



Dr. M.G.R. **EDUCATIONAL AND RESEARCH INSTITUTE** **DEEMED TO BE UNIVERSITY**

University with Graded Autonomy Status

(An ISO 21001 : 2018 Certified Institution)

Pertiyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.



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

M.A

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YEAR 2021 ONWARDS**



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

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

| | |
|-----------|---|
| M1 | To produce competent professionals through higher education in media that can enable them to develop a sense of responsibility towards the society. |
| M2 | 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. |
| M4 | 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. |
| M7 | Provide a nurturing and motivating environment to bring out the full potential of the students. |



Department of Journalism and Mass communication
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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



Department of Journalism and Mass communication
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PROGRAMME EDUCATIONAL OBJECTIVES

| | |
|--------------|---|
| PEO 1 | To provide a strong foundation in media with a sense of delivering news to the society with 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 |
| PEO 6 | To enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co curricular aspects. |
| PEO 7 | To impart quality and need based education, to sensitize the students to their changing roles in society through awareness raising activities |

PEO with MISSION STATEMENT

| | M1 | M2 | M3 | 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



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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 |



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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 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 |



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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 |



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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

| Course Code | 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 |



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Elective- 1

| Course Code | Course Title | L | T | P | C |
|-------------|----------------------------|---|---|---|---|
| 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

| Course Code | 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 |
| III SEMESTER | 20 |
| IV SEMESTER | 18 |
| Total Credits | 75 |



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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22001 | INTRODUCTION TO JOURNALISM | L | T | P | C |
| | Prerequisite : Basic knowledge about news structure | 3 | 0 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To know the basic principles of journalism
- To understand the characteristics of journalism
- To process the concept of news with critical thinking skills
- To understand fairness and credibility in reporting.
- To understand the concept of social development through journalism

COURSE OUTCOMES (Cos)

Students completing this course were able to

| | |
|------------|--|
| CO1 | After this course the students will able to understand the principles involved in journalism |
| CO2 | Students can write and make news articles for different media |
| CO3 | They can practice the journalism with ethical and legal binding |

Mapping of Course Outcome with Program Outcome (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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 3 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| 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 | |
| | | | | ✓ | | | | | | | | |



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| | | | | | |
|----------------------------|--|---------------|----------|----------|----------|
| HMMJ22002 | MASS COMMUNICATION THEORIES | L | T | P | C |
| | Prerequisite : Knowledge about society | 3 | 1 | 0 | 4 |
| Total Contact Hours | | 45 Hrs | | | |

OBJECTIVES

- To understand the importance of the development models with respect to communication.
- To understand the importance of the communication models.
- To find ways how communication theories are useful for research

COURSE OUTCOMES (Cos)

Students completing this course were able to

| | |
|------------|---|
| CO1 | Familiarize students with the theories and models of communication for development. |
| CO2 | To make students understand the role of communication for development. |
| CO3 | To get students introduced to community media and folk media |

Mapping of Course Outcome with Program Outcome (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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
|-----------------|-------------|--|--|--|-------------|--|--|--|-------------|--|--|--|
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 2 | | | |
| CO3 | 3 | | | | 3 | | | | 3 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/Project | Internships/Technical Skills | Internships/Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|-------------------|------------------------------|------------------------------|
| | | | | ✓ | | | | | |



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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



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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22003 | WRITING FOR MEDIA | L | T | P | C |
| | Prerequisite : Knowledge in regional and English language | 2 | 1 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

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 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 3 | | | | 2 | | | |
| CO3 | 3 | | | | 3 | | | | 3 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/Project | Internships/Technical Skills | Internships/Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|-------------------|------------------------------|------------------------------|
| | | | | ✓ | | | | | |



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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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| | | | | | |
|------------------|--|---------------|----------|----------|----------|
| HMMJ22004 | MEDIA AND CRITICAL ISSUES | L | T | P | C |
| | Prerequisite : Knowledge about current affairs | 3 | 0 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To introduce students to critical perspectives on global media.
- To expose students to major concepts, theories, models related media
- To analyse the conundrum of media discourses of eastern and western traditions, and to identify the counter narratives.
- To give acquaintance with the history of media and issues it covers
- To expose students to gender, society and its relationship with the media.

