;gfk;> jpUg;G+H> ,uz;lhk; gjpg;G> 2014.

Reference Books

1. ty;ypf;fz;zd;> GJf;ftpjapd; Njhw;wKk; tsh;r;rpAk;> =nrz;gfh gjpg;gfk;> [dthp>1> 2020.
2. rpw;gpghyRg;gpukzpak; kw;Wk; ePygj;kehgd; (g.Mrp.) – Gjpa jkpo; ,yf;fpa tuyhW> njhFjp-1>2>3> rhfpj;jpa mfhnjkp> GJnly;yp> 2013.
3. ghf;fpaNkhp> tifik Nehf;fpy; jkpo; ,yf;fpa tuyhW (nrk;ik kw;Wk; tphpTg; gjpg;G)> ghhppepiyak;. nrd;id>
4. Mde;jd;> KidtH.R.> - jkpo; ,yf;fpa tuyhW> fz;kzp gjpg;gfk;> jpUr;rp-2. ,Ugj;jp %d;whk; gjpg;G– 2015.
5. gue;jhkdhH> m.fp.> - ey;y jkpo; vOj Ntz;Lkh> ghhp epiyak;> nrd;id> 1998.

Web References

1. <http://www.tamilvu.org> - 2. <http://www.tamilweb.com> - 3. <http://www.tamilkodal.com> - 4. www.store.tamillexican.com
5. www.kala.tamilforu.blogspot.com 6. www.noolagam.com

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	2	3	3	3
4	2	3	1	3	2	2	2	3
5	3	3	3	3	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10		5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department

French

Programme: **B. A. Journalism and Mass Communication**

Academic Curriculum and Syllabi R - 2020

Semester	First	Course Category Code: MIL	*End Semester Exam Type: TE						
Course Code	A23FRT101C	Periods/Week			Credit	Maximum Marks			
Course Name	FRENCH I	L	T	P	C	CAM	ESE	TM	
	(Common to B.A., B.SC., AND BCA Branches)	3	0	0	3	25	75	100	
Prerequisite	Basic knowledge of French language								
Course Objective	To introduce the basics of French language to the students								
	To enable the students to read, understand and write simple sentences								
	To help them to grasp the fundamentals of French grammar								
	To make the students to formulate correct phrases								
	To introduce them French and Francophone countries and their cultures								
Course Outcomes	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	have a general understanding of the language						K3	
	CO2	analyze and interpret simple phrases written in French						K3	
	CO3	have the basics of French grammar						K3	
	CO4	communicate and ask basic questions in French language						K3	
	CO5	appreciate the diversity and multiplicity of French and Francophone world						K3	
UNIT-I	S'introduire				Periods:09				
	1. Le français, les Français, la France								
	2. Je m'appelle Elise, et vous ?								
	3. Saluer, se présenter, remercier								
	4. Vous dansez ? D'accord								
	5. Interroger quelqu'un et donner des informations								
UNIT-II	Demander des questions sur quelqu'un				Periods:09				
	1. Monica, Yokiko et compagnie								
	2. Dire ce qu'on l'aime								
	3. Les voisins de Sophie								
	4. Demander des informations sur quelqu'un								
UNIT-III	Expliquer quelque chose				Periods:09				
	1. Tu vas au Luxembourg ?								
	2. Dire où on va, dire d'où on vient								
	3. Nous venons pour l'inscription								
	4. A vélo, en train, en avion...								
	5. Expliquer un itinéraire, proposer quelque chose								
UNIT-IV	Poser des questions et commander				Periods:09				
	1. Pardon monsieur, le BHV s'il vous plait								
	2. Au marché								
	3. Acheter quelque chose, demander le prix								
	4. On déjeune ici ?								
	5. Aller au restaurant, comprendre un menu								
UNIT-V	Inviter et proposer quelque chose				Periods:09				
	1. On va chez ma copine ?								
	2. Proposer quelque chose								
	3. Demander et donner des informations sur quelqu'un								
	4. Chez Susana								
	5. Être invité chez quelqu'un								
Lecture	Periods:45	Tutorial			Periods:-			Practical	Periods:45
TextBooks	1. Sylvie Poisson Quinton and Michèle Maheo, <i>Festival 1 Méthode de Français</i> , CLE editions, 2009								
	2. Nathalie Hirschsprung and Tony Tricot, <i>Cosmopolite 1</i> , Hachette editions, 2017								
ReferenceBooks									

