



## **CENTER FOR ONLINE PROGRAMS**



# DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

M.A

**Journalism and Mass Communication** 

**Curriculum & Syllabus** 

COURSE CURRICULUM & SYLLABUS FOR ACADEMIC YEAR 2021 ONWARDS





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# DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

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#### **VISION**

- ✓ To prepare learners to be professionals in delivering news ethically.
- ✓ To provide skills relevant to dispersing news through diverse media.
- ✓ To impart state of art knowledge in technologies that are used presently in the news industry.
- ✓ To produce professionals who can act as catalyst for societal development marked by excellence and integrity.

#### **MISSION**

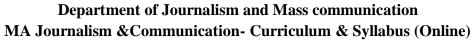
<b>M1</b>	To produce competent professionals through higher education in media that can enable them
	to develop a sense of responsibility towards the society.
<b>M2</b>	To impart higher education through latest technology and field experience that pave way
	For social transformation.
M3	To inspire the students to become innovate leaders and media entrepreneurs.
<b>M4</b>	To enhance industry – Institution tie up and evaluate our performance against different
	Bench marks.
M5	To establish in leading high quality research and to develop their research skills using
	training and development.
M6	Providing for holistic and value based developments of students which ultimately enhances
	their employability.
<b>M7</b>	Provide a nurturing and motivating environment to bring out the full potential of the students.

### **Online course Assessment Methods:**

	WEIGHTAGE FOR INTERNAL END SEMETER 25% WEIGHTAGE FOR EXTERNAL END SEMETER 75%				
1.	Internal Tests				
2.	Assignments				
3.	Seminar				
4.	End Semester Examinations				
5.	Projects				

Applicable to all the subjects





#### PROGRAMME EDUCATIONAL OBJECTIVES

- To provide a strong foundation in media with a sense of delivering news to the society with PEO 1 moral and social responsibility.
- **PEO 2** To Motivate students to pursue research in media studies.
- PEO 3 To provide sufficient knowledge and skills to learners to seek employment in media industry
- **PEO 4** To provide essential courses and special guidance to become a successful media-person.
- PEO 5 To nurture the learners with the intellectual, personal & societal skills for an holistic Education
- To enable every student to cope up with the latest developments in contemporary, national PEO 6 and global level through effective transaction of the curricular and co curricular aspects.
- To impart quality and need based education, to sensitize the students to their changing **PEO 7** roles in society through awareness raising activities

#### **PEO with MISSION STATEMENT**

	M1	M2	М3	M4	M5	M6	M7
PEO 1	3	3	3	3	2	3	2
PEO 2	3	3	2	3	3	2	3
PEO 3	3	2	3	3	3	3	3
PEO 4	2	3	3	3	2	3	3
PEO 5	3	3	3	3	3	2	3
PEO 6	3	3	3	2	2	3	2
PEO 7	3	3	2	3	3	2	3

1- LOW., 2-MEDIUM., 3-HIGH



### **PROGRAMME OUTCOMES**

PO 1	The student should be able to use the skills in the creative industry – be it television channels, information technology, public relations, or corporate communication.
PO 2	The students should be able to produce independently content for electronic media.
PO 3	The students should be able to simplify technical content in simple language and multimedia as part of technical communication.
PO 4	The students should be well-equipped to be media teachers and researchers. The students should be equipped with lots of soft skills required of many of the managerial and high-profile jobs.
PO 5	The students can plan, develop and implement communication for development projects at local, regional and global levels.
PO 6	To inculcate scientific temper through communication for development.
PO 7	To develop critical thinking about the media and its processes.

#### PEO-PO 1-LOW., 2-MEDIUM., 3-HIGH

### **PEO WITH PROGRAMME OUTCOME**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PEO1	3	3	3	2	3	3	3
PEO2	3	3	2	3	3	3	3
PEO3	2	3	3	3	3	3	2
PEO4	3	3	3	3	3	2	3
PEO5	3	3	3	3	3	2	3
PEO 6	3	3	3	2	3	2	3
PEO 7	3	3	2	3	3	3	3

## PROGRAMME SPECIFIC OBJECTIVES

PSO 1	Graduates integrate knowledge, skill and attitude that will sustain an environment of
	learning and creativity in them
PSO 2	Graduates are capable of making decision at personal and professional level and also
1502	ready to take up entrepreneurship as their Venture
PSO3	Graduates acquire skills to work as media experts, media entrepreneurs.

### **PEO with PSO**

1-LOW., 2-MEDIUM., 3-HIGH

### **Number Representation in Below Table**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
PEO1	3	3	3	3	2	3	3
PEO2	2	3	3	2	3	2	3
PEO3	3	3	3	3	3	3	3





**REGULATIONS** 

## SEMESTER -I

Course Code	Course Title	L	T	P	C
HMMJ22001	Introduction to Journalism	3	0	0	3
HMMJ22002	Mass Communication Theories	3	1	0	4
HMMJ22003	Writing for Media	2	1	0	3
HMMJ22004	Media and Critical Issues	3	0	0	3
HMMJ22005	Digital Marketing	2	1	0	3
HMMJ220L1	Project – Image Editing & Publishing	0	0	4	4
	Total Credits	13	3	4	20

### **SEMESTER -II**

Course Code	Course Title	L	T	P	C
HMMJ22006	Broadcast Journalism	2	1	0	3
HMMJ22007	Communication for Development	3	1	0	4
HMMJ22008	Digital Photography	2	1	0	3
HMMJ22009	Media Laws and Ethics	3	0	0	3
HMMJ220L2	Project - Photo Journalism	0	0	4	4
	Total Credits	10	3	4	17



### **SEMESTER-III**

Course Code	Course Title	L	T	P	C
HMMJ22010	Public Relations	2	1	0	3
HMMJ22011	Communication Research Methodology	2	2	0	4
HMMJ22012	AI, Automation & Journalism	1	2	0	3
HMMJ22013	Documentary Production	2	1	0	3
HMMJ220L3	Video Editing	0	0	3	3
HMMJ220L4	Project - Dissertation	0	0	4	4
	Total Credits	7	6	7	20

### **SEMESTER -IV**

<b>Course Code</b>	Course Title	L	T	P	C
HMMJ22014	Media and Information Literacy	3	1	0	4
HMMJ22EXX	Elective 1	2	0	2	4
HMMJ22LXX	Elective 2	0	0	10	10
	Total Credits	5	1	10	18



### Elective- 1

<b>Course Code</b>	Course Title	L	T	P	С
HMMJ22E01	Business Journalism	2	0	2	4
HMMJ22E02	Community Journalism	2	0	2	4
HMMJ22E03	Health Communication	2	0	2	4
HMMJ22E04	Investigative Journalism	2	0	2	4
HMMJ22E05	Social Media Communication	2	0	2	4
HMMJ22E06	Sports Journalism	2	0	2	4
HMMJ22E07	Tamil Journalism	2	0	2	4

### Elective- 2

<b>Course Code</b>	Course Title	L	T	P	C
HMMJ22L01	Portfolio in Business Journalism	0	0	4	4
HMMJ22L02	Portfolio in Community Journalism	0	0	4	4
HMMJ22L03	Portfolio in Health Communication	0	0	4	4
HMMJ22L04	Portfolio in Investigative Journalism	0	0	4	4
HMMJ22L05	Portfolio in Social Media Communication	0	0	4	4
HMMJ22L06	Portfolio in Sports Journalism	0	0	4	4
HMMJ22L07	Portfolio in Tamil Journalism	0	0	4	4

CREDIT SUMMARY								
I SEMESTER	20							
II SEMESTER	17							
IIISEMESTER	20							
IVSEMESTER	18							
Total Credits	75							







(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Maduravoyal, Chennai-95, Tamilnada, India.

## Department of Journalism and Mass communication

MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	WIA JUU	11 1141151	II & IVI	lass Com	mume	:auon-	Curri	cululli (	x Syn	abus (C	June)				
HMMJ22001	L	INTR	ODUC'	TION TO	) JOUF	RNALI	SM		L	T	P	С			
	Prerec	-	Basic	knowled	ge abo	ut new	S		3	0	0	3			
	Total	Contac	ct Hou	rs				4	45 Hrs						
<b>OBJECTIV</b>	ES							'							
>	To know	the bas	ic princ	iples of jo	ournalis	m									
>	To under	stand th	e chara	cteristics	of jour	nalism									
>	To proce	ss the co	oncept o	of news w	ith criti	ical thin	king sk	ills							
>	To under	stand fa	irness a	and credib	ility in	reportii	ng.								
>	To under	nderstand fairness and credibility in reporting.  nderstand the concept of social development through journalism													
001	After this	course	the st		vill able					es invo	lved in jo	urnalism			
CO2				ournalisr											
Mapping of	Course	Outco	me wit	th Progr	am Ou	ıtcome	(POs)								
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	)					
CO1	3	3	2	2	3	2	3	3	3						
CO2	2	3	3	3	1	3	3	2	2						
CO3	3	3	3	3	2	2	3	1	3						
COs/PSOs		PS	O1			PS	O2	_I			PSO3				
CO1		3	3				3				2				
CO2			3				2				3				
CO3		-	3		3						3				
		3/2	2/1 Indica	ites Strength	Of Corr	elation, 3	– High,	2- Mediun	n, 1- Lov	v					
Category	Basic Sciences	Engg.So		Humanities &social Science	Progra Core	m Pr	ogram ective	Open Elective		al/Proj ect	Internshi ps/T echnical Skills	Internships/I echnical Skills			
					✓										

**HMMJ22001** 

#### INTRODUCTION TO JOURNALISM

3 0 0 3

UNIT I: 9 Hrs

Introduction to Journalism - news values- Elements of news - Role of Journalism in Society-Concept of Fourth Estate -Journalism and Democracy - contemporary Issues in Journalism-Debates in Journalism - Types of Journalism: Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism - Alternative Journalism

9 Hrs

#### **UNIT II:**

News gathering techniques - Importance of sources - Types of sources - Beat: Types of beats, Skills required for the various beats - Follow-up the stories.

9 Hrs

#### **UNIT III:**

Brainstorming - Story Idea - Story mapping - News values - Criteria, Factors of news worthiness: proximity, immediacy, relevance, timeliness.

9 Hrs

#### **UNIT IV:**

Basics of news writing - Elements of news - Structure of news - Formats of news writing - Types of news - Telling the story - Placing the key words - Developing the story - News editing.

9 Hrs

#### UNIT V:

Skills of journalism - Convergence - Changing technology - online journalism - New trends in journalism - Technical terms of Journalism - Jargons of Journalism - Introduction to regional Journalism - Journalism and globalization - Journalism and society.

#### **References:**

- ❖ An Introduction to Journalism, Carole Fleming, Emma Hemmingway, Gillian Moore & Dave Welford, Sage Publications
- ❖ Introduction to Journalism: Essential techniques and background knowledge, Richard Rubin, Routledge; 1st edition Mass Communication in India, Keval J. Kumar, Jaico Publishing House.







	MA Jou	ırnalisr	<u>n &amp; M</u>	lass Com	munic	cation	· Curr	iculum (	& Syll	abus ((	<i><b>Inline</b></i>	
HMMJ22002	M	IASS C	OMM	UNICA	rion '	ТНЕС	RIES		L	T	P	С
	Prereg	juisite :	Know	ledge abo	out soc	iety			3	1	0	4
	Total	Contac	ct Hou	rs				4	5 Hrs			
<b>OBJECTIV</b>	ES							•				
>	To under	stand th	e impo	rtance of t	the deve	elopme	nt mod	els with 1	espect	to comr	nunicatior	l <b>.</b>
>	To under	stand th	e impo	rtance of t	he com	munic	ation m	odels.				
>	To find v	ways ho	w comn	nunication	n theori	es are	iseful fo	or researc	h			
COURSE O		`	,	ere able t	0							
CO1	amiliariz	ze stude	ents wi	ith the th	eories	and n	odels	of comm	nunica	tion for	developi	ment.
CO2	o make	studen	ts unde	erstand t	he role	of co	mmuni	cation fo	or dev	elopme	nt.	
CO3	o get st	udents	introd	uced to c	ommu	nity m	edia aı	nd folk n	nedia			
Mapping of	Course	Outco	me wit	th Progra	am Ou	itcom	e (POs	)				
Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	)		
CO1	3	3	3	3	3	2	3	3	2			
CO2	2	3	3	3	2	3	3	2	2			
CO3	3	3	3	3	2	2	3	2	3			
COs/PSOs		PS	O1			P	SO2				PSO3	
CO1		3	3				3				3	
CO2		3	3				2				2	
CO3		3	3				3				3	
	T	3/2	2/1 Indica	tes Strength	Of Corr	elation,	3 – High,	2- Mediun	n, 1- Lov	W	T	1
Category	Basic Sciences	Engg.So	cience	Humanities &social Science	Progra Core		rogram lective	Open Elective	Practic	al/Proj ect	Internshi ps/T echnical Skills	Internships/I echnical Skills
	1				✓				1		1	

#### **HMMJ22002**

#### MASS COMMUNICATION THEORIES

3 1 0 4

#### **UNIT 1:**

Communication and mass communication definition, Types and Characteristics, Concepts and Models of Mass Communication. Brief History of Theories and Models.