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | Familiarise with the diversity of various media in Europe, Asia and Africa. |
| CO2 | Engage in the study of media products, debates and commentaries in a region of their choice. |
| CO3 | Recognize how people respond to the content of media messages and the relationship between media and the public. |
| CO4 | Appreciate the role of international media forums in building democratized media across the world. |

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 | | | |
| CO4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 2 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 2 | | | | 3 | | | |
| CO4 | 3 | | | | 3 | | | | 2 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| 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 | | |
| | | | | ✓ | | | | | | | | |



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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



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| | | | | | |
|------------------|--|---------------|----------|----------|----------|
| HMMJ22005 | DIGITAL MARKETNG | L | T | P | C |
| | Prerequisite : Knowledge about current affairs | 2 | 1 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To introduce the concept and process of advertising and its role in marketing.
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.
- To know the different categories of market research.

COURSE OUTCOMES (Cos)

CO1 Write web articles following professional standards for style, linking, and search optimization

CO2 Enhance information gathering with web tools

CO3 Tell stories with digital tools, such as Google Maps and timelines

CO4 Build audiences and research by using social media

Mapping of Course Outcome with Program Outcome (POs)

| Cos/POs | PO 1 | 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 | | | |
| CO4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | | | |
| COs/PSOs | PSO 1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |
| CO4 | 3 | | | | 3 | | | | 3 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/Project | Internships/Technical Skills | Internships/Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|-------------------|------------------------------|------------------------------|
| | | | | ✓ | | | | | |



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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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| | | | | | | | | | | | | |
|---|---|--------------|----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|--|--|--|
| HMMJ220L1 | PROJECT – IMAGE EDITING & PUBLISHING | | | | | L | T | P | C | | | |
| | Prerequisite : Knowledge about current affairs | | | | | 0 | 0 | 4 | 4 | | | |
| | Total Contact Hours | | | | | 45 Hrs | | | | | | |
| OBJECTIVES | | | | | | | | | | | | |
| <ul style="list-style-type: none">To introduce the concept of image editingTo create professionals in the field of designingTo know the different elements of image editing and publishing. | | | | | | | | | | | | |
| COURSE OUTCOMES (Cos) | | | | | | | | | | | | |
| CO1 | The students will be able to understand the basics of graphics and design. | | | | | | | | | | | |
| CO2 | The students get introduced to print design and layout, photo editing and processing tool, page layout and design tool. | | | | | | | | | | | |
| CO3 | The students can design, edit, colour correct the images along with designing a brochure, a newsletter and a web advertisement. | | | | | | | | | | | |
| 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 | 3 | | | |
| CO2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | | | |
| CO3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | | |
| | | | | ✓ | | | | | | | | |



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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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| | | | | | | | | | | | | |
|--|--|--------------|----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|---|--|--|
| HMMJ22006 | BROADCAST JOURNALISM | | | | | | L | T | P | C | | |
| | Prerequisite : Knowledge about types of media | | | | | | 2 | 1 | 0 | 3 | | |
| | Total Contact Hours | | | | | | 45 Hrs | | | | | |
| OBJECTIVES | | | | | | | | | | | | |
| <ul style="list-style-type: none">To be familiar with the various principles of journalismTo make the students understand the nuances in broadcast journalismTo educate the different forms and genres of journalismTo familiarize the trends in the journalism | | | | | | | | | | | | |
| COURSE OUTCOMES (Cos) | | | | | | | | | | | | |
| CO1 | Developing aptitude for electronic news gathering and reporting. | | | | | | | | | | | |
| CO2 | Impart skills of news writing for radio, television and web media. | | | | | | | | | | | |
| CO3 | Understanding the structure of news room and its functioning. | | | | | | | | | | | |
| CO4 | Expose to the latest technology in Electronic Journalism. | | | | | | | | | | | |
| 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 | 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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |
| CO4 | 2 | | | | 3 | | | | 3 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | | |
| | | | | ✓ | | | | | | | | |



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Semester II

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**

UNIT III:

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 to cyber mart, sage 2000.