Academic Curriculum and Syllabi R - 2020

1. Régine Mérieux and Yves Loiseau, *Latitudes 1*, Didier editions, 2017
2. Annie Berthet and Emmanuelle Daili, *Alter Ego + A1*, Hachette editions, 2012
3. Bruno Girardeau, *Réussir le Delf A1*, Didier editions, 2019

Web References

1. <https://www.tv5monde.com>
2. <https://www.rfi.fr>
3. <https://www.lemonde.fr>
4. <https://www.frenchpodcasts.com>
5. <https://www.coursera.org>

COs/POs/PSOs Mapping

COs	Program Outcomes (PO)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	1	3	1	2
2	3	3	2	3	1	3	1	3
3	3	3	3	3	2	2	2	2
4	3	3	3	3	1	2	1	2
5	3	3	3	3	2	1	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10		5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	ENGLISH			Programme: B. A. Journalism and Mass Communication						
Semester	FIRST			Course Category Code: ENG		End Semester Exam Type: TE				
Course Code	A23GET101C			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	GENERAL ENGLISH - I			3	0	0	3	25	75	100
(Common to B.A., B.SC., AND BCA Branches)										
Prerequisite	Basic part-two language and knowledge gained from Grammar and Vocabulary									
Course Objectives	To recognize the rhythms, metrics and other aspects of Literature									
	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									
	To enable them understanding the intrinsic nuances of writing in English language									
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)	
	CO1	comprehend and discuss the various facets of selected poems							K3	
	CO2	analyze and interpret texts written in English							K3	
	CO3	read drama with graduate-level interpretive and analytical proficiency							K3	
	CO4	improve the fluency and formation of grammatically correct sentence							K3	
	CO5	enhance the writing skills for specific purposes							K3	
UNIT-I	POETRY						Periods: 09			
<ol style="list-style-type: none"> 1. Rudyard Kipling – <i>IF</i> 2. William Wordsworth – <i>Daffodils</i> 3. Percy Bysshe Shelley – <i>Ozymandias</i> 4. William Ernest Henley – <i>Invictus</i> 5. Rabindranath Tagore – <i>On the Nature of Love</i> 										CO1
UNIT-II	PROSE						Periods: 09			
<ol style="list-style-type: none"> 1. Bertrand Russell – <i>The Road to Happiness</i> 2. Charles Lamb – <i>A Dissertation upon Roast Pig</i> 										CO2
UNIT-III	SHORT STORIES						Periods: 09			
<ol style="list-style-type: none"> 1. Oscar Wilde – <i>The Devoted Friend</i> 2. R. K. Narayan – <i>God and the Cobbler</i> 										CO3
UNIT-IV	DRAMA						Periods: 09			
<ol style="list-style-type: none"> 1. H H Munro – <i>The Death Trap</i> 2. J.M. Synge – <i>Riders to the Sea</i> 										CO4
UNIT-V	GRAMMAR AND COMPOSITION						Periods: 09			
<ol style="list-style-type: none"> 1. Parts of Speech 2. Subject-Verb Agreement 3. Letter Writing 4. Essay Writing 										CO5
Lecture Periods: 45			Tutorial Periods: 0			Practical Periods: -		Total Periods: 45		
Text Books										
<ol style="list-style-type: none"> 1. Narayan, R.K, <i>Malgudi days</i>, Indian Thought Publication, 2019 2. Synge John Millington, <i>Riders to the Sea</i>, Sahitya Sarowar Publisher, 2022 3. P. C. Wren, H. Martin, <i>High School Wren and Martin English Grammar and Composition</i>, S. Chand & Company Pvt. Ltd, 2022. 										
Reference Books										
<ol style="list-style-type: none"> 1. Lamb, Charles, <i>Selected Prose</i>, Penguin Classics Publication, 2nd Edition, 2013. 2. S.C. Gupta, <i>English Grammar & Composition Very Useful for All Competitive Examinations</i>, Arihant Publications, 2014. 										

3. Saki, H. H. Munro, F. Carruthers Gould, *The Complete Works of Saki: Illustrated Edition: Novels, Short Stories, Plays, Sketches & Historical Works, including Reginald, The Chronicles of Clovis, ... The Death-Trap*, The Westminster Alice Kindle Edition, e-artnow, 2018.
4. J.M. Synge, S.C. Narula. *Riders to the Sea*. Surjeet Publication. 2018.
5. S.C.Gupta. *A Handbook for Letter Writing*. Arihant Publication. 2016.