9 hrs

#### **UNIT 2:**

Magic bullet, Hypodermic Needle and Stimulus Response Theories - One-step Flow Two step flow, and Multi-step Flow Theories, Albert Bandura's Social Learning Theory.

9 hrs

#### **UNIT 3:**

Uses and Gratifications Theory - Spiral of Silence Theory - Consistency Theories - Agenda Setting – Gate Keeping and Framing, Normative Theories of Media.

9 hrs

#### **UNIT 4:**

Media dependency Theory - Stephenson's Play Theory-Modeling Behaviour Theory - Stalagmite Theories - Cognitive Dissonance Theory, Media & Violence.

9 hrs

#### **UNIT 5:**

Social learning theory - Uncertainty reduction theory-Social cognitive theory- Protection motivation theory- Health belief model.

9 hrs

#### **References:**

- ❖ Mcquail's Mass Communication Theory Denis Mcquail- Om Books; Sixth edition
- ❖ The Handbook of Media and Mass Communication Theory, Robert S. Fortner, P. Mark Fackler, John Wiley & Sons, Inc.
- ❖ Theories of Communication: A Short Introduction, Armand Mattelart, Michele Mattelart, SAGE Publications Ltd







HMMJ22003 WRITING FOR MEDIA L	Т	P	
Prerequisite: Knowledge in regional and English language	1	0	3

		Total Contact Hours	45 Hrs	S		
		Prerequisite: Knowledge in regional and English language	2	1	0	3
HMM	ИЈ22003	WRITING FOR MEDIA	L	T	P	C

#### **OBJECTIVES**

- To know the basic principles, characteristics of journalism and writing news
- To develop news concepts and critical thinking skills to recognize when news lacks fairness and credibility in reporting.
- To develop an understanding on the ethics in news reporting and writing.
- To understand the concept of social development through journalism.

#### **COURSE OUTCOMES (Cos)**

CO1	Students will be able to understand the nuances of writing for various media efficiently
CO2	Develop and write scripts for both fictional & Non-Fictionals stories
CO3	To make students understand about Script for New Media, Scripts for Web sites.

### **Mapping of Course Outcome with Program Outcome (POs)**

Cos/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1	3	2	3	2	3	2	3	3	2		
CO2	2	3	2	3	2	3	3	2	2		
CO3	3	3	3	3	2	2	3	2	3		
	2 3	3	2 3	3	2 2	3 2	3	2 2	2 3		

COs/PSOs	•	PSO1	1	PS	02		PS	03	
CO1		3		3			2	2	
CO2		3		3			2	2	
CO3		3		3			3	3	

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

		e, _,		0 - 0		,	-,		
Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/Proj ect	Internshi ps/T echnical Skills	Internships/T echnical Skills
				✓					

HMMJ22003

#### WRITING FOR MEDIA

2 1 0 3

#### Unit 1:

News room structure, news sources and agencies, Beats – types –Structure of News -types of leads, lead writing, News peg, organizing and developing a news story,

9 Hrs

#### Unit 2:

Interviewing – kinds, purpose and technique, Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns –development, reviews, feature writing, news analysis, travelogues, web writing

9 Hrs

#### **Unit 3:**

Introduction to Image Edting- Image Size & Resolution – Menu Bars – Tool Bar – Editing Tools – Typography – Shape Tools – Work Path – Clipping Path – Cropping images

9 Hrs

#### Unit 4:

Layers – Adjustment Layer – Working with Layers – Filters – Artistic Filter - Slicing – saving for Web

9 Hrs

#### **Unit 5:**

Document Window & tools -Working with templates, master pages- Text- creating -modifying ,threading- Paragraph formatting, Importing graphics -Placing & editing - Fitting in the frame - types, Fill frame proportionally- auto fit- Clipping path- exporting - printing

9 Hrs

#### **References:**

- ❖ Print Media and Journalism, Alley Webster, Willford Press; 1st edition
- ❖ Handbook of Print Media: Technologies and Production Methods, Helmut Kipphan, Springer Publications
- Print Media, Sanoj Singh, Ruba Publications.





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## **Department of Journalism and Mass communication**

MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

HMMJ	22004		MED	IA AN	D CRIT	ICAL	ISSUI	ES		L	T	P	C	
		Prerec	juisite :	Knowl	edge abo	out cur	rent aff	airs		3	0	0	3	
		Total Co	ontact I	Hours					45 H	[re				
OBJE	CTIV	ES							H3 1.	115				
>			luce stud	dents to	critical p	erspect	ives on	global 1	media.					
<b>&gt;</b>							epts, theories, models related media ia discourses of eastern and western traditions, and to ider							
	,	•			m of med	dia disc	ourses o	of easter	rn and w	estern	tradition	s, and to i	dentify the	
		counter							•.					
>						story of media and issues it covers riety and its relationship with the media.								
		UTCO!			nuer, soc	nety and	u its rei	ationsm	p with ti	ie mea	ıa.			
			`	,										
CO1	Fami	iliarise v	vith the	diversi	ty of var	rious n	nedia in	Europ	e, Asia	and A	frica.			
CO2	Enga	ige in th	e study	of med	ia produ	icts, de	bates a	nd con	nmentar	ies in a	region	of their	choice.	
CO3	Dago	aniza h	OW 200	nlo rocr	and to	the cor	stant of	modio	maggag	TOG 010	l the rel	lationship	betwe	
COS		a and th			poliu to	me coi	iteni oi	media	messag	ges and	i the re	iationsinj	) betwe	
CO4					ernations	al med	ia foru	me in	building	r dem	ocratize	d media	across t	
		cciaic i	$\mathbf{n}$	OI IIII		ai ilicu	ia iviu	1115 111	Dunum	g ucm	ocianzc	u mcuia	across t	
CO4									·					
	worl	d.			h Progr									
	world ing of	d.								PO9				
Mappi	world ing of POs	d. Course	Outco	me wit	h Progr	am Ou	itcome	(POs)		PO9				
Mappi Cos/F	world	d. Course PO1	Outco PO2	me wit	h Progr	am Ou PO5	rtcome PO6	(POs)	PO8					
Mappi Cos/F CO	world ing of POs 1 2	Course PO1 3	Outco PO2 2	PO3	h Progr PO4	<b>PO5</b>	PO6	(POs) PO7 3	<b>PO8</b>	2				
Mappi Cos/F CO	world POs 1 2 3	Course PO1 3 2	Outco PO2 2 3	PO3  3  2	PO4 2 3	PO5 3 2	PO6 2 3	(POs) PO7 3 3	<b>PO8</b> 3 2	2				
Mappi Cos/F CO CO	world POs 1 2 3 4	Course PO1 3 2 3	Outco PO2 2 3 3	PO3  3  2  3  2	PO4 2 3 3	PO5 3 2 2	PO6 2 3 2 2	(POs) PO7 3 3 3	PO8 3 2 2	2 2 3		PSO3		
Mappi Cos/F CO CO	world POs 1 2 3 4 PSOs	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3  3  2  3  2	PO4 2 3 3	PO5 3 2 2	PO6 2 3 2 PS	(POs) PO7 3 3 3 3	PO8 3 2 2	2 2 3				
Mappi Cos/F CO CO CO	worlding of POs 1 2 3 4 PSOs 1	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3  3  2  3  2  O1	PO4 2 3 3	PO5 3 2 2	PO6 2 3 2 2 PS	(POs) PO7 3 3 3 3 02	PO8 3 2 2	2 2 3		PSO3		
Mappi Cos/F CO CO COs/P	world ing of POs 1 2 3 4 PSOs 1 2 2	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3 3 2 3 2 O1	PO4 2 3 3	PO5 3 2 2	PO6 2 3 2 2 PS	(POs) PO7 3 3 3 3 CO2	PO8 3 2 2	2 2 3		PSO3 2		
Mappi Cos/F CO CO CO CO COs/P CO	world	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3 3 2 3 2 O1 2 3	PO4 2 3 3	PO5 3 2 2	PO6 2 3 2 2 PS	(POs) PO7 3 3 3 3 4 02	PO8 3 2 2	2 2 3		PSO3 2 3		
Mappi Cos/F CO CO CO COs/P CO CO	world	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3 3 2 3 2 O1 2 3 3 3	PO4 2 3 3 2	PO5 3 2 2 3	PO6 2 3 2 2 PS	(POs) PO7 3 3 3 3 3 2 2 3	PO8 3 2 2 3	2 2 3 3		PSO3 2 3 3 3		
Mappi Cos/F CO CO COs/P CO	world ing of POs 1 2 3 4 4 PSOs 1 2 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Course PO1 3 2 3	Outco PO2 2 3 3 2 PS	PO3  3 2 3 2 O1  2 3 3 2/1 Indicat	PO4 2 3 3	PO5 3 2 2 3	PO6 2 3 2 2 PS elation, 3 m Pro	(POs) PO7 3 3 3 3 3 2 2 3	PO8 3 2 2 3	2 2 3 3		PSO3 2 3 3 3	Internships, echnical Skills	

**HMMJ22004** 

#### MEDIA AND CRITICAL ISSUES

3 0 0 3

#### **UNIT I:**

International media and Politics - ideologies- capitalism countries vs. communist countries-Regulations in media - media in conflict zones.

9 Hrs

#### **UNIT II:**

Theory of deconstruction - media representations and expression of identities- denotation and connotation- realism and mythology- postmodernism- genre conventions- discourse analysis.

9 Hrs

#### **UNIT III:**

Media Analysis - Marxist, Semiotics- Sociology and Psychoanalysis- Media and Realism- Media Myths- Hero worship- Discourse, Media imperialism and cultural imperialism- hegemony.

9 Hrs

#### **UNIT IV:**

Media hegemony - Gramsci's ideology, media and social norms- pop culture- media consumption and identity formation- media and caste - religious minorities in the digital age.

9 Hrs

#### **UNIT V:**

The Pulitzer prize- Pew research centre for the people and the press- Neimen journalism centre, Ramon Magsaysay award- Woodrow Wilson centre, Bill gates foundation- Poynter institute, International media support- GLAAD foundation, Aljazeera.

9 Hrs

#### REFERENCES

- ❖ Allan, Stuart. Journalism: Critical Issues, McGraw Hill International, USA, 2005.
- ❖ Penny, Simon, Critical Issues in Electronic Media, Suny Series, Film History & Theory, New York Press, 2005.
- Fuchs, Christian, Social Media: A Critical Introduction, Sage Publication, UK, 2014



	N	AA Jou	ırnalisı	n & M	Iass Con	nmuni	cation-	· Curr	iculum (	& Syll	abus (C	Online)	
НММЈ	22005			DIGI	TAL MA	RKET	'NG			L	T	P	С
		Prere	quisite	: Knov	wledge al	out cu	rrent a	ffairs		2	1	0	3
		Total	Contac	et Hou	rs				4	5 Hrs			
OBJE	CTIVE								L				
>			duce the	concer	ot and pro	cess of	adverti	sing and	d its role	in marl	keting.		
$\triangleright$												tions, pub	lic relation
					s, or for in						_	_	
>					ategories	of mark	ket rese	arch.					
COUR	SE OU	TCOM	ES (Cos	s)									
CO1	Write	web art	icles fol	lowing	professio	nal star	ndards f	or style	, linking	, and se	earch op	timization	<u> </u>
CO2	Enhan	ce info	mation	gatheri	ng with w	eb tool	S						
CO3	Tell st	ories w	ith digita	al tools	, such as	Google	Maps a	nd time	elines				
CO4	Build	audienc	es and r	esearch	by using	social	media						
Mappi	ing of (	Course	Outco	me wi	th Progr	am Oı	ıtcome	e (POs)	)				
Cos/F	POs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	)		
CO	1	3	2	3	2	3	2	3	3	2			
CO	2	2	3	2	3	2	3	3	2	2			
CO	3	3	3	3	3	2	2	3	2	3			
CO	4	3	2	2	2	3	2	3	3	3			
COs/P	SOs			SO 1	1		PS	SO2	<b>.</b>			PSO3	<u> </u>
CO	1			3				3				2	
CO				3				2				3	
CO	3			3				3				2	
CO	4			3				3				3	
		1			ates Strengtl							T	I
Catego	ory	Basic Scienc es	Engg.So	cience	Humanitie s &social Science	Progra Core		ogram lective	Open Elective	Practica	al/Proj ect	Internshi ps/T echnical Skills	Internships, echnical Skills
						✓	-						

**HMMJ22005** 

#### DIGITAL MARKETNG

2 1 0 3

#### UNIT I

Introduction to Digital Marketing, Role of Internet; Current tools and trends, Infographics, Emergence of digital marketing as a tool, P.O.E.M. framework, Digital landscape, Budgeting, Importance of CRM.