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| | | | | | |
|----------------------------|--|---------------|----------|----------|----------|
| HMMJ22007 | COMMUNICATION FOR DEVELOPMENT | L | T | P | C |
| | Prerequisite : Knowledge about development communication | 3 | 1 | 0 | 4 |
| Total Contact Hours | | 45 Hrs | | | |

OBJECTIVES

- To introduce students to key concepts & theories of communication .
- To introduce the new paradigms of development & strategies for participatory process for social change
- To develop skills for effective, small and large scale strategies and interventions for behavior 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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
|-----------------|-------------|--|--|--|-------------|--|--|--|-------------|--|--|--|
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
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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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| | | | | | |
|------------------|--|---------------|----------|----------|----------|
| HMMJ22008 | DIGITAL PHOTOGRAPHY | L | T | P | C |
| | Prerequisite : Knowledge about development communication | 2 | 1 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To create opportunities for professional and creative expression through the practice and art of photography.
- To understand the concept of lighting
- To educate the importance of photo journalism
- To inculcate aesthetic sense involved in creativity

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | To recognise the principles of good composition in photography. |
| CO2 | To develop an individual style in representing the society through photographs |
| CO3 | To develop photojournalism skills |

Mapping of Course Outcome with Program Outcome (Pos)

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | 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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | | Internships/ Technical Skills | | Internships/ Technical Skills |
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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 amateurs 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.
- ❖ John Hedgecoe, The Art of Digital Photography , First American Edition, 2006.



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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22009 | MEDIA LAWS AND ETHICS | L | T | P | C |
| | Prerequisite : Knowledge about fundamental laws | 3 | 0 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To provide a basic knowledge of the Indian constitution.
- To focus on various laws related to media in India
- To throw light on Intellectual Property Rights
- To educate the students on the ethics to be possessed by media professionals
- To provide knowledge on Cyber law in India

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | To understand the history of media laws in India |
| CO2 | Students will be equipped with a thorough knowledge of laws related to media in India. |
| CO3 | Students would be well-versed in the ethical codes existing for various media in India. |

Mapping of Course Outcome with Program Outcome (Pos)

| 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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
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HMMJ22009

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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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ220L2 | PHOTO JOURNALISM | L | T | P | C |
| | Prerequisite : Knowledge about photo journalism | 0 | 0 | 4 | 4 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To create opportunities for professional and creative expression through the practice and art of photography.
- To understand the concept of lighting
- To educate the importance of photo journalism
- To inculcate aesthetic sense involved in creativity
- To educate the student about different genres of photography

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | To recognize the principles of good composition in photography. |
| CO2 | To develop an individual style in representing the society through photographs |
| CO3 | Students would be well-versed in the ethical codes existing for Photo |

Mapping of Course Outcome with Program Outcome (Pos)

| 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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
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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.



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SEMESTER III

| | | | | | |
|----------------------------|--|---------------|----------|----------|----------|
| HMMJ22010 | PUBLIC RELATIONS | L | T | P | C |
| | Prerequisite : Knowledge about events and management | 2 | 1 | 0 | 3 |
| Total Contact Hours | | 45 Hrs | | | |

OBJECTIVES

- To give exposure to the information and PR needs of the professionals in different sectors
- To educate the rules of campaign
- To create the strategic planning for the public relation
- To provide in-depth knowledge of all aspects of media activity.

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | Students will have an understanding of the opportunities available in public relations profession. |
| CO2 | Students will know the dynamics and paradigm of the field. |
| CO3 | Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channels |

Mapping of Course Outcome with Program Outcome (Pos)

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | 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/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|-----------------|-----------------------|---------------------|--|---------------------|-------------------------|----------------------|---------------------------|--------------------------------------|--------------------------------------|
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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.



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|---|--|--------------|----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|---|--|--|
| HMMJ22011 | COMMUNICATION RESEARCH METHODOLOGY | | | | | | L | T | P | C | | |
| | Prerequisite : Knowledge about theories | | | | | | 2 | 2 | 0 | 4 | | |
| | Total Contact Hours | | | | | | 45 Hrs | | | | | |
| OBJECTIVES | | | | | | | | | | | | |
| <div>➤ Understand the nature and purpose of research in the creative media industry.</div> <div>➤ Be able to apply a range of research methods and techniques.</div> <div>➤ Be able to present results of research.</div> | | | | | | | | | | | | |
| COURSE OUTCOMES (Cos) | | | | | | | | | | | | |
| CO1 | To understand the scope and techniques of media research, their utility and limitations. | | | | | | | | | | | |
| CO2 | The students will develop practical knowledge on quantitative and qualitative methods of research. | | | | | | | | | | | |
| CO3 | The students will be able to take up independent research | | | | | | | | | | | |
| 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 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | | | |
| CO3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 3 | | | | 2 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | | |
| | | | | ✓ | | | | | | | | |