Web References

1. <https://www.englishcharity.com/of-love-by-francis-bacon-explanation/>
2. <https://www.gradesaver.com/charles-lamb-essays/study-guide/summary-a-dissertation-upon-roast-pig>
3. <https://allpoetry.com/On-The-Nature-Of-Love>
4. <http://sittingbee.com/god-and-the-cobbler-r-k-narayan/>
5. <https://www.toppr.com/guides/essays/>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	2	3	3	3
4	2	3	2	1	2	2	3	2
5	3	3	3	3	3	3	3	3

Correlation Level:

High	Moderate	Low
3	2	1

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	5	5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Academic Curriculum and Syllabi R - 2020

Department	Media Studies	Programme: B.A. Journalism and Mass Communication						
Semester	First	Course Category Code: DSC				*End Semester Exam Type: TE		
Course Code	A23JMT101D	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	Introduction to Communication and media	4	0	0	4	25	75	100
Prerequisite	Basic understanding of communication process							
Course Objectives	To understand the importance, functions and scope of communication.							
	To acquire the evolution of Mass media and apply the techniques in Media.							
	To analyse the growth and development of communication and media.							
	To appraise the periodic changes in the media, market and technology							
	To relate how technology influences communication and the major characteristics of media.							
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	CO1	Understand the scope and process of communication system.						K2
	CO2	Interpret about the history of mass media.						K3
	CO3	Compare mass media and media culture						K4
	CO4	Analyse private and public Media, media market and Technology.						K4
	CO5	Appraise the characteristics of mass communication and Society.						K5
UNIT-I	Communication and media				Periods: 12			
<ol style="list-style-type: none"> 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 								CO1
UNIT-II	History of mass media				Periods: 12			
<ol style="list-style-type: none"> 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 								CO2
UNIT-III	Mass media and mass culture				Periods: 12			
<ol style="list-style-type: none"> 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. 								CO3
UNIT-IV	Media, market and technology				Periods: 12			
<ol style="list-style-type: none"> 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 								CO4
UNIT-V	Mass Communication and Society				Periods: 12			
<ol style="list-style-type: none"> 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 								CO5
Lecture Periods: 60		Tutorial Periods: -		Practical Periods: -		Total Periods: 60		

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, 1st edition, 2005
3. Kumar, Kewal J., —Mass Communication in India, Jaico Books, 5th edition, 1998

Reference Books

1. Joseph R. Dominick, The Dynamics of Mass Communication, McGraw Hill, 12th edition, 2013.
2. Vivian John, The Media of Mass Communication, New Delhi, PHI Learning, 2013
3. Seema Hassan, Mass Communication: Principles and Concepts, CBS Publishers & Distributors, 2nd edition, 2010.
4. Denis McQuail, Mass Communication Theory, SAGE Publication, 6th edition, 2010
5. 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>
4. <https://itidjournal.org/index.php/itid/article/download/1164/1164-3293-1-PB.pdf>
5. <https://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	2	3	3	3	3
2	2	3	3	3	3	3	2	3
3	3	3	3	3	3	3	2	3
4	2	3	3	2	3	3	2	3
5	3	3	3	3	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10		5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Academic Curriculum and Syllabi R - 2020