9 hrs

#### UNIT II

Internet Marketing, opportunities, and challenges; Digital Marketing mix, Target Group Analysis; Content management; SEO, E-mail marketing and plan, E-Mail campaign analysis, Website Designing, Case studies related the unit contents

9 hrs

#### **UNIT III**

Social media marketing strategy, Introduction to social media metrics, Digital Ad Campaigns in SM, Case studies.

9 hrs

#### UNIT 4

Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising, Blogging, Usage of internet & search engines; search engine and its working pattern, Google Analytics & Google AdWords; data collection for web analytics, Case studies

9 hrs

#### UNIT 5

Application in project works:

Students must work on

- Creating an advertising campaign through any form of digital marketing in social media viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or YouTube Marketing.
- Google AdWords
- Making a Facebook page, Business tools on LinkedIn, YouTube Advertising (Promoting the campaigns and content)
- Blogging
- Email Marketing on campaigns

9hrs

### **Reference Books:**

- ❖ Seema Gupta Digital Marketing Mc-Graw Hill 1 st Edition 2017
- ❖ Ian Dodson The Art of Digital Marketing Wiley Latest Edition
- ❖ Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 1 st Edition 2017
- ❖ VandanaAhuja Digital Marketing Oxford University Press Latest Edition





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## Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

HMMJ220	L1	PROJ	IECT – I	IMAGI	E <b>EDITI</b>	NG & I	PUBLIS	SHING	L	Т	P	С
		Prereq affairs	uisite :	Knowl	edge abo	out curr	ent		0	0	4	4
		Total (	Contact	Hours					45 H	Irs		
OBJECT	IVES											
•	To d	create p know th	rofession ne differe	nals in t	f image of the field of i	of design	_	d publis	hing.			
COURSE	OUT	[COM]	ES (Cos	<b>s</b> )								
CO1	The	studen	ts will b	e able	to unde	rstand	the bas	ics of g	raphics	and desig	gn.	
CO2			nts get i t and de			print de	esign a	nd layo	ut, pho	to editin	g and proce	ssing too
CO3	The	studen	its can o	design	edit co	lour co	rroot t	ha ima		.a.u.i+b.d	!!  -	
	new				ertisem		rrect ti	ne iina	ges alor	ig with a	esigning a b	rocnure,
Mapping		sletter	and a w	eb adv	vertisem	ent.			ges alor	ig with a	esigning a b	rocnure,
	of Co	sletter	and a w	eb adv	vertisem Progran	ent.		POs)	PO8	PO9	esigning a b	rocnure,
Mapping	of Co	sletter ourse O	and a w	e with	vertisem Progran	nent. n Outc	ome (P	POs)	T		esigning a b	rocnure,
Mapping Cos/POs	of Co	vsletter  ourse O  PO1	and a work of the PO2	e with	Progran	n Outc	ome (P	POs)	PO8	PO9	esigning a b	rocnure,
Mapping Cos/POs CO1	of Co	ourse O PO1 3	PO2	e with PO3	Program PO4 2	PO5	ome (P PO6	POs) PO7 3	<b>PO8</b> 3	<b>PO9</b> 3	esigning a b	rocnure,
Mapping Cos/POs CO1 CO2	of Co	PO1 3 2	PO2 2 3	PO3  3  2  3	Program PO4 2 3	PO5	ome (PPO6 2 3 2	POs) PO7 3 3	PO8 3 2	PO9 3 2	PSO 3	rocnure,
Mapping Cos/POs CO1 CO2 CO3	of Co	PO1 3 2	PO2 2 3 3	PO3  3  2  3  01	Program PO4 2 3	PO5	ome (PPO6 2 3 2 PS	POs) PO7 3 3 3	PO8 3 2	PO9 3 2	PSO	rocnure,
Mapping Cos/POs CO1 CO2 CO3 COs/PSO	of Co	PO1 3 2	PO2 2 3 PSO	PO3 3 2 3 01	Program PO4 2 3	PO5	ome (P PO6 2 3 2 PS	POs) PO7 3 3 3 02	PO8 3 2	PO9 3 2	PSO 3	rocnure,
Mapping Cos/POs CO1 CO2 CO3 COs/PSO	of Co	PO1 3 2	PO2 2 3 PSO	PO3  3  2  3  01	Program PO4 2 3	PO5	ome (PPO6 2 3 2 PS	POs) PO7 3 3 3 02	PO8 3 2	PO9 3 2	PSO 3 3	rocnure,
Mapping Cos/POs CO1 CO2 CO3 COs/PSO CO1 CO2	of Co	PO1 3 2	PO2  2  3  PSO  3  3  3	PO3 3 2 3 O1	Program PO4 2 3	PO5 3 2 2	ome (PPO6 2 3 2 PS	POs) PO7 3 3 3 O2 3 High, 2-N m O	PO8 3 2 2	PO9 3 2 3	PSO 3 3 3 3 3	Internships/ Technical Skills

#### HMMJ220L1 PROJECT – IMAGE EDITING & PUBLISHING 0 0 4 4

- 1. Create a four page News Letter based on current events.
- 2. Create a **Monthly Magazine** for any one of the below mentioned topic.
  - Sports Magazine
  - Entertainment Magazine
  - Lifestyle Magazine
  - Special issue Magazine
  - Children Magazine
  - Women's Magazine







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MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	TAT	A Juui	nansin (	X IVIA	s Com	Humca	uon- C	ullicu	iuiii & i	Syllabus	(Online)	1
HMMJ220	006		BROA	DCAS'	Γ JOUR	NALISI	М		L	Т	P	С
		Prereq media	uisite : ]	Knowl	edge ab	out type	s of		2	1	0	3
			Contact	Hours					45 H	rs	-1	
OBJECTI	VES		Somuci .	Hours								
•	To To	make the	liar with he studen the diffe rize the ti	ts under erent for	rstand th	e nuance genres o	es in bro	oadcast	journalis	m		
COURSE	OU'	ГСОМ	ES (Cos	s)								
CO1	Dev	eloping	aptitud	le for e	electron	ic news	gather	ing and	l reporti	ng.		
CO2	Imp	art skill	s of nev	vs writi	ing for r	adio, te	levisio	n and w	eb med	ia.		
CO3	Und	derstand	ding the	struct	ure of n	ews roc	m and	its fun	ctioning			
CO4	Ехр	ose to t	he lates	t techr	nology ii	n Electro	onic Jo	urnalisi	n.			
Mapping o	of C	ourse C	utcome	with	Prograi	m Outc	ome (P	Pos)				
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1		3	2	3	2	3	2	3	3	3		
CO2		2	3	2	3	2	3	3	2	2		
CO3		3	3	3	3	3	2	3	2	3		
CO4		3	3	3	3	3	2	3	3	3		
COs/PSOs			PSC	<b>)</b> 1			PS	O2			PSO 3	
CO1			3					3			2	
CO2	2 3 2										3	
CO3			3					3			2	
CO4 2								3			3	
Category		Basic Sciences	3/2/1 Engg.Scien	nce Hu	s Strength (manities esocial cience	Of Correla Program Core	Progra Electiv	m O	Medium, 1	- Low Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						<b>✓</b>						

**HMMJ22006** 

#### **BROADCAST JOURNALISM**

2 1 0 3

#### **UNIT I:**

Origin, Growth and development of broadcasting in India - Formation of Prasar Bharati- Nature and scope of electronic media- Radio and television as a medium of mass communication - contemporary trends in broadcasting in India.

9 hrs

#### **UNIT II:**

Fundamentals of broadcast journalism - fundamentals of reporting -principles of electronic news gathering (ENG) - Electronic field production (EFP) - Differences between reporting for print and electronic media - Structure and functions of news room (Editorial) - Public and private Radio and Television channels.

9 hrs

#### **UNITIII:**

Fundamentals of Writing for electronic media- Various Formats of electronic news writing Techniques, Mechanisms and styles- News Translation – Reporting and report writing types

9 hrs

#### **UNIT IV:**

Various formats of programmes of radio and television – Planning Production Techniques of news, current affairs and news reel programmes – News Editing – designing newscast, responsibilities of news producer, time cues, current affairs, documentary and educational programs. Interviewing and presentation skills – voice dynamism, eye contact, clothing and costume, basic make up.

9 hrs

#### **UNIT V:**

Indian broadcast policy, code of ethics – General, during elections- problems and prospects of various working groups and review committees for Indian broadcasting – Formation of Prasarbharathi - Prasarbharathi act, cable TV act - Broadcasting and society- social, political, cultural, economical and technological understanding of the audience.

9 hrs

#### **References:**

- ❖ Chatterjee, PC Broadcasting in india, sage 1991.
- ❖ Parthasarathy, Rangaswami. Here is the news. Macmillian 1996.
- ❖ Gross, L.S.The International World of Electronic Media, McGraw Hill 1996.
- ❖ Craft, John Frederic A and Godfrey, Donald G: Electronic Media, Thomson Learning 1997.
- ❖ Signal, Aravind Roger Everett communication Revolution − a bullock cart tocyber mart, sage 2000.







### Department of Journalism and Mass communication

<b>N</b>	IA Journalism & Mass Communication- Curricu	lum & Sy	llabus (C	Online)	
HMMJ22007	COMMUNICATION FOR DEVELOPMENT	L	T	P	С
	Prerequisite: Knowledge about development communication	3	1	0	4
	Total Contact Hours	45 Hrs	\$		
OBJECTIVE	S				
• To	o introduce students to key concepts & theories of commi	unication.			
	o introduce the new paradigms of development & strategichange	ies for parti	icipatory <sub>I</sub>	process for	social
• To	develop skills for effective, small and large scale strates	gies and int	ervention	s for behav	ior change

- and social transformation that promotes human rights, social inclusion and accountability.
- Understand the dynamic connection between theoretical and practical aspects of the creative process involved in communication.

### COURSE OUTCOMES (Cos)

CO1	Students can gather knowledge on different communication strategies for development issues
CO2	Students understand the role of media in development communication
CO3	Students can produce materials for development communication program

### **Mapping of Course Outcome with Program Outcome (Pos)**

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1	3	2	3	3	3	2	3	2	3		
CO2	2	3	3	3	2	3	3	3	3		
CO3	3	2	3	3	3	3	3	2	3		
COs/PSOs		PSO	<b>D1</b>			PS	O2			PSO 3	
CO1		3				(	3			2	
CO2		3				,	2			3	
CO3		3					3			2	

3/2/1  In	dientes Stre	noth Of Co	rrelation 3 -	High 2	Madium	1 I ow

		3/2/1 Hidi	cates birengin (	or Correlat	1011, 5 111gi	i, 2- Micaiuii, i	LOW		
Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Internships/ Technical Skills
				✓					

# Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online) HMMJ22007 Communication for Development 3 1 0 4

#### **UNIT I:**

Concept of Development Communication: Meaning, Definitions, Historical Context of Development Communication: Theories and Approaches to Development Communication: The Dominant Paradigm Theory, The diffusion of Innovation Theory: Dependency Theory, Participatory Theory

9 hrs

#### **UNIT II:**

Communication Policy for Development: Indian Constitution on Development: The National Development Council (NDC): The Economic and Industrial Policies of India: Roles and Functions of NITI Aayog, DAVP and MIB in India

9 hrs

#### **UNIT III:**

National Models of Development: Gandhian Development Model: Nehruvian Development Model: Five Year Plan and National Development: Social Development Projects in India: Kerala Model of Development, SITE, KHEDA Communication Project.