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| | | | | | |
|------------------|--|---------------|----------|----------|----------|
| HMMJ22012 | AI, AUTOMATION & JOURNALISM | L | T | P | C |
| | Prerequisite : Knowledge about recent technologies in news | 1 | 2 | 0 | 3 |
| | Total Contact Hours | 45 Hrs | | | |

OBJECTIVES

- To Understand the nature and purpose of AI in journalism.
- Be able to apply a range of technologies in journalism using AI
- Be able to understand the usage of Automation in Journalism

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | To familiarise with latest technology in Journalism. |
| CO2 | To make students understand about use of AI in journalism. |
| CO3 | To understand the importance of using AI in journalism |

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 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | | | |
| CO3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| CO2 | 3 | | | | 2 | | | | 3 | | | |
| CO3 | 3 | | | | 2 | | | | 3 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|-----------------|-----------------------|---------------------|--|---------------------|-------------------------|----------------------|---------------------------|--------------------------------------|--------------------------------------|
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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**

REFERENCES

- ❖ 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.



Department of Journalism and Mass communication
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| | | | | | |
|---------------------------------|---|---------------|----------|----------|----------|
| HMMJ22013 | DOCUMENTARY PRODUCTION | L | T | P | C |
| | Prerequisite : Knowledge about fact films | 2 | 1 | 0 | 3 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- To research and do planning of Non-Fictional production for television
- Students will learn the language of documentaries and the application of creative concept in production of factual program.
- Students will learn the fundamentals of developing, producing and directing a short documentary.

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | To familiarise with the nuances of documentary film making. |
| CO2 | At the end of the course, students will be able to gain adequate skills to produce a documentary for broadcast. |
| CO3 | Students will be able to understand and apply principles of factual program production in their future productions. |

Mapping of Course Outcome with Program Outcome (Pos)

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | | | |
|--|----------------|--------------|----------------------------|--------------|------------------|---------------|-----|--------------------|-------------------------------|--|-------------------------------|--|
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | | | |
| CO2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | | | |
| CO3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 2 | | | | 3 | | | | 3 | | | |
| CO3 | 3 | | | | 2 | | | | 3 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | | Internships/ Technical Skills | |
| | | | | ✓ | | | | | | | | |



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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**

REFERENCES

- ❖ 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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| | | | | | |
|------------------|--|---------------|----------|----------|----------|
| HMMJ220L3 | VIDEO EDITING | L | T | P | C |
| | Prerequisite: Knowledge about visual projection. | 0 | 0 | 3 | 3 |
| | Total Contact Hours : 45 | 45 Hrs | | | |

OBJECTIVES

- Students will learn the fundamentals of visual editing
- Students will learn the latest techniques in visual editing.
- To help students to make better creative decisions in the edit bay.

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | Students will acquire all the necessary skills to edit with digital editing software |
| CO2 | Students will have the knowledge of the editing craft from an artistic point of view. |
| CO3 | The course will enable students to master editing techniques. |

Mapping of Course Outcome with Program Outcome (Pos)

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | | | |
|-----------------|-------------|------------|------------|------------|-------------|------------|------------|------------|-------------|--|--|--|
| CO1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | | | |
| CO2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | | | |
| CO3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 2 | | | | 3 | | | | 3 | | | |
| CO3 | 3 | | | | 2 | | | | 3 | | | |

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

| Category | Basic Sciences | Engg.Science | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
| | | | | ✓ | | | | | |



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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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| | | | | | |
|---------------------------------|--|---------------|----------|----------|----------|
| HMMJ220L4 | PROJECT - DISSERTATION | L | T | P | C |
| | Prerequisite: Knowledge about media research | 0 | 0 | 4 | 4 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- Understand the nature and purpose of research in the creative media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | To understand the scope and techniques of media research, their utility and limitations. |
| CO2 | The students will develop practical knowledge on quantitative and qualitative methods of research. |
| CO3 | The students will be able to take up independent research |