Department	Media Studies	Programme: B.A. Journalism and Mass Communication						
Semester	First	Course Category Code: DSC				*End Semester Exam Type: TE		
Course Code	A23JMT102D	Periods / Week			Credit	Maximum Marks		
Course Name	INTRODUCTION TO JOURNALISM (REPORTING, WRITING, EDITING)	L 3	T 1	P 0	C 4	CAM 25	ESE 75	TM 100
Prerequisite	General knowledge of News							
Course Objectives	Understand the source and style of news.							
	Develop skills of writing, report and editing.							
	Apply the latest techniques in reporting in print media.							
	Understand the process of editing in the print media							
	Deeply interpret on the Freedom of Press.							
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	CO1	Understand the Characteristics of news, different style of news writing.						K2
	CO2	Interpret the concept of news writing for radio and television.						K3
	CO3	Execute the process of reporting in print media.						K3
	CO4	Analyse the concepts of editing for print media.						K5
	CO5	Appraise the freedom of press.						K4
UNIT-I	Introduction to news				Periods: 12			
1. News: Meaning and definition 2. Sources and elements of news 3. Characteristics of news 4. Different styles of newswriting. 5. Categories of News								CO1
UNIT-II	News Writing for Radio and Television				Periods: 12			
1. News Writing for Radio and Television 2. Approaches to news writing – conversational style 3. Sentence construction, Word choice, Punctuation 4. Presentation and layout 5. Clichés and jargon, Numeracy and numbers 6. Headlines and links 7. Voice pieces								CO2
UNIT-III	Reporting for print media				Periods: 12			
1. Definition, scope, concept and principles of news reporting 2. Types and techniques of news reporting 3. Functions of reporting: Interview, collection of data, research 4. Qualities and Responsibilities of a reporter. 5. Introduction to different types of reporting: Investigative, Cultural, Political, Business, Sport and civic issues.								CO3
UNIT-IV	Editing for print media				Periods: 12			
1. Theories and Principles of Editing 2. Preparing good copies for Newspaper, Magazine and others 3. Introduction to editing symbol, proof reading symbols and Copydesk 4. Role, functions and responsibilities of Copyeditor and Subeditor								CO4
UNIT-V	Freedom of press				Periods: 12			
1. The right to publish and the right to privacy 2. Press code and Ethics 3. Press councils guide to Journalistic Ethics 4. Censorship and control in the press								CO5
Lecture Periods: 45		Tutorial Periods: 15		Practical Periods: -		Total Periods: 60		

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 and 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 Agarwal and V.S.Gupta, —Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi, 1st edition, 2001
3. Suhas Chakravarty., —News Reporting and Editing : An Overview, Kanishka Publishers, Delhi, 1st edition, 2000
4. Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager, Reporting for the Print Media, New York, OUP, 2001
5. Keeble, Richard, The Newspapers Handbook, London, Routledge, (2001),

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>
4. https://rni.nic.in/all_page/history.aspx
5. <https://www.tribuneindia.com/news/schools/how-to-write-a-news-report-108029>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	2
2	3	3	3	3	3	3	3	2
3	3	3	3	3	3	3	3	3
4	3	3	3	3	2	3	3	2
5	3	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	5	5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	Media Studies	Programme: B.A. Journalism and Mass Communication						
Semester	First	Course Category Code: IDC*End Semester Exam Type: TE						
Course Code	A23JMD101D	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	Basic Photography	3	0	0	3	25	75	100
Prerequisite	Basic understanding of Photography.							
Course Objectives	To understand the basics of Photography							
	To acquire knowledge about lens and apply the techniques in Photography							
	To provide a wide knowledge and understanding on conversion from film to digital							
	To analyse the process of lighting, different angles and shots.							
	To evaluate the aesthetics of photography in a professional method.							
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	CO1	Understand about photography and the functions of camera.						K2
	CO2	Interpret about the lens and exposure setting.						K3
	CO3	Examine about Film –Digital process.						K4
	CO4	Appraise the process of lighting Technique						K4
	CO5	Design new framing and compositions with the understanding of Aesthetics of Photography						K6
UNIT-I	Introduction to photography				Periods: 9			
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.								CO1
UNIT-II	Lens				Periods: 9			
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.								CO2
UNIT-III	Film to digital				Periods: 9			
1. Digital Storage process 2. Types of Digital Storage 3. Film Developing Process, Film Printing Process& Digital Printing Process. 4. Photo editing & manipulation								CO3
UNIT-IV	Lighting				Periods: 9			
1. Definition & concept; Nature and Characteristics of Light 2. Types of Light- Natural and Artificial, Lighting Equipment. 3. Functions of Flash and Light Meter.								CO4
UNIT-V	Aesthetics of photography				Periods: 9			
1. Characteristics of Framing& Compositions 2. Types of Composition- Rule of Third 3. Types of Photography								CO5
Lecture Periods: 45		Tutorial Periods: -		Practical Periods: -		Total Periods: 45		

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, Amphoto Books, 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.
4. Keene, Martin , Practical Photo Journalism: A Professional Guide, Oxford Focal Press, 1995