9 hrs

#### **UNIT IV:**

Media Intervention in Development: Communication Approaches in Sustainable Development: Communication Approaches for Rural Development: Print, Radio, New Media for Development: Development of media after 1990s in economic liberalised India.

9 hrs

#### **UNIT V:**

Various Agencies for Development: UN Agencies and Development: The Millennium Development Goals: World Bank and Development: Role of NGO's in Development: Information and Communication Technologies for Development 9 hrs

#### **Reference Books:**

- Naarula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli. 1990.
- ❖ Sharma, Suresh Chandra. Media Communication and Development. Rawat Publication, Jaipur. 1987.
- ❖ Murthy, D.V.R., Development Journalism, Dominant Publishers. 2001. Different Theories and Practice of Development. UNESCO 1982







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## Department of Journalism and Mass communication MA Journalism & Mass Communication - Curriculum & Syllabus (Onli

		MA J	ournali	sm &	Mass C	ommun	ication	1- (	Curr	iculum	& Syllal	ous (Online	)
HMMJ220	08		DIC	GITA	L PHOTO	OGRAP	HY			L	Т	P	С
		_	uisite : unicatio		ledge abo	out deve	elopme	nt		2	1	0	3
		Total (	Contact	Hour	S					45 H	[rs		
OBJECTI	VES	5											
•	То	create o	pportuni	ties fo	or professi	onal and	creativ	e ex	pres	sion thro	ough the p	ractice and a	t of
	ph	otograph	ıy.										
•	То	understa	and the c	oncep	t of lightin	ng							
•	То	educate	the imp	ortanc	e of photo	journali	sm						
•	То	inculcat	e aesthe	tic sen	se involve	ed in crea	ativity						
COURSE													
CO1	To r	ecognise	the pri	nciple	s of good	composit	tion in p	oho	togra	aphy.			
CO2	Тос	levelop a	an indivi	dual s	tyle in rep	resentin	g the so	ocie	ty th	rough pl	notograph	S	
CO3	Тос	levelop p	ohotojou	ırnalis	m skills								
Mapping o	f C	ourse O	utcome	e with	Prograi	n Outco	ome (P	os)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	P	07	PO8	PO9		
CO1		3	3	3	3	3	2		3	3	2		
CO2		3	3	3	3	2	3		3	2	3		
CO3		3	2	3	3	3	3		3	3	3		
COs/PSOs			PSO	<b>D1</b>			PS	02	,			PSO 3	
CO1			3					3				3	
CO2			3					2				3	
CO3			3					3				2	
	ı		3/2/1		es Strength (							Inter-1-1-	Inter1:
Category		Basic Sciences	Engg.Scie		&social Science	Program Core	Progra Electiv		O <sub>I</sub> Elec	oen ctive	Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						-/							

#### **HMMJ22008**

#### **DIGITAL PHOTOGRAPHY**

2 1 0 3

#### Unit I:

Basic Camera – Aperture, Shutter Speed, focal Length, depth of Field, Types of Cameras – Understanding ISO -How aperture, shutter speed, and ISO work together - Other manual controls

9 Hrs

#### Unit II:

Types of Lenses –Tripod and its importance - Vantage points – how it affect your photo Lines, curves, and shapes in your photographs - importance of foreground interest- Basic principles of composition - Rule of thirds -Understanding Lighting – indoor and outdoor, Exposing and Focusing Types of Lighting – Natural and Artificial – Filters – Flashes – Exposure Meters – Differential Focus.

9 Hrs

#### **Unit III:**

Do's and Don'ts of Professional Photography – avoiding mistakes armatures often make - tricks and tips to shoot like a professional – Nature Photography – Landscape photography – how lighting affects your photo – Macro Photography - Focusing in macro photography - Macro images of insects - How lighting affects macro photography – Portrait **9 Hrs** 

#### **Unit IV:**

Basic of Photo Journalism – Photo features – Writing Caption – Photography for Advertising, Consumer, and Industrial – Planning a Photo Shoot - How to use digital cameras - Raster/image manipulation software -Digital image capture, using a digital camera - Varying methods of output.

9 Hrs

#### Unit V:

Research photo story - Photo story proposals - Working event/situation - critique exercise- Photo Essay - Story Responses - Approval from Chief Editor - Publishing 9 Hrs

#### **REFERENCES**

- ❖ Ben long, Complete Digital Photography, Charles River Media, Third Edition, 2005
- ❖ Fil Hunter, Steven Biver, Paul Fuqua, Light-Science & Magic: an Introduction to Photographic
- Lighting, Focal Press,2007
- ❖ Langford Bilissi, Langford's Advanced Photography, focal press, Seventh Edition, 2008.
- ❖ JohnHedgecoe, The Art of Digital Photography , First American Edition, 2006.



	MA Jour	nalism	& Ma	ss Comi	nunicat	ion- C	urric	ılum & S	Syllabus	s (Onlin	<u>e)</u>	
HMMJ220	09	ME	DIA L	AWS AN	ND ETH	ICS		L	Т	I	P	С
	Prerec	quisite :	Knowl	ledge ab	out fund	lamenta	al	3	0	0	)	3
	Total	Contact	Hours					45 H	[rs			
OBJECTI												
>	To provide	a basic	knowle	dge of th	e Indian	constitu	ition.					
>	To focus o	n various	s laws r	elated to	media ir	India						
>	To throw l	ight on I	ntellect	ual Prope	erty Righ	its						
>	To educate	the stud	ents on	the ethic	es to be p	ossesse	ed by n	nedia prof	essionals			
>	To provide	knowle	dge on	Cyber lav	w in Indi	a						
COURSE	OUTCOM	ES (Co	s)									
	T			•								
CO1	To underst	and the	histor	y of med	dia laws	in Indi	a					
CO2	Students v	ill be ed	quippe	d with a	thoroug	gh knov	wledge	e of laws	related	to medi	a in I	ndia.
	Ctudontov	مط امالیدی	، الميين	orcad in	+ha a+h	ical ca	doco	isting fo	. vorious	modia i	in Ind	d:a
CO3	Students v	rould be	weii-v	rerseu iii	i tile eti	iicai co	ues ex	distillig for	various	illeula i	.11 IIIC	ııa.
Mapping o	f Course (	Outcome	e with	Prograi	m Outco	ome (P	os)					
Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	3	3	2	3	3	2	3	3	3			
CO2	3	3	3	3	2	3	3	2	3			
CO3	3	2	3	3	3	3	3	3	3			
COs/PSOs		PSO	01	<u> </u>		PS	O2		l	PS	0	
										3	}	
CO1		3					3			3		
CO2		3					2			3		
CO3		3				,	3			2	<u>'</u>	
Category	Basic Sciences	3/2/1 Engg.Scie	nce Hu	s Strength of the strength of	Of Correla Program Core	Progra Electiv	m (	Medium, 1 Open lective	- Low Practical/ Project		nships/ nnical ills	Internships, Technical Skills
				<del>-</del>	<b>✓</b>							
					1	<u> </u>			<u> </u>			

HMM.I22009 Media Laws and Ethics

3 0 0 3

UNIT I: 9 Hrs

Fundamental rights in the Indian Constitution, Directive principles of state policy, Powers and privileges of parliament, provisions for declaring Emergency, provision for amending the constitution, Freedom of press and restrictions.

UNIT II: 9 Hrs

Official Secrets Act, Working Journalists Act, Drugs and Magic Remedies Act, Press Council Act, Cinematograph Act, PrasarBharati Act, Cable TV Networks (Regulation) Act, Broadcast Bill, Laws of defamation relevant to media in India.

UNIT III: 9 Hrs

Forms of Intellectual Property, The Designs Act, Trade and Merchandise Marks Act, The Patents act, The Copyright Act, Case studies on IPR.

UNIT IV: 9 Hrs

Press council's code of ethics for journalists, AINEC code of ethics, Ethics of broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising.

UNIT V: 9 Hrs

Nature and scope of cyber law, nature of cyber crimes in India, digital signature, Piracy (Audio and Video), Information Technology Act.

#### REFERENCES

- Harcup, Tony, 'The ethical journalist', Sage, 2007
- Thomas, PradipNinan, 'Intellectual Property Rights and Communication in Asia', Sage, 2006







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HMMJ2201	L2	I	РНОТС	JOUR	NALISN	1		I	,	T	P	С
	Prereq journa		Knowl	edge abo	out phot	0		0		0	4	4
	Total (	Contact	Hours					45	Hrs		•	
OBJECTIV	/ES							,				
>		pportuni	ties for	professi	onal and	creativ	e exp	ression t	nrougl	the p	ractice and a	rt of
	graphy. To underst	and tha	oncont	of liabtin								
<b>&gt;</b>	To underst To educate					sm						
>	To inculcat											
>	To educate			ut differe	ent genre	s of pho	otogr	aphy				
COURSE (	OUTCOM	ES (Co	s)									
CO1	To recogniz	ze the p	rinciple	es of god	od comp	osition	n in p	hotogra	phy.			
CO2	To develop	an indi	vidual	style in i	represei	nting th	ne sc	ciety th	ough	photo	ographs	
CO3	Students w	ould be	well-v	ersed in	the eth	ical co	des	existing	or Ph	oto		
Mapping of	f Course C	\400										
		utcome	e with 1	Prograi	n Outco	ome (P	os)					
Cos/Pos	PO1	PO2	PO3		n Outco	ome (P	os) PO	7 PO	3 P	09		
Cos/Pos CO1	<u> </u>									<b>O9</b>		
	PO1	PO2	PO3	PO4	PO5	PO6	PO	3				
CO1	<b>PO1</b> 3	<b>PO2</b> 3	<b>PO3</b> 2	<b>PO4</b> 3	<b>PO5</b> 3	<b>PO6</b> 2	<b>PO</b> 3	3 2		3		
CO1	PO1 3 3	<b>PO2</b> 3 3	PO3 2 3 3	<b>PO4</b> 3 3	PO5 3 2	PO6 2 3 3	<b>PO</b> 3	3 2		3	PSO 3	
CO1 CO2 CO3	PO1 3 3	PO2 3 3 2	PO3 2 3 3 O1	<b>PO4</b> 3 3	PO5 3 2	PO6 2 3 PS	<b>PO</b> 3 3	3 2		3		
CO1 CO2 CO3 COs/PSOs	PO1 3 3	PO2  3  3  2  PS0	PO3 2 3 3 01	<b>PO4</b> 3 3	PO5 3 2	PO6 2 3 3 PS	3 3 3 <b>O2</b>	3 2		3	3	
CO1 CO2 CO3 COs/PSOs CO1	PO1 3 3	PO2  3  3  2  PS0	PO3 2 3 3 01	<b>PO4</b> 3 3	PO5 3 2	PO6 2 3 3 PS	3 3 3 <b>O2</b>	3 2		3	3	
CO1 CO2 CO3 COs/PSOs CO1 CO2	PO1 3 3	PO2  3  3  2  PS0  3  3  3	PO3 2 3 3 01	<b>PO4</b> 3 3	PO5 3 2 3	PO6 2 3 3 PS	3 3 3 <b>O2</b> 3	3 2 3		3 3 3 3	3 3 3	
CO1 CO2 CO3 COs/PSOs CO1 CO2	PO1 3 3	PO2  3  3  2  PS0  3  3  3	PO3 2 3 3 O1	PO4 3 3 3	PO5 3 2 3	PO6 2 3 3 PS	3 3 3 <b>O2</b> 3 High,	3 2 3	, 1- Lov	3 3 3 3	3 3 3	Internshi <sub>1</sub> Technica Skills

HMMJ220L2 Photo Journalism 0 0 4 4

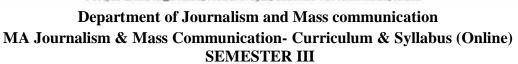
Students have to go to the event place and take photographs - minimum 6 photographs related to all the below mentioned topics and write captions for the same.

- 1. Sports Photo Journalism
- 2. Travel
- 3. Wildlife
- 4. Lifestyle
- 5. Fashion
- 6. Spot news photojournalism

#### **References:**

- ❖ Photojournalism: The Professional's Approach Kobre, Kenneth Focal press 2012
- ❖ Photo Journalism: An introduction Parrish, S. Fred Wadsworth/Thomson Learning 2002
- Understanding Photojournalism, Jennifer Good, Paul Lowe, Routledge Publications.