Mapping of Course Outcome with Program Outcome (Pos)

| Cos/Pos | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | | | |
|--|----------------|--------------|----------------------------|--------------|------------------|---------------|-----|--------------------|-------------------------------|-------------------------------|--|--|
| CO1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | | | |
| CO2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | | | |
| CO3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | | | |
| COs/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 2 | | | |
| CO2 | 2 | | | | 3 | | | | 3 | | | |
| CO3 | 3 | | | | 2 | | | | 3 | | | |
| 3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low | | | | | | | | | | | | |
| Category | Basic Sciences | Engg.Science | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | |
| | | | | ✓ | | | | | | | | |



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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.



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Semester IV

| | | | | | | | | | | | | |
|--|--|--------------|----------------------------|--------------|------------------|---------------|-----|--------------------|-------------------------------|-------------------------------|---|--|
| HMMJ22014 | MEDIA AND INFORMATION LITERACY | | | | | | | L | T | P | C | |
| | Prerequisite: Knowledge about types of information | | | | | | | 3 | 1 | 0 | 4 | |
| | Total Contact Hours : 45 | | | | | | | 45 Hrs | | | | |
| OBJECTIVES | | | | | | | | | | | | |
| <div>➤ Understand the nature and purpose information that reaches us.</div> <div>➤ To understand the intentions that different messages intend.</div> <div>➤ To critically analyse information</div> | | | | | | | | | | | | |
| COURSE OUTCOMES (Cos) | | | | | | | | | | | | |
| CO1 | To make students understand the challenges involved while using digital technology and social media. | | | | | | | | | | | |
| CO2 | To understand the socio political usage of social media | | | | | | | | | | | |
| CO3 | To analyse the opportunities and risks involved in attention economy. | | | | | | | | | | | |
| 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 | 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/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | |
| | | | | ✓ | | | | | | | | |



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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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| | | | | | |
|---------------------------------|---|---------------|----------|----------|----------|
| HMMJ22E01 | BUSINESS JOURNALISM | L | T | P | C |
| | Prerequisite: Knowledge about business and economy. | 2 | 0 | 2 | 4 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- To understand the basic structure of a business news story
- To identify specific financial & business events worthy of news coverage
- To understand the significance of corporate events such as earnings announcements, share offerings and mergers
- To understand the basic functions of financial markets using non technical language

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | Obtain an overview of the world of business, structure and function of companies, the role of financial markets. |
| CO2 | Become familiar with the basic principles of accounting and financial reporting |
| CO3 | To read corporate, non-profit, and government financial statements |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | | Internships/ Technical Skills | Internships/ Technical Skills | |
| | | | | ✓ | | | | | | | | |



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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22E02 | COMMUNITY JOURNALISM | L | T | P | C |
| | Prerequisite: Knowledge about business and economy. | 2 | 0 | 2 | 4 |
| | Total Contact Hours : 45 | 45 Hrs | | | |

OBJECTIVES

- The main objective is to train the students in finding the community related issues and have a deep Coverage on it.
- To enhance the students reporting skills in covering community issues.
- To make the students aware of the different reporting techniques need for community journalism of financial markets using non technical language

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | Students gain knowledge on the community journalism |
| CO2 | Students understand the importance of community issues. |
| CO3 | Students can write and produce news content on different community issues |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities & social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|-----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
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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. Kermode
- ❖ 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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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22E03 | HEALTH COMMUNICATION | L | T | P | C |
| | Prerequisite: Knowledge about health hazards and basic health | 2 | 0 | 2 | 4 |
| | Total Contact Hours : 45 | 45 Hrs | | | |

OBJECTIVES

- To gain skills to campaign for creating public awareness against an epidemic.
- To understand the capabilities of telemedicine application.
- To know about intricacies related to occupational health.

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | To make the students familiarize in Health reporting. |
| CO2 | To make the students to familiarize with the technologies used in health sector. |
| CO3 | To develop an understanding about the occupation hazards faced by the public and to report the same in the media. |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | |
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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**

REFERENCES

- ❖ Renata Schiavo, 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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| | | | | | |
|------------------|---|---------------|----------|----------|----------|
| HMMJ22E04 | INVESTIGATIVE JOURNALISM | L | T | P | C |
| | Prerequisite: Critical thinking skills and knowledge about scandals | 2 | 0 | 2 | 4 |
| | Total Contact Hours : 45 | 45 Hrs | | | |

OBJECTIVES

- To train students to gather and report investigative stories
- To practice ethics while reporting investigative stories
- To become a professional in investigative reporting

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | Think critically about what investigative journalism is. |
| CO2 | Understand the mechanics of investigative stories. |
| CO3 | Examine “neglected” or “under reported” stories. |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | |
| | | | | ✓ | | | | | | | | |



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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

REFERENCES

- ❖ 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)

| | | | | | |
|---------------------------------|--|---------------|---|---|---|
| HMMJ22E05 | SOCIAL MEDIA | L | T | P | C |
| | Prerequisite: Knowledge about scandals | 2 | 0 | 2 | 4 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- To stress the practical necessity of the accurate and technology-aided sports reporting
- Writing and demonstrates news through case studies and experiences
- To practice ethics in social media reporting.

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | The students will be able to enhance the social media skills. |
| CO2 | The students will get introduced to Digital PR, Social Media Promotion and Content planning tactics. |
| CO3 | The students will be able to develop a mass communication strategy and guide campaigns. |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | | Internships/ Technical Skills | Internships/ Technical Skills | |
| | | | | ✓ | | | | | | | | |



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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

REFERENCES

- ❖ 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



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| | | | | | |
|---------------------------------|--------------------------------------|---------------|----------|----------|----------|
| HMMJ22E06 | SPORTS JOURNALISM | L | T | P | C |
| | Prerequisite: Knowledge about sports | 2 | 0 | 2 | 4 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- To stress the practical necessity of the accurate and technology-aided sports reporting
- Writing and demonstrates news through case studies and experiences
- To practice ethics in social media reporting

COURSE OUTCOMES (Cos)

| | |
|------------|---|
| CO1 | Learn to report and write about sports for newspapers, magazines and internet platforms |
| CO2 | Critically examine what is good and bad about modern sports journalism |
| CO3 | Understand the importance of Emotion and Drama are the part of sports stories |

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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills |
|----------|----------------|--------------|----------------------------|--------------|------------------|---------------|--------------------|-------------------------------|-------------------------------|
| | | | | ✓ | | | | | |



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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 individual and team statistics and records, keeping in touch with online sports websites, Diversity, Women and minority in sports media coverage, Importance of collecting sports person 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 sports person 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.

REFERENCES

- ❖ 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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|------------------|--|---------------|----------|----------|----------|
| HMMJ22E07 | TAMIL JOURNALISM | L | T | P | C |
| | 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 OUTCOMES (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 | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | | Internships/ Technical Skills | | Internships/ Technical Skills |
| | | | | ✓ | | | | | | | | |

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HMM.J22E07

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 :

9 Hrs

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.

REFERENCES

- ❖ 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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| | | | | | |
|---------------------------------|---|---------------|----------|----------|----------|
| HMMJ22LXX | PORTFOLIO CREATION | L | T | P | C |
| | Prerequisite: knowledge about trends in the media | 0 | 0 | 10 | 10 |
| Total Contact Hours : 45 | | 45 Hrs | | | |

OBJECTIVES

- Apply the theoretical knowledge and demonstrate the skills acquired in professional manner to create a portfolio.
- Identify and demonstrate the fundamental skills acquired by creating a presentation.
- Create a portfolio that meets industry expectations that showcases their artistic and technical achievements

COURSE OUTCOMES (Cos)

| | |
|------------|--|
| CO1 | To encourage the student to come up with an innovative portfolio work in their area of specialization. |
| CO2 | Produce a innovative work in his/her area of specialization under the mentorship of a faculty member and industry expert |
| CO3 | Create a portfolio that meets industry standards and helps in job placement. |

Mapping of Course Outcome with Program Outcome (Pos)

| 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/PSOs | PSO1 | | | | PSO2 | | | | PSO3 | | | |
| CO1 | 3 | | | | 3 | | | | 3 | | | |
| 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 | Humanities &social Science | Program Core | Program Elective | Open Elective | | Practical/ Project | Internships/ Technical Skills | Internships/ Technical Skills | | |
| | | | | ✓ | | | | | | | | |



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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.