Web References

1. <https://photographylife.com/photography-basics>
2. <https://photographylife.com/photography-basics>
3. <http://www.betterphotography.in/>
4. <https://nytlicensing.com/latest/marketing/what-is-photojournalism/>
5. <https://www.loc.gov/rr/print/guide/port-2.html>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	2	2	3	3	2	1	3
2	1	2	2	1	3	3	1	3
3	1	2	2	1	2	1	1	2
4	2	2	1	1	2	2	1	2
5	2	3	2	1	2	2	1	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10		5	5	5	75	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	Media Studies		Programme: B.A. Journalism and Mass Communication						
Semester	First		Course Category Code: DSC			*End Semester Exam Type: LE			
Course Code	A23JML101D		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	NEWS REPORTING AND EDITING		0	0	4	2	50	50	100
Prerequisite	Basic understanding of News coverage								
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 analyse the art of writing report in various genres.								
Course Outcome	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1 -	Get the knowledge in print media, news collecting, news designing etc.							K2
	CO2 -	Acquire report for mock press conference.							K2
	CO3 -	Analyse the function of agency copies, usage of editing symbols.							K4
	CO4 -	Create news editing report for local issue.							K6
	CO5 -	Create news stories from newspaper.							K6
Exercises/Assignments									
<ol style="list-style-type: none"> 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									
<ol style="list-style-type: none"> 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...									
Lecture Periods: -			Tutorial Periods: -			Practical Periods: 30		Total Periods: 30	
Text Books									
<ol style="list-style-type: none"> 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									
<ol style="list-style-type: none"> 1. Suhas Chakravarty., —News Reporting & Editing : An Overview, Kanishka Publishers, Delhi, revised edition, 2000 2. Wynford Hicks., —Writing for Journalists, Routledge, London, 2nd edition, 2000. 3. D.S.Mehta, —Mass Communication and Journalism in India, Allied Publishers Private Limited, 2nd edition, 1979. 4. Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager, Reporting for the Print Media, New York, OUP, 2001 									

5. Keeble, Richard ,The Newspapers Handbook, London, Routledge, (2001)

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>
4. https://rni.nic.in/all_page/history.aspx
5. <https://www.tribuneindia.com/news/schools/how-to-write-a-news-report-108029>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	3	3	3	3	3	3	2
2	3	3	3	3	2	3	2	2
3	3	3	3	3	2	3	3	2
4	3	3	2	3	2	3	3	2
5	3	3	3	3	3	3	3	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	Model Exam	Record *	Attendance	Internal Marks		
Marks	30	10	10	50	50	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	ENGLISH		Programme: B. A. Journalism and mass Communication							
Semester	FIRST		Course Category Code: SEC			End Semester Exam Type:-				
Course Code	A23ENSA01C		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	COMMUNICATION SKILLS		0	0	4	2	100	0	100	
Prerequisite	Knowledge gained from Communication and New paper reading									
Course Objectives	To improve the skill of rapid reading and communicate efficiently									
	To decode and impart speaking skills with confidence									
	To train students in analyzing articles and Newspaper									
	To enhance the sense of social responsibility and accountability of the students									
	To expound the significance in Managerial skills									
Course Outcomes	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	understand the pattern to communicate effectively							K3	
	CO2	impart Speaking skills with self-confidence							K3	
	CO3	enhance their strategies in analyzing articles and Newspaper							K3	
	CO4	the sense of social responsibility and accountability of the students							K3	
	CO5	expertise in Managerial skills							K3	
UNIT-I	COMMUNICATION SKILLS - SPEAKING					Periods: 06				
1. Aspects of speaking 2. Process of effective Speech 3. Techniques for effectual Presentation									CO1	
UNIT-II	SELF-MANAGEMENT SKILLS					Periods: 06				
1. Time Management 2. Stress Management 3. Emotional Management									CO2	
UNIT-III	COMMUNICATION SKILLS - READING					Periods: 06				
1. Article analysis 2. Comprehension 3. Skimming and Scanning									CO3	
UNIT-IV	SOCIAL SKILLS					Periods: 06				
1. Leadership 2. Teamwork 3. Decision making									CO4	
UNIT-V	PUBLIC SPEAKING AND PRESENTATION					Periods: 06				
1. Rules and Techniques for Public Speaking 2. Practice session (both, Public Speaking and Presentation)									CO5	
Lecture Periods: -			Tutorial Periods: -			Practical Periods: 30		Total Periods: 30		
Text Books										
1. Barun K. Mitra, <i>Personality Development and Soft skills</i> , Oxford University Press, 2 nd Edition, 2016.										
2. Syamala, V, <i>Effective English Communication for you</i> , Chennai: Emerald Publisher, 1 st Edition, 2002.										
3. Sanjay Kumar & Puspata. <i>Communication Skills</i> , Oxford University Press, 2 nd Edition, 2015.										