		1									1		
			P	UBLI	C RELA	ATION	S		L	Т	P	С	
HMMJ220	10	Prereq manag	•	Knowl	edge abo	out ever	nts and		2	1	0	3	
		Total Contact Hours 45 Hrs											
OBJECT	VE		Contact	Hours									
>			posure to	the in	formation	and PR	needs	of the	profession	nals in diff	erent sectors		
>	Та	educate	the rules	s of car	nnaign				•				
>					ning for	the nuhl	ic relati	on					
>					ledge of a	-			ctivity				
					icuge of a	in aspec	13 01 1110	Jula a	ctivity.				
COURSE	OU	TCOM	ES (Cos	s)									
CO1	Stu	dents wi	II have a	n unde	rstanding	g of the c	pportu	nities	available	in public r	elations profe	ession.	
CO2	Stu	dents wi	ll know t	he dyn	amics an	d paradi	gm of t	he fie	eld.				
CO3	_			•	apting lar e and ch		tone an	d pre	sentation	style to the	e public relati	ons	
Mapping	of C	ourse O	Outcome	with	Prograi	n Outc	ome (P	Pos)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	РО	7 PO8	PO9			
CO1		3	3	2	3	3	2	3	2	3			
CO2		3	3	3	3	2	3	3	2	3			
CO3		3	2	3	3	3	3	3	3	2			
COs/PSO	S		PSO	<b>D1</b>			PS	O2			PSO 3		
CO1			3					3			3		
CO2			3				3						
CO3			3					3			2		
			3/2/1			Of Correla	tion, 3 –	High,	2- Medium,	l- Low			
Category		Basic Sciences	Engg.Scie	nce Hu	manities Esocial Science	Program Core	Progra Electi	m	Open Elective	Practical/ Project	Internships/ Technical Skills	Internships Technical Skills	
						✓							
		l	1			1	1			1			

#### **HMMJ22010**

#### **PUBLIC RELATIONS**

2 1 0 3

#### **UNIT I:**

Public Relations definition- PR as a communication function- Public relations, propaganda and public opinion- PR as a management.

9 Hrs

#### **UNIT II:**

Stages of PR- Planning, implementation research- evaluation, PR practitioners and media relations- press conference, press release, exhibition and other PR tools. Communication with the public - Internal and External, employer employee relations- community relations- PR in India – public and private sectors- PR counseling, PR agencies- PR research techniques

9 Hrs

#### **UNIT III:**

PR and advertising, PR for media institutions-PR for NGO, Political Parties-PR and law-PR and new technology, code of ethics-International PR, Professional organizations-emerging trends.

9 Hrs

#### **UNIT IV:**

Process: planning - Event team - putting together a team - budgeting the event - executing - evaluating - Marketing mix - Sponsorship - Image/ Branding - Advertising & publicity - Public Relations - Types of events: business events - corporate events - cause -related events - fund raising events - exhibitions - trade fairs-Event Budgeting

9 Hrs

#### Unit V:

The students will come up with an effective campaign targeted towards a group of their choice - either in the city or in the surrounding area.

9 Hrs

#### **References:**

- ❖ Handbook of Public Relations in India, D.S. Mehta, Allied Publishers Pvt. Ltd.; 1st edition
- Effective Public Relations And Media Strategy, Reddi C. V. Narasimha, PHI Learning Pvt Ltd; 3rd edition
- ❖ Public Relations Strategies & Tactics, Wilcox, Pearson Education.



		1								1	1		1
			COMM		CATION CHODO		CARCI	I		L	Т	P	С
HMMJ220	11	Prereq	uisite :	Know	ledge abo	out theo	ries			2	2	0	4
		Total (	Contact	Hours						45 H	rs		<u>. I</u>
OBJECT	IVE	S											
> > > COURSE	B B	e able to e able to	apply a present	range o	purpose of research of research	h method					industry		
CO1	То	understa	nd the s	cope a	nd techni	ques of i	media r	ese	arch	, their ut	ility and I	imitations.	
CO2	The	student	s will de	velop p	oractical k	nowled	ge on q	uan	titati	ve and o	qualitative	methods of	research.
CO3	The	student	s will be	able to	take up	indepen	dent re	sea	rch				
Mapping	of C	ourse O	utcome	with	Progran	n Outco	ome (P	os)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	P	07	PO8	PO9		
CO1		3	2	3	3	3	2		3	2	3		
CO2		3	3	3	3	2	3		2	3	3		
CO3		3	3	3	2	3	3		3	3	2		
COs/PSO	S		PSO	<b>D1</b>	1		PS	<b>O</b> 2				PSO 3	
CO1			3					3				3	
CO2			3					2				3	
CO3			3					3				2	
Category		Basic Sciences	3/2/1 Engg.Scie	nce Hu	s Strength ( umanities &social Science	Of Correla Program Core	Progra Electiv	m	OI	Medium, 1 pen ctive	- Low Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						✓							

HMMJ22011 Communication Research Methodology 2 2 0 4

#### **UNIT I:**

Definition and types – Scope – Ethics in research – Role of theories in research – Research design – Elements – Theories in research.

UNIT II: 9 Hrs

Review of literature – Meaning – Need and scope – Sources – Citation – Evaluating Sources – Primary Sources – Secondary Sources – Tertiary Sources – Need of critical thinking.

UNIT III: 9 Hrs

Quantitative research methods- Data collection techniques – Survey, Interviews – Data collection – Analysis of data – Statistics – SPSS.

UNIT IV: 9 Hrs

Qualitative research – Definition – Types of Methods – Semiotics – Content Analysis – Discourse analysis – Formative research – Processes and stages – Participatory research

UNIT V: 9 Hrs

Monitoring – Evaluation - Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation - Policy change.

- Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction (7th Edition), Thomson Wadsworth Publications, 2003.
- ❖ Arthur Asa Berger. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, New Delhi, 2000.







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### Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	MA Jour	папып	X IVIA	ss Conn	numca	non- C	ulli	cuiuiii &	Synabu	o (On	mie)	
		I, AUT	OMA	ΓΙΟΝ &	JOUR	NALIS	SM	L	Т		P	С
HMMJ2201	Prerec	uisite :		ledge abo	out rece	nt		1	2		0	3
	Total	Contact	Hours					45 I	Irs			
OBJECTIV	ES							<u> </u>				
>	To Unders	tand the	nature	and purpo	ose of Al	I in jour	nalis	m.				
>	Be able to	apply a	range o	f technol	ogies in	journal	ism u	sing AI				
>	Be able to	understa	ınd the	usage of	Automa	tion in .	Journ	alism				
COURSE C	OUTCOM	ES (Cos	s)									
CO1	o familiar	ise with	latest	technol	ogy in Jo	ournali	sm.					
CO2	o make st	udents	unders	stand ab	out use	of AI ir	ı joui	rnalism.				
CO3	o underst	and the	impor	tance of	using A	Al in jou	ırnali	sm				
Mapping of	Course C	Outcome	with	Progran	n Outc	ome (P	os)		_			
Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO	7 PO8	PO9			
CO1	3	2	3	3	3	2	3	2	3			
CO2	3	3	3	2	2	3	2	3	3			
CO3	3	3	3	2	3	2	3	3	3			
COs/PSOs		PSO	<b>D1</b>			PS	O2	<b>'</b>		l	PSO 3	
CO1		3				,	3				3	
CO2		3					2				3	
CO3		3					2				3	
		3/2/1			Of Correla	tion, 3 –	High,	2- Medium,	l- Low			
Category	Basic Sciences	Engg.Scie	nce Hu	manities &social Science	Program Core	Progra Electiv	m	Open Elective	Practical/ Project		nternships/ Γechnical Skills	Internships/ Technical Skills
					✓							
		•			•				•			

HMMJ22012 AI, Automation & Journalism 1 2 0 3

#### **UNIT I:**

Introduction to Artificial Intelligence. The Culture of Artificial Intelligence. Newsrooms and AI. Future of AI. History of robots 9 Hrs

#### **UNIT II:**

Hello, AI, AI & Communication. Human-Machine Communication. ELIZA: A computer program for the study of natural language communication between man/machine. The evolving role of data in journalism

9 Hrs

#### **UNIT III:**

Newsrooms in the age of smart machines. Automation in the newsroom. Readers' perception of computer-generated news: Credibility, expertise, and readability, robot-writing, Journalistic data mining

9 Hrs

#### **UNIT IV:**

Trouble with AI and algorithms. Ethics, AI, & journalism. Ars ex machina: Rethinking responsibility in the age of creative machines. Pitfalls of human-centered artificial intelligence.

9 Hrs

#### **UNIT V:**

Social listening tools, Newsbots, Emerging trends. Automating disinformation. The rise of social bots. The state of fakery. Future of journalism.

9 Hrs

- ❖ Boden, M. (2016). AI: It's nature and future. Oxford, UK: Oxford University Press.
- ❖ Broussard, M. (2018). Hello, Artificial unintelligence: How computers misunderstand the world. Cambridge, MA: The MIT Press.
- ❖ Bush, V. (1945, July). As we may think. The Atlantic.





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### Department of Journalism and Mass communication

	M	A Jour	nalism	<u>&amp; Ma</u>	ss Com	nunicat	<u>ion- C</u>	urr	ricul	<u>um &amp; S</u>	<u>Syllabu</u>	s ((	Online)	
			DOCUI	MENT	ΓARY P	RODU	CTION	N		L	Т		P	С
HMMJ220	013	Prereq	uisite : 1	Know	ledge abo	out fact	films			2	1		0	3
		Total (	Contact	Hours	: 45					45 H	rs			
OBJECT	VE													
>	To	research	and do	planni	ng of Nor	-Fiction	al produ	actio	on fo	or televis	ion			
>	St	udents w	ill learn	the lan	guage of	documen	itaries a	nd t	the a	pplication	on of cre	ativ	e concept in	1
		oduction											1	
>	•					s of deve	loning	nro	duci	ing and c	lirectino	96	hort docum	entarv
						S OI GCVC	Joping,	pro	Jauc	ing and c	ınceting	a s	nort docum	Ziitai y.
COURSE	OU	TCOM	ES (Cos	s)										
CO1	То	familiari	se with	the n	uances o	f docum	entary	filr	m m	aking.				
CO2		the end				dents w	vill be	abl	le t	o gain	adequa	ite	skills to p	oroduce a
CO3		dents w				and and	d apply	y pr	rinci	ples of	factual	pro	ogram pro	duction in
Mapping	of C	ourse O	utcome	with	Program	n Outco	ome (P	os)						
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO	<b>D7</b>	PO8	PO9			
CO1		3	3	2	3	3	3	2	2	3	3			
CO2		3	2	3	2	2	3	3	3	3	3			
CO3		3	3	3	2	3	2	3	3	3	2			
COs/PSO	S		PSC	<b>)</b> 1			PS	<b>O2</b>					PSO 3	
CO1			3					3					2	
CO2			2					3					3	
CO3			3					2					3	
		I			es Strength (	Of Correlat			ı. 2- N	Medium 1.	- Low			
Category		Basic Sciences	Engg.Scien	nce H	umanities &social Science	Program Core	Progra: Electiv	m	Op	en etive	Practical/ Project	,	Internships/ Technical Skills	Internships/ Technical Skills
						<b>√</b>								

#### **HMMJ22013**

#### **Documentary Production**

2 1 0 3

#### **UNIT I:**

Origins - History - Narrative and Non-narrative Filmmaking - Elements of documentaries — Types of documentaries - Nature filmmaking - Ethnographic Documentary filmmaking - Creative approaches - Case Studies.

9 Hrs

#### **UNIT II:**

Developing story ideas - structure, screen time, research - Kinds of information - Sources - Visual scope and visual evidence, permissions, funding, pitching ideas - Proposals - Ethics in documentary filmmaking.

9 Hrs

#### **UNIT II**

Treatment, unscripted and scripted documentaries – adapting the script, ways to tell a story – Interviews, recce, use of talents, re-enactments, reconstruction & docudrama - Shooting, lighting, location sound, problems & issues.

9 Hrs

#### **UNIT IV:**

Creating a new project - importing files - Adding titles to the video - applying transition to the title - Editing the clip - marking the clip - saving a project - Setting the preferences - Importing File - File formats - Creating a new sequence - adding clips - rearranging clips - removing gaps between the clips - deleting the clips - filters- exporting & rendering.

9 Hrs

#### **UNIT V:**

Transitions - effects control - adding audio - volume adjustments - exporting editing the audio - copying and pasting audio - cropping the audio - mixing audio - marking - transition - fade in - fade out - Linear fade - Logarithmic fade - cosine fade - saving files - exporting files & rendering the files with audio.

9 Hrs

- ❖ The Search for Reality: The Art of Documentary Filmmaking by Michael Tobias,1998
- Genevieve Jolliffe and Andrew Zinnes. The Documentary Film Makers Handbook: A Guerilla Guide, Continuum International Publishing Group, New York, 2006.
- ❖ Louise Spence and Vinicius Navarro. Crafting Truth: Documentary Form and Meaning, Rutgers University Press, New Brunswick, N.J., 2011.





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									1			1	1
*****	0 <b>Y</b>			VIDI	EO EDI	TING			L	Т	,	Р	С
HMMJ22	0L3	Prereq project		Knowle	dge abo	out visua	ıl		0	C	١	3	3
		Total (	Contact	Hours	: 45				45 ]	Irs			
OBJECT	IVES	S							1				
>	Stı	udents w	ill learn	the fund	damental	ls of visu	al editii	ng					
>	St	tudents w	vill learn	the late	est techni	iques in	visual e	diting	g.				
>	To	help stu	dents to	make b	etter crea	ative dec	isions i	n the	edit bay.				
COURSE	OU	TCOM	ES (Cos	s)									
CO1	Stu	dents w	ill acqui	re all t	he nece	ssary sk	ills to e	dit v	with digita	l editin	g so	ftware	
001													
									L f				
CO2	Stu	dents w	ill have	the kn	owledge	e of the	editing	crai	t from an	artistic	: poi	nt of view	
CO2									chniques		: poi	nt of view	
	The	e course	will ena	able stu	udents t	o maste	er editir	ng te			; poi	nt of view	
CO3	The	e course	will ena	able stu	udents t	o maste	er editir	ng te	chniques			nt of view	
CO3 Mapping	The	course	will ena	able stu	udents t	o maste	er editir	ng te	PO8			nt of view	
CO3 Mapping Cos/Pos	The	e course  ourse O  PO1	will ena	e with PO3	Prograi	o maste	ome (P	os)	PO8	PO9		nt of view	
CO3 Mapping Cos/Pos CO1	The	e course  ourse O  PO1  2	will ena  outcome  PO2  3	e with 1	Program PO4 3	m Outco	er editir	rig te	PO8 3 3	<b>PO9</b> 2		nt of view	
CO3 Mapping Cos/Pos CO1 CO2	The of C	e course  ourse O  PO1  2  3	will ena  PO2  3 2	PO3 3 3 3	Prograi PO4 3 2	PO5 3 2	er editir ome (P PO6 3 3 2	PO 3	PO8 3 3	PO9 2 3		PSO 3	
CO3 Mapping Cos/Pos CO1 CO2 CO3	The of C	e course  ourse O  PO1  2  3	PO2 3 2 3	PO3  3  3  3  01	Prograi PO4 3 2	PO5 3 2	PO6 3 3 PS	PO 3 3 3	PO8 3 3	PO9 2 3		PSO	
CO3 Mapping Cos/Pos CO1 CO2 CO3 COs/PSO	The of C	e course  ourse O  PO1  2  3	PO2  3  2  PSO	PO3  3  3  3  01	Prograi PO4 3 2	PO5 3 2	PO6 3 3 2 PS	PO 3 3 3 O2	PO8 3 3	PO9 2 3		PSO 3	
CO3  Mapping  Cos/Pos  CO1  CO2  CO3  COs/PSO	The of C	e course  ourse O  PO1  2  3	PO2 3 2 3 PSO	PO3  3  3  3  01	Prograi PO4 3 2	PO5 3 2	PO6 3 3 2 PS	PO 3 3 3 O2 3	PO8 3 3	PO9 2 3		PSO 3 2	
CO3 Mapping Cos/Pos CO1 CO2 CO3 COs/PSO CO1 CO2	The of C	e course  ourse O  PO1  2  3	PO2  3  2  3  PSO  3  2  3	PO3 3 3 3 01	Program PO4 3 2 2	PO5 3 2 3	PO6 3 3 2 PS	PO 3 3 3 3 3 3 2 2	PO8 3 3	PO9 2 3 2		PSO 3 2 3	
CO3  Mapping  Cos/Pos  CO1  CO2  CO3  COs/PSO  CO1  CO2	The of C	e course  ourse O  PO1  2  3	PO2  3  2  3  PSO  3  2  3	PO3 3 3 3 D1  Indicates Hunce Hunce	Program PO4 3 2 2	PO5 3 2 3	PO6 3 3 2 PS	PO 3 3 3 3 O2 High, m	PO8 3 3 3	PO9 2 3 2	al/	PSO 3 2 3	Internships Technical Skills

HMMJ220L3 Video Editing 0 0 3 3

Students have to do the following exercises

- 1. Write scripts for Political- Commercial Sports.
- 2. Have to edit different genres in News.
- 3. Create a story using different Pictures related to the concepts.
- **4.** Keying and Compositing.







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### Department of Journalism and Mass communication

	MA	Journ	nalism	& Ma	ss Com	nunicat	ion- C	urr	icul	um & \$	Syllabus	(Online)	1
			PRO	JECT	- DISS	ERTAT	ION			L	Т	P	С
HMMJ220		Prerequences		Knowl	edge abo	out medi	a			0	0	4	4
	,	Total C	Contact 1	Hours	: 45					45 H	[rs		
OBJECTIV	ES												
>	Und	erstand	the natu	ire and	purpose	of resear	ch in th	ne cr	eativ	ve media	industry.		
>	Be a	able to	apply a 1	range o	of researc	h method	ls and t	echn	nique	es.			
>	Be a	able to	present 1	esults	of research	ch.							
COURGE	<b>N</b> 175	0011	FG (G	`									
COURSE (	<b>)</b> UT	COMI	ES (Cos	s)									
CO1	To ur	ndersta	and the	scope	and tec	hniques	of me	dia ı	rese	arch, th	neir utility	and limitat	ions.
- CO	The s		ts will d	evelo	p practic	al know	ledge (	on q	uan	titative	and qual	itative meth	ods of
CO3	The s	studen	ts will b	e able	to take	up inde	pender	nt re	esea	irch			
Mapping of	f Cou	urse O	utcome	with	Prograi	n Outco	ome (P	os)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PC	)7	PO8	PO9		
CO1		2	3	3	3	3	3	3	3	3	2		
CO2		3	2	3	2	2	3	3	3	3	3		
CO3		3	3	3	2	3	2	3	3	3	2		
COs/PSOs			PSC	<b>)</b> 1			PS	<b>O2</b>				PSO 3	
CO1			3				,	3				2	
CO2			2				,	3				3	
CO3			3				,	2				3	
			3/2/1		s Strength	Of Correlat	ion, 3 –	High	, 2- N	Medium, 1	- Low		
Category		Basic ciences	Engg.Sciei	nce	amanities &social Science	Program Core	Progra Electiv		Op Elec		Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						<b>√</b>							

HMMJ220L4 Project – Dissertation 0 0 4 4

Students have to submit thesis on a topic of their choice understanding the nature and purpose of research in media industry. Reviews will be conducted twice in a week and marks will be graded for internal evaluation. Final evaluation is based on submission of the thesis and viva voce.



HMMJ22	<b>01</b> 1	MEI	DIA AN	D INF	ORMA	TION 1	LITER	RACY	L	Т	P	С
HIVIIVIJ 22	V14	Prereq inform		Knowle	edge abo	ut types	s of		3	1	0	4
		Total (	Contact	Hours	: 45				45 H	Irs		
OBJECT	IVE	S										
>					purpose							
> >					ns that di	fferent n	nessage	s inten	d.			
		o critical			паноп							
COURSE	OU	TCOM	ES (Co	s)								
CO1	To	make s	tudents	unde	rstand t	he chal	lenges	invol	ved whil	e using (	digital techr	ology and
COI		ial medi		anacı	istana t	iie ciiai	1011603		vea wiiii	c domb (	aigitai teeiii	iology and
	300	iai iiicai	u.									
CO2	То	underst	and the	socio	political	usage c	f socia	l med	ia			
CO3	То	analyse	the opp	ortuni	ties and	risks in	volved	in att	ention ec	onomy.		
Mapping	of C	ourse O	utcom	with	Progran	n Outc	ome (P	os)				
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1		3	2	3	3	3	3	2	3	3		
CO2		3	3	2	3	3	3	3	2	3		
CO3		3	3	3	2	3	2	3	3	2		
COs/PSO	S		PSO	<b>D1</b>			PS	O2			PSO 3	
CO1			3				,	2			2	
CO2			3				,	3			3	
CO3			2	,				3			3	
			3/2/1	Indicates	Strongth (	Of C1-			Modium 1	- Low		
					Soughbin	JI Correia	tion, 3 –	High. 2	- Mealiii. 1			
Category		Basic Sciences	Engg.Scie	nce Hu	manities csocial cience	Program Core	Progra Electiv	m	Open lective	Practical/ Project	Internships/ Technical Skills	Internships/ Technical Skills

HMMJ22014

**Media and Information Literacy** 

3 1 0 4

#### **UNIT I:**

Definitions - Digital Revolution - Digital Literacy - Interactive and Insta publishing - tools - practices - Digital media in everyday relationships - Personal and professional connections in the digital age.

9 Hrs

#### **UNIT II:**

Digital Space and the Individual- Identity formation and social media - Social perspective, participation and power relations in social media - Design perspective - Virality and social interaction - Twitter users, context collapse, and the imagined audience.

9 Hrs

#### **UNIT III:**

Attention Economy: Challenges, Opportunities and Risks -The marketplace of attention-audiences in a digital age, Challenges posed by attention based economy – Network society and privacy - The Challenges and Opportunities for Spotting Credibility in a Digital World - Applied Issues in Investigative Interviewing, Eyewitness Memory, & Credibility Assessment.

9 Hrs

#### **UNIT IV:**

Networking in the Digital Era - Social networking, social media, blogs, Insta Messaging Apps, Online polls, comment moderation, Question-answer forums, Trolls and related ethical issues.

9 Hrs

#### **UNIT V**

Decoding Digital Era: The Present and Future -Audience engagement, models-economic, cultural and political - Theories and practices - Socio-political usage of social media - Opinion formation, persuasion & algorithms - Artificial Intelligence - Internet of things - Electronic literature - Flash fiction, micro fiction, hyper text fiction, twitter fiction - Transhumanism.

9 Hrs

#### References

- ❖ Media and Information Literacy :An Integrated Approach for the 21st Century-1st Edition March 31, 2017, Author: Marcus Leaning
- ❖ Media Literacy in the Information Age: Current Perspectives Robert William Kubey · 1997
- ❖ Information Literacy in the Digital Age: An Evidence-Based Teresa Welsh, Melissa Wright





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			BU	SINES	SS JOU	RNALI	SM			L	Т		P	С
HMMJ22	E01	Prereq	•	Knowle	edge abo	out busin	ness an	d		2	0		2	4
		Total (	Contact	Hours	: 45					45 H	[rs	l		
OBJECTI	VE	<b>S</b>												
>	To	underst	and the b	asic str	ucture of	f a busin	ess new	s sto	ory					
>	To	identity	specific	financi	al & bus	iness ev	ents wo	rthy	of n	ews cov	erage			
>	To	underst	and the s	ignifica	ance of c	orporate	events	such	as e	earnings	announc	ement	ts, share	
>	of	ferings a	nd merge	ers										
>					nctions o	of financi	ial mark	tets i	using	g non te	chnical la	inguag	ge	
COURSE	OU	TCOM	ES (Cos	s)										
CO1		tain an d ancial m		v of the	e world	of busir	ness, st	ruct	ure	and fui	nction of	com	panies,	the role o
CO2	Bed	come fai	miliar w	ith the	basic p	rinciples	of acc	oun	iting	g and fir	nancial r	eport	ing	
CO3	То	read co	porate,	non-p	rofit, an	d gover	nment	fina	ancia	al state	ments			
Mapping	of C	ourse O	utcome	with	Prograi	m Outc	ome (P	Pos)						
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PC	)7	PO8	PO9			
CO1		3	2	2	3	2	3	3	3	3	3			
CO2		3	3	2	3	3	3	3	3	2	3			
CO3		3	2	3	3	3	2	3	3	3	2			
COs/PSO	S		PSO	<b>D1</b>			PS	SO2					PSO 3	
CO1			3					2					2	
CO2			3				,	3					3	
CO3			2					3					3	
			3/2/1		Strength	Of Correla	tion, 3 –	High,	, 2- N	Iedium, 1	- Low			
Category		Basic Sciences	Engg.Scie	nce &	manities zsocial cience	Program Core	Progra Electi		Op Elec		Practical/ Project		ternships/ Γechnical Skills	Internships/ Technical Skills
						✓								

HMMJ22E01 Elective 1 - Business Journalism 2 0 2 4

UNIT I: 9 Hrs

Introduction to business and financial news – basic structure of a business news story – new trends in business journalism; ethics in business reporting.

UNIT II: 9 Hrs

Basic knowledge of the Finance system in India; gathering, distribution and allocation of revenue vis-à-vis the Central and State Governments; Introduction to tax laws, Industrial relations acts, companies act.

UNIT III: 9 Hrs

Introduction to major industries and their role in the economy - Companies: Public vs. private vs. non-profit, foreign capital investment, investigating the tie-up agreements, bureaucracy and business tie-ups.

UNIT IV: 9 Hrs

The language of business: numbers and how to use them in writing - sources of information for covering business entities- financial & business events worthy of news coverage — Interviewing Business Leaders , Reviewing Biography of the Business Icons, Following Forbes lists.

UNIT V: 9 Hrs

History of corporate disclosure rules, corporate financial statement - Analysis of decisions, company reports and statements, writing about investing, personal finance, consumer issues.

- ❖ Hayes, Keith, "Business Journalism How to report Business and Economics", Apress, USA, 2010.
- ❖ Kinsey, Marie, "Financial Journalism Money matters" Routledge, UK, 2014.







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# Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online

	ı	MA	Journa	lism &	& Mass	Commu	ınicati	on- (	Curr	iculuı	n & Syll	abus (Onlir	ie)
			COM	MUN	ITY JO	URNAI	LISM			L	Т	P	С
HMMJ22I	Ξ02	Prereq	•	Knowle	edge abo	out busin	ness an	d		2	0	2	4
		Total (	Contact	Hours	: 45					45 H	rs	•	
<b>OBJECTI</b>	VES	S							I				
>	Th	ne main o	bjective	is to tr	ain the st	udents ir	findin	g the	com	munity	related is	sues and have	e a deep
	C	overage (	on it.										
>	To	enhance	e the stud	lents re	porting s	kills in c	overing	g con	ımun	ity issu	ies.		
>	To	make th	ne studen	ts awaı	e of the	different	reportii	ng teo	chniq	ues ne	ed for con	nmunity jour	nalism of
					n technic		•	Ü	•	•		• •	
COURSE													
COURSE	<del></del>	1 COM	Lb (Co	•)									
CO1	Stu	dents ga	ain knov	vledge	on the	commui	nity jou	ırnal	ism				
CO2	Stu	dents u	ndersta	nd the	importa	nce of o	commu	ınity	issue	es.			
CO3	Stu	dents ca	an write	and p	roduce i	news co	ntent o	on di	ffere	nt con	nmunity	issues	
Mapping o	of C	ourse O	Outcome	with	Prograi	n Outco	ome (P	os)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	РО	7	PO8	PO9		
CO1		3	2	2	3	2	3	3		3	3		
CO2		3	3	2	3	3	3	3		2	3		
CO3		3	2	3	3	3	2	3		3	2		
COs/PSOs	3		PSO	<b>D1</b>			PS	<b>O2</b>			I	PSO 3	
CO1			3				,	2				2	
CO2			3					3				3	
CO3			2					3				3	
	<u> </u>		3/2/1	Indicate	s Strength	Of Correla	tion. 3 –	High.	2- Me	dium. 1-	· Low		
Category		Basic Sciences	Engg.Scie	nce Hu	manities ksocial science	Program Core	Progra Electiv	m	Oper Electiv	ı	Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						<b>✓</b>							
			l			1	1						1

HMMJ22E02 Elective 1 COMMUNITY JOURNALISM 2 0 2 4

#### **UNIT I:**

Definition of community journalism, Understanding the community, Civic issues. Roles and need of community journalism in the society, Trends, importance of community journalism.

9 Hrs

#### **UNIT II:**

Familiarize with community news: Finding sources, Meeting community people, gathering information's, Interviewing, Examining community beats: schools, health, obituaries and sports.

9 Hrs

#### **UNIT III:**

Writing community journalism reports, Headlines, caption, structure, Things followed while writing community news, Photographs, photo captions writing, Roles and responsibilities of a community reporter, ethics and regulations.

9 Hrs

#### **UNIT IV:**

Generating ideas -deciding the civic and community issues, Field reporting, interviews, Sound bytes, Vox pop, Shooting, Analyzing solution for the selected issue, Editing the news and compiling.

9 Hrs

#### **UNIT V:**

Different Case studies of community newspapers. Forming different groups and involving in the community news production, Planning, Shooting and reporting process, Editing, publishing.

9 Hrs

#### References

- Community Journalism: How Small City Newspapers Have Changed with the Times by BrianK. Kermoade
- ❖ Foundations of Community Journalism edited by Bill Reader, MR William (Bill) H Reader, John A. Hatcher
- Understanding Journalism By Lynette Sheridan Burns







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## Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	- 1	MA	Journa	ılısm &	x Mass	Commi	ınıcatı	on- (	Jurriculu	m & Syl	labus (Onlir	ie)			
			HEA	LTH (	COMM	UNICA	TION		L	Т	P	С			
HMMJ22	E03		uisite: I sic heal		edge abo	out healt	h hazaı	rds	2	0	2	4			
		Total (	Contact	Hours	: 45				45 H	Irs					
OBJECTI	VE	<b>S</b>							l .						
>	To	gain ski	lls to car	mpaign	for creat	ting publ	ic awar	eness	against an	epidemic					
>	T	o underst	and the	capabil	ities of to	elemedic	ine app	licatio	on.						
>	To	know al	bout intr	icacies	related to	o occupa	tional h	ealth.							
COURSE	OU	TCOM	ES (Co	s)											
CO1	То	make th	e stude	nts far	niliarize	in Healt	th repo	rting							
CO2	То	make th	te the students familiarize in Health reporting. The students to familiarize with the technologies used in health sector.												
CO3  Mapping	the	same ir	n the me	edia.					hazards fa	aced by tl	ne public and	d to repo			
Cos/Pos		PO1	PO2	PO3		PO5	PO6		7 PO8	PO9					
CO1		3	2	2	3	2	3	3	3	3					
CO2		3	3	2	3	3	3	3	2	3					
CO3		3	2	3	3	3	2	3	3	2					
COs/PSO	S		PSO	<b>D1</b>			PS	O2			PSO 3	1			
CO1			3				,	2			2				
CO2			3					3			3				
CO3			2	,				3			3				
			3/2/1	Indicate	s Strength	Of Correla	ation, 3 –	High, 2	2- Medium, 1	- Low					
Category		Basic Sciences	Engg.Scie	nce Hu	imanities Associal Science	Program Core	Progra Electiv	m	Open Elective	Practical/ Project	Internships/ Technical Skills	Internships Technical Skills			
						<b>√</b>					1				

HMMJ22E03 Elective 1 - HEALTH COMMUNICATION 2 0 2 4

#### **UNIT I:**

Public understanding of health issues - Public awareness about epidemics - Reproductive rights - Advancement in health sciences - Implication of nanotechnology in medical field - Community health.

9 Hrs

#### **UNIT II:**

Issues related to clinical researches - Manipulation in conducting trials and reporting - Consent of voluntaries - Pharmaceutical companies influencing research, policies - Conflict of interests - Biomedical waste management.

9 Hrs

#### **UNIT III:**

Reporting with sensitivity – Strategies: abstention,no sex outside marriage, safe sex - ABC and CNN - Multi-pronged approach – Creating public awareness of issues.

9 Hrs

#### **UNIT IV:**

Familiarizing with technology of telemedicine - Scanner, electro stethoscope - Data reception equipment, etc. - Paramedics with information technology skills - Training of doctors.

9 Hrs

#### **UNIT V**:

Physical hazards: noise and vibration - Chemical hazards: TLV for air, gas and chemical contaminants - Equipment for the assessment physical and chemical hazards — Industrial toxicology: definitions, hazard, toxicity - Optimization: shift work - Job and personal risk factors — Selection and training - Fatigue and vigilance - Hygiene.

9 Hrs

- RenataSchiavo, Health Communication: From Theory to Practice, Jossey-Bass, 2007.
- ❖ Encyclopedia of Occupational Health and Safety, Vol. I & II, International Labour Organization, Geneva, 1985.
- ❖ Handbook of Occupational Health and Safety, NSC, Chicago, 1982.
- ❖ Arvind Singhal and Everett M. Rogers, Combating AIDS: Communication Strategies in Action, Sage, New Delhi, 2006.







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### Department of Journalism and Mass communication MA Journalism & Mass Communication - Curriculum & Syllabus (Online)

		MA	Journa	ılism &	k Mass	Commu	ınicati	on- C	<u>urriculu</u>	m & Syll	abus (Onlin	<u>ie)</u>
			INVES	TIGA	TIVE J	OURN	ALISM	1	L	Т	P	С
HMMJ22	E04	_	uisite: C		thinking andals	g skills	and		2	0	2	4
		Total (	Contact	Hours	: 45				45 H	Irs		1
OBJECT	IVE	S										
>	To	train stu	idents to	gather	and repo	rt invest	igative	stories				
>	To	practice	ethics v	vhile re	porting i	nvestigat	tive stor	ries				
>	To	become	a profes	sional	in investi	gative re	eporting	5				
COURSE	OU	TCOM	ES (Cos	s)								
CO1	Thi	nk critic	ally abo	ut wha	at invest	igative j	journal	ism is				
CO2	Un	derstand	d the me	echani	cs of inv	estigati	ve stor	ies.				
CO3	Exa	ımine "n	eglecte	d" or "	under r	eported	l" storie	es.				
Mapping	of C	ourse O	utcome	with	Prograi	n Outc	ome (F	os)				
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1		3	2	2	3	2	3	3	3	3		
CO2		3	3	2	3	3	3	3	2	3		
CO3		3	2	3	3	3	2	3	3	2		
COs/PSO	s		PSO	<b>D1</b>			PS	O2	•		PSO 3	
CO1			3					2			2	
CO2			3				,	3			3	
CO3			2					3			3	
			3/2/1			Of Correla	ation, 3 –	High, 2	Medium, 1	- Low		
Category		Basic Sciences	Engg.Scie	nce Hu	manities Esocial Science	Program Core	Progra Electi	m	Open lective	Practical/ Project	Internships/ Technical Skills	Internships Technical Skills
						✓						

HMMJ22E04 Elective 1 -Investigative Reporting 2 0 2 4

#### **UNIT I:**

Developing an investigative mindset, Importance of court files and where to find them, Techniques for source hunting, human sources behind documents, use of Right to information to access public documents, Identifying conflict of interest, using computerized information to find a story.

9 Hrs

#### **UNIT II:**

Features and functions of the wearable spy cameras, portable tiny camera, hidden camera, use of voice recorders, use of sensitive audio microphones for investigation, effective use of Bluetooth and mobile camera's

9 Hrs

#### **UNIT III:**

Journalists' integrity and professional propriety, journalist revealing identity, Sting operation for public interest, politically motivated sting work, commercial interest and competitive corporate backed sting operation.

9 Hrs

#### **UNIT IV:**

Handling lobbyist and pressure groups, understanding clinical procedures, Understanding motives, searching for proof, evidence, basic understanding of criminal proceedings, Indian penal code, criminal procedure code. Preserving details of reporters log book.

9 Hrs

#### **UNIT V:**

Watergate Scandal, Wikileaks, Bhagalpur bindings, Tehelka expose, Caravan expose, various scams, crime against women, human rights, environmental violation, financial malpractice, cybercrime cases and media investigation in India and abroad will be analyzed as case studies.

9 Hrs

- ❖ All the President's Men, by Bob Woodward and Carl Bernstein, Simon & Schuster Press.
- ❖ Goldstein, Norm, Ed. The AP Stylebook and Briefing on Media Law (With Internet Guide and Glossary). New York: The Associated Press, 2005.



### **Department of Journalism and Mass communication**

MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	IVI											
				soc	CIAL M	EDIA			L	Т	P	С
HMMJ22	E05	Prereq	uisite: I	Knowle	edge abo	out scan	dals		2	0	2	4
		Total (	Contact	Hours	: 45				45 H	[rs		l
OBJECT	IVE		301111111		<u> </u>							
>	To	stress th	e practio	cal nece	essity of t	the accur	ate and	technol	ogy-aide	ed sports re	eporting	
>	W	riting and	d demor	strates	news thr	ough ca	se studio	es and e	xperienc	es		
>	To	practice	ethics in	n social	media re	eporting.						
COURSE	OU	TCOM	ES (Cos	s)								
CO1	The	studen	ts will b	e able	to enha	nce the	social	media	skills.			
CO2		studen	ts will g	et intr	oduced	to Digit	al PR, S	Social N	Лedia Рі	romotion	and Conten	t plannin
CO3	The	studen	ts will b	e able	to deve	lop a m	ass con	nmunic	ation st	rategy an	d guide cam	paigns.
Mapping	of C	ourse O	utcome	with	Prograi	n Outc	ome (P	Pos)				
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1		3	2	2	3	2	3	3	3	3		
CO2		3	3	2	3	3	3	3	2	3		
CO3		3	2	3	3	3	2	3	3	2		
COs/PSO	s		PSO	<u> </u>	I			02	1		DCO	
			150	_			PS	<b>U</b> 2			PSO 3	
CO3/130			3					<b>O2</b> 2				
							,				3	
CO1			3				,	2			<b>3</b> 2	
CO1			3 3 2		s Strength (	Of Correla		2 3 3	Medium, 1	- Low	3 2 3 3	
CO1 CO2		Basic Sciences	3 3 2	Indicates Hu	s Strength (manities esocial ecience	Of Correla Program Core		2 3 3 High, 2-1 m O	Medium, 1 pen ctive	- Low Practical/ Project	3 2 3	Internships/ Technical Skills

**HMMJ22E05** 

**Elective 1 -SOCIAL MEDIA** 

2 0 2 4

#### UNIT I:

Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Viral messages.

9 Hrs

#### **UNIT II:**

Social theory and social media - technological determinism in popular discourse on social media technologies Overview of current social media tools and the history of its use.

9 Hrs

#### **UNIT III:**

Social Media Engagement-Social Media Editorial Calendar- Writing for Social Media: Knowing & Reaching Your Audience - Photos in Social Media-Video in Social Media-Social Media for Business -Social Media's impact on crisis communication

9 Hrs

#### **UNIT IV:**

Science of Social Media - Keys to Community Building - Promoting Social Media Pages-Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media - Social Media as business.

9 Hrs

#### **UNIT V:**

Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - Customized Campaign Performance Reports - Observations of social media use.

9 Hrs

- \* The Connected Company, O'Reilly, Dave Gray & Thomas Vander Wal, 2012
- ❖ Content Marketing Strategy Alice in Wonderland Style, Optimize, Lee Odden, 2013
- ❖ The Fusion Marketing Bible, McGraw-Hill, Lon Safko, 2012



	MIA	A Journ	alısm &	Mass	Comm	unication	on- Cu	rric	ulun	n & Sy	<u>yllabus (C</u>	Jnline)	T
			SI	PORTS	S JOUR	NALIS	M			L	Т	P	С
HMMJ22	E06	Prereq	uisite: I	Knowle	edge abo	ut sport	S			2	0	2	4
		Total (	Contact	Hours	: 45					45 H	rs	•	
OBJECTI	VES	S							ı				
>	To	stress th	e practio	cal nece	essity of t	he accur	ate and	tech	nolog	gy-aide	ed sports re	eporting	
>	W	riting and	d demor	strates	news thr	ough cas	se studi	es an	ıd exp	perienc	es		
>	To	practice	ethics in	ı social	media re	eporting							
COURSE													
COURSE		I COMI	ED (CU)	· <i>)</i>									
CO1	Lea	rn to re	port and	d write	about s	ports fo	or news	spap	ers, i	magaz	ines and	internet pla	tforms
CO2	Crit	ically ex	amine v	what is	good a	nd bad a	about r	nod	ern s	ports	journalisr	n	
CO3	Und	derstand	d the im	portar	ice of En	notion a	and Dra	ama	are t	he pa	rt of spor	ts stories	
Mapping	of C	ourse O	utcome	with	Progran	n Outc	ome (P	Pos)					
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO	7	PO8	PO9		
CO1		3	2	2	3	2	3	3	3	3	3		
CO2		3	3	2	3	3	3	3	;	2	3		
CO3		3	2	3	3	3	2	3	3	3	2		
COs/PSOs	s		PSO	<b>D1</b>			PS	O2			1	PSO 3	
CO1			3				,	2				2	
CO2			3				,	3				3	
CO3			2				,	3				3	
			_					3				3	
	I				Strength (	] Of Correla			2- Me	edium, 1	- Low		
Category		Basic Sciences		Indicates Hu	s Strength (manities exsocial cience	Of Correla Program Core		High,	2- Me Oper Electi	n	- Low Practical/ Project	Internships/ Technical Skills	Internship Technica Skills

# Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online) HMMJ22E06 Elective 1- SPORTS JOURNALISM 2 0 2 4

UNIT I: 9 hrs

Understanding the rules and guidelines of sports and games, tracking and maintaining individualand team statistics and records, keeping in touch with online sports websites, Diversity, Womenand minority in sports media coverage, Importance of collecting sportsperson archives pictures

UNIT II: 9 hrs

Television coverage of cricket, Emergence of new cricket formats such as T20, Introduction of third umpire review system, Hawkeye, Hot spot, in cricket, Hawkeye, Cyclops in tennis, Business implications that technology brings to sports coverage.

UNIT III: 9 hrs

Audience interest, audience emotion and drama, mob psychology, Aesthetic and cosmetic creativity among sporting fans, live audience and TV viewing audience, advertising and business promotion to attract sporting audience, Sponsorships and clubs

UNIT IV: 9 hrs

Understanding the importance of the individual and team games, following sports person twitter, blogs and FB page, Reviewing sporting legends autobiography, Reporting sportsperson auction, reporting team dynamics, sports politics and controversies

UNIT V: 9 hrs

Role of Ministry of Youth welfare and sports, Indian Olympic Association, International Olympic association, BCCI, ICC, WADA, ATP, IPL, various sporting federation and association in India.

- ❖ Anderson, Douglas A. Contemporary Sports Reporting, 2nd Ed. Chicago: Nelson-Hall
- ❖ Publishers, 1994.
- ❖ Aamidor, Abraham, Ed. *Real Sports Reporting*. Bloomington: Indiana University Press, 2003.
- ❖ Wilstein, Steve. *Associated Press Sports Writing Handbook*. New York, NY: McGraw-Hill, 2002.





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### Department of Journalism and Mass communication MA Journalism & Mass Communication - Curriculum & Syllabus (Online)

11MM 122F07	TAMIL JOURNALISM	L	T	Р	С
HMMJ22E07	Prerequisite: Knowledge and understanding of Tamil language.	2	0	2	4
	Total Contact Hours: 45	45 Hrs			

#### **OBJECTIVES**

- To understand the Tamil journalism history and present industry
- To know the news gathering, writing and presenting techniques
- To identify the news, regional importance of the Tamil journalism.
- To develop an understanding of the skills necessary for news reporting; to understand the concept of gate keeping and its importance to responsible reporting and publishing

COURSE	COUTCOMES (Cos)
CO1	After this course the students will able to understand the context of Tamil journalism.
CO2	Students can write and make news articles in Tamil for different media.
CO3	They can practice good Tamil journalism with regional importance and development

#### **Mapping of Course Outcome with Program Outcome (Pos)**

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1	3	2	2	3	2	3	3	3	3		
CO2	3	3	2	3	3	3	3	2	3		
CO3	3	2	3	3	3	2	3	3	2		
COs/PSOs	Os PSO1 PSO2						PSO				

COs/PSOs	PSO1	PSO2	PSO 3
CO1	3	2	2
CO2	3	3	3
CO3	2	3	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg.Science	Proposio1	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Internships/ Technical Skills
				✓					

HMMJ22E07 TAMIL JOURNALISM 2 0 2 4

UNIT I: 9 Hrs

History of Tamil Newspapers, Pre and Post Independence Tamil Journalism, role in Freedom Struggle, Political and Social Movements and Tamil Journalism, Emergency time Journalism.

UNIT II: 9 Hrs

Identifying the News, Regional Importance, News gathering Process, Sources, Credibility, Confidentiality, News Writing for Tamil Media, Writing Styles, Grammar for Tamil news writing.

UNIT III: 9 Hrs

Current Tamil News Industry – Print, Radio, Television, Web Media Groups and Organizations, News Policies, News Styles, Marketing Strategies, Circulation and Viewership, Ethics, Case Studies, Journalism Education.

UNIT IV: 9 Hrs

Tamil culture – Various communities and their cultures, customs; Traditions, Literatures – Sangam and other Tamil literatures; Tamil journalism and socio-economic development of Tamil Nadu.

UNIT V:

Ethics in news writing and reporting - Freedom of press - Defamation - Limitations - Media controversies - Indian constitutional provisions and laws - Civil and criminal proceedings against news - Social responsibility of the journalists - News for development — Contemporary Trends.

- ❖ Tony Harcup, Journalism Principles and Practice, Vistaar, New Delhi, 2005.
- ❖ Barun Roy, Modern Student Journalism, Pointer Publisher, 2004
- ❖ M.V. Kamath, The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
- ❖ Bill Kovach and Tom Rosenstiel, The Elements of Journalism: What Newspeople Should
- ❖ Know and the Public Should Expect, New York: Crown Publishers, 2001.





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### Department of Journalism and Mass communication

MA Journalism & Mass Communication- Curriculum & Syllabus (Online)

	MA	<u>Journ</u>	alism &	Mass	Comm	unicatio	on- Cu	rricul	<u>um &amp; Sy</u>	yllabus	(On	line)	T			
			PO	RTFO	LIO CI	L	Т		P	С						
HMMJ22LX		Prereq media	uisite: k	nowle	dge abo	0	0		10	10						
		Total (	Contact	Hours	: 45				45 H	45 Hrs						
OBJECTI	VES	<b>S</b>														
a por	rtfoli Ide Cr evem	o. entify and eate a poents	d demon ortfolio th	strate tl nat mee	he fundaı	nental sl	kills acc	quired b	y creatin	g a prese	entati	onal manne on. nd technica				
CO1		encourage the student to come up with an innovative portfolio work in their area of cialization.										a of				
CO2	facı	duce a innovative work in his/her area of specialization under the mentorship of a ulty member and industry expert ate a portfolio that meets industry standards and helps in job placement.														
CO3		•							leips iii j	OD PIACE						
Mapping	of C	ourse O	utcome	e with	Prograi	n Outco	ome (P	os)		1						
Cos/Pos		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9						
CO1		3	3	3	3	2	3	3	3	3						
CO2		3	3	2	3	3	3	3	2	3						
CO3		3	3	3	3	3	2	3	3	3						
COs/PSO	S		PSO2				PSO3									
CO1			3				3									
CO2		3					3				3					
<b>CO3</b> 2				3 3				3								
<del> </del>						<u> </u>	Of Correlation, 3 – High, 2-1 Program Program O Core Elective Ele				Low Practical/ Internships/ Technical Skills					

# Department of Journalism and Mass communication MA Journalism & Mass Communication- Curriculum & Syllabus (Online) HMMJ22LXX Elective 2 - PORTFOLIO CREATION 0 0 10 10

The core objective of this project is to encourage the student to come up with an innovative portfolio work in their area of specialization. The students in the final year are expected to specialize in area of their interest such as

- Business Journalism
- Community Journalism
- Health Communication
- Investigative Journalism
- Social Media Communication
- Sports Journalism
- Tamil Journalism

and prepare a Portfolio by choosing mentors, one from the Department and one from the related industry. The portfolio work should be of industrial standard. The project can be a real time project for an industry / client also. At the end of the semester the students are expected to present their work before an expert panel in the department. Evaluation is based on periodic reviews and final presentation.

#### **Course Outcomes**

At the end of the semester the student will:

• Produce a innovative work in his/her area of specialization under the mentorship of a Faculty members and industry experts.