Reference Books

1. **Murphy, John J, Pulling Together: 10 Rules for High-Performance Teamwork, Simple Truth Publication, 1st Edition, 2010.**
2. Balasubramanian, T, *A Textbook of English Phonetics for Indian Students*, Trinity Press, 1st Ed, 1981.
3. Sardana,C.K, *The Challenge of Public Relations*, New Delhi: Harnand Publication,1st Edition, 1995.
4. Sabina Pillai, Agna Fernandez, *Soft Skills and Employability Skills*, Cambridge University Press, 2017.
5. Jeff Butterfield, *Soft Skills for Everyone*, Cengage India Private Limited, 2nd Edition, 2020.

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>
4. https://www.butte.edu/departments/cas/tipsheets/readingstrategies/skimming_scanning.html
5. <https://www.mayoclinic.org/tests-procedures/stress-management/about/pac-20384898>

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	3	3	3	2	3	1	3	3
2	3	3	3	2	3	1	3	2
3	3	3	3	2	2	1	3	2
4	3	3	3	3	3	1	3	2
5	3	3	2	2	2	1	2	2

COs/POs/PSOs Mapping

Correlation Level:

High	Moderate	Low
3	2	1

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	80	-	-	10	10	-	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

Department	Media Studies		Programme: B. A. Journalism and Mass Communication							
Semester	First		Course Category Code: AEC			*End Semester Exam Type: TE				
Course Code	A23AETA02C		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	Environmental Studies		1	0	0	1	100	0	100	
(Common to all UG Programmes)										
Prerequisite	Basic knowledge of biology, physics, chemistry, meteorology, related basic socio-culture concepts, factors relate tonature or environment									
Course Objective	CO1	To gain knowledge on the importance of natural resources and energy								
	CO2	To know the structure and function of an ecosystem								
	CO3	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence								
	CO4	To know the causes of types of pollution and disaster management								
	CO5	To observe and discover the surrounding environment through field work								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	Understand about the various resources							K3	
	CO2	Learn about the biodiversity							K3	
	CO3	Learn the different types of pollution and to prevent the pollution							K3	
	CO4	Know about the pollution Act							K3	
	CO5	Observe various environmental issues in surroundings							K3	
UNIT-I	ENVIRONMENTAL SCIENCES: NATURAL RESOURCES					Periods: 06				
Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.								CO1		
UNIT-II	ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION					Periods: 06				
Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.								CO2		

UNIT-III	ENVIRONMENTAL POLLUTION AND MANAGEMENT	Periods: 06	
Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.			CO3
UNIT-IV	SOCIAL ISSUES - HUMAN POPULATION	Periods: 06	
Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.			CO4
Lecture Periods: 30	Tutorial Periods: -	Practical Periods: -	Total Periods: 30
Text Books			
1. Bharucha Erach, "Textbook of Environmental Studies for Undergraduate Courses", Orient BlackSwan, 2nd Edition, 2013.			
2. Basu Mahua, Savarimuthu Xavier, "Fundamentals of Environmental Studies", Cambridge, 2nd Edition, 2017.			
3. Agarwal, K.C. "Environmental Biology", Nidi Publications, 1st Edition, 2004.			
Reference Books			
1. Kumarasam, Alagappa Moses & Vasanthi, "Environmental Studies", Bharathidasan University Publications, 1st Edition, 2004.			
2. Rajamannar, "Environmental Studies", EVR College Publications, 1st Edition, 2004.			
3. Kalavathy, S, "Environmental Studies", Bishop Heber College Publications, 1st Edition, 2004.			
Web References			
1. https://aits-tpt.edu.in/wp-content/uploads/2018/08/Environmental-Studies-Lecture-notes.doc-I_Betech_-ECE-CSE-EEE-CEME_III-Sem_BR.pdf			
2. http://eagri.org/eagri50/ENVS302/pdf/lec05.pdf			
3. https://www.youtube.com/watch?v=78prsPYm98g			
4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792934/			
5. https://www.frontiersin.org/articles/505570			

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	70		-	20	10	-	100

* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus