



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



10-04-2021

Department of Media Studies

B.A. Journalism & Mass Communication

Minutes of 2nd Board of Studies Meeting

The Board of Studies second meeting of Department of B.A. Journalism & Mass Communication was held on 10th April 2021 at 11:00 A.M in the Department of Media Studies. School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Head of the Department (Chairman)		
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry	Chairman
External Members		
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry	Subject Expert Pondicherry University Nominee
3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu	Subject Expert Academic Council Nominee
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College	Subject Expert Academic Council Nominee

Internal Member		
5	Mr. S. Satish Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry	Member
Co-Opted Member		
6	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
7	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry	Industry Member

Agenda of the meeting

1. Confirmation of minutes of 1st BoS meeting and the Curriculum Structure of B.A. Journalism and Mass Communication
2. To discuss and approve the Vision and Mission of the Department.
3. To discuss and recommend the regulation 2020(R-2020)
4. To discuss and approve about the Curriculum Structure under the regulation 2020.
5. To discuss and approve the Syllabi of III and IV semester of B.A. Journalism and Mass Communication Programme
6. To discuss the uniqueness of the Curriculum.
7. To discuss and approve Evaluation Systems.
8. To discuss about the Innovative Blended Teaching / Practices Methodology adopted to handle the emerging technology concept courses and dynamic teaching learning environment.
9. To discuss and approve the Panel of Examiners.
10. Any other item with the permission of chair.

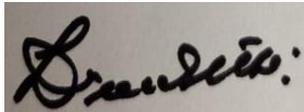
Academic Curriculum and Syllabi R – 2020

Minutes of the Meeting

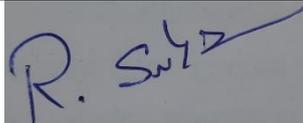
Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members and the meeting thereafter deliberated on agenda items that had been approved by the Chairman.

- Item 1 Chairman, BoS, appraised the minutes of 1st BoS, its implementation and no corrections were required and were approved by the BoS members.
- Item 2 The Department vision and mission was approved and BoS members recommended the same to academic council.
- Item 3 The Autonomous Regulation R2020 was discussed and the members recommended the same to academic council.
- Item 4 The BoS Members approved the curriculum for I to VI semesters with minor suggestions – In Semester III, in **Cyber Media paper – Unit IV** was altered and recommended the same to academic council.
- Item 5 The syllabi for III and IV semester were briefed and BoS members suggested to cross verify if similar topics are present in the syllabi. As per their suggestion, in Semester III, in **Cyber Media paper – Unit IV** was altered and recommended the same to academic council.
Approved the syllabi for Semester III with above mentioned changes and recommended the same to Academic Council and the details are given in Annexure-I
- Item 6 Uniqueness of the Curriculum (R-2020) has been discussed.
The organization of the courses and the inclusion of Certification Courses as employability enhancement course were highly appreciated by the members.
- Item 7 Discussed on the Evaluation System in regulation 2020 and recommended the same to academic council.
- Item 8 Discussed about the innovative teaching / Practices Methodology adopted to handle the emerging/ courses and found satisfactory.
- Item 9 The BoS members approved the panel of examiners.
- Item 10 No specific items were discussed

The meeting was concluded at 12.00 P.M with the vote of thanks by Mrs. Rajeswari R, Assistant Professor, Department of Journalism & Mass Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
External Members			
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry -605014	Subject Expert Pondicherry University Nominee	

Academic Curriculum and Syllabi R – 2020

3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu – 625021	Subject Expert Academic Council Nominee	
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College – 600059	Subject Expert Academic Council Nominee	
Internal Member			
5	Mr. S. Satish Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Co-Opted Member			
6	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
7	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry – 605008	Industry Member	

Annexure I

SEMESTER – III

Academic Curriculum and Syllabi R – 2020

SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT307	Printing and publishing	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Cyber media	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective 1**	OE	2	0	0	2	25	75	100
6	A20JME3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Event Management	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	Certification Course 3***	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							27	450	550	1000

Revised version of Cyber media in Semester III

A20JMT309**Cyber Media**

L	T	P	C	Hrs
3	1	0	4	60

Course Objective:

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

Academic Curriculum and Syllabi R – 2020

Course outcomes:

At the end of the course, Students will be able to:

CO1 : acquire detailed understanding of content development in Internet

CO2 : differ the Advantages and Disadvantages of Cyber Journalism.

CO3 : have an in-depth knowledge of trends in cyber reporting

CO4 : gain clear idea of how cyber media works, its various functions and departments.

CO5 : have a deeper understanding of the impact of web journalism

Unit I (12 Hrs)

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,

Unit II (12 Hrs)

Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites.

Unit III (12 Hrs)

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Unit IV (12 Hrs)

OTT platform – its evolution and growth, various streaming services in OTT, laws and ethics for OTT.

Unit V (12 Hrs)

Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

Text Books:

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

Reference Books:

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

Web reference:

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

Mrs. R. Rajeswari
Assistant Professor/Journalism and Mass Communication

Academic Curriculum and Syllabi R – 2020

Chairman –BoS (B.A. Journalism and Mass Communication)

Head of the Department
(R.Rajeswari)

Dean SAS
(S. Muthulakshmi)

Dean Academics
(Dr. S. Anbumalar)

Director cum Principal
(Dr.V.S.K.Venkatachalapathy)

SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Language – I	MIL	3	0	0	3	25	75	100
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20JMT101	Introduction to Communication & media	DSC	4	0	0	4	25	75	100
4	A20JMT102	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	

Academic Curriculum and Syllabi R – 2020

										100
5	A20JMD101	Basic Photography	IDC	4	0	0	4	25	75	100
Practical										
6	A20JML103	News Reporting & Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC101	Certification Course 1***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							24	475	425	900

SEMESTER – II

Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Language – II	MIL	3	0	0	3	25	75	100
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20JMT204	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A20JMT205	Application of computer in media	DSC	3	1	0	4	25	75	100
5	A20JMD202	State politics & constitution	IDC	3	1	0	4	25	75	100

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Practical										
6	A20JML206	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS202	Soft Skills lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC202	Certification Course 2***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							25	575	425	1000

SEMESTER – III										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT307	Printing and Publishing	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Cyber media	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective 1**	OE	2	0	0	2	25	75	100

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6	A20JME3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Communication skill development	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	Certification Course 3***	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							27	450	550	1000

SEMESTER – IV										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT412	Media law and ethics	DSC	3	1	0	4	25	75	100
2	A20JMT413	Writing for media	DSC	3	1	0	4	25	75	100
3	A20JMT414	Principles of advertising	DSC	3	1	0	4	25	75	100
4	A20JMD404	New Media	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective – 2**	OE	2	0	0	2	25	75	100
6	A20JME4XX	DSE II*	DSE	2	1	0	3	25	75	100

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Practical										
7	A20JML415	Magazine designing	DSC	0	0	4	2	50	50	100
8	A20JML416	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS404	Photo journalism	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC404	Certification Course 4***	EEC	0	0	2	-	100	0	100
IV Semester Total Credits/Marks							27	450	550	1000

Annexure - I**Discipline Specific Elective Courses**

Discipline Specific Elective – I (Offered in Semester III)		
SI No	Course Code	Course Title

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1	A20JME301	Art Direction
2	A20JME302	Video Jockey
3	A20JME303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A20JME404	Film Criticism and Analysis
2	A20JME405	Jingle Production
3	A20JME406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A20JME507	Media and Human Rights
2	A20JME508	Script Writing
3	A20JME509	Mass Communication and social science
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A20JME610	Journalism Ethics
2	A20JME611	Media Presentation Skills
3	A20JME612	Mass media, Culture and Development

Annexure – II**Open elective courses****(COMPLETE LIST OF OPEN ELECTIVES OFFERED BY ALL THE DEPARTMENTS)**

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Open Elective – I (Offered in Semester III)				
S. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20CHO301	Water Analysis (Practical)	Chemistry	Computational Studies, Mathematics, Physics
2	A20CHO302	Food Analysis (Practical)	Chemistry	Computational Studies, Mathematics, Physics
3	A20CHO303	Molecules of Life (Practical)	Chemistry	Computational Studies, Mathematics, Physics
4	A20CMO304	Fundamentals of Accounting and Finance	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
5	A20CMO305	Fundamentals of Management	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
6	A20CMO306	Fundamentals of Marketing	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
7	A20CPO307	Programming in C	Computational Studies	Commerce and Management, Mathematics, Media Studies
8	A20CPO308	Digital Logic Fundamentals	Computational Studies	Mathematics, Physics
9	A20CPO309	Data Structures	Computational Studies	Mathematics
10	A20CPO310	Programming in Python	Computational Studies	Commerce and Management, Mathematics, Media Studies
11	A20CPO311	Office Automation Tools	Computational Studies	Chemistry, Commerce and Management, English, Mathematics, Media Studies, Physics
12	A20ENO312	Interpersonal Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
13	A20ENO313	Fine-tune your English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO314	Conversational Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies,

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				Mathematics, Physics
15	A20MAO315	Quantitative Aptitude – I	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
16	A20MAO316	Operation Research	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
17	A20MAO317	Statistical Methods	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics
18	A20JMO318	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
19	A20JMO319	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO320	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20VCO321	Online Journalism	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20PHO322	Geo Physics	Physics	Chemistry, Mathematics and Computer Science
23	A20PHO323	Physics of Material and Devices	Physics	Chemistry, Mathematics and Computer Science
24	A20PHO324	Statistical Physics	Physics	Chemistry, Mathematics and Computer Science

Open Elective – II (Offered in Semester IV)

S. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20CHO401	C++ Programming and its Application to Chemistry	Chemistry	Computational Studies, Mathematics, Physics

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2	A20CHO402	Instrumental Methods of Analysis	Chemistry	Computational Studies, Mathematics, Physics
3	A20CHO403	Computational Chemistry Practical	Chemistry	Computational Studies, Mathematics, Physics
4	A20CMO404	Essentials of Insurance	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
5	A20CMO405	Essential Legal Awareness	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
6	A20CMO406	Practical Banking	Commerce and Management	Chemistry, Computational Studies, English, Media Studies, Mathematics, Physics
7	A20CAO407	Database Management Systems	Computational Studies	Commerce and Management, Media Studies, Mathematics
8	A20CAO408	Web Development	Computational Studies	Commerce and Management, Media Studies, Mathematics
9	A20CAO409	Software Engineering	Computational Studies	Commerce and Management, Media Studies, Mathematics
10	A20CAO410	Computer Graphics and Multimedia	Computational Studies	Media Studies, Mathematics
11	A20CAO411	Introduction to Data Science using Python	Computational Studies	Chemistry, Commerce and Management, English, Media Studies, Mathematics, Physics
12	A20ENO412	Functional Writing in English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
13	A20ENO413	Creative Writing	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO414	English for Competitive Exam	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	A20MAO415	Discrete mathematics	Mathematics	Chemistry, Computational Studies, Physics
16	A20MAO416	Quantitative Aptitude - II	Mathematics	Chemistry, Commerce and Management, Computational

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				Studies, Physics
17	A20VCO417	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
18	A20VCO418	Writing for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
19	A20JMO419	Media and Politics	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20JMO420	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20PHO421	C++ Programming and its Application to Physics	Physics	Chemistry, Computational Studies, Mathematics
22	A20PHO422	Communication electronics	Physics	Chemistry, Computational Studies, Mathematics
23	A20PHO423	Digital Electronics	Physics	Chemistry, Computational Studies, Mathematics

Annexure – III**EMPLOYABILITY ENHANCEMENT COURSES**

SI No	Course Code	Course Title
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1	A20VCC101	Adobe Photoshop
2	A20VCC202	Adobe Illustrator
3	A20VCC303	2D Animation – Flash
4	A20VCC404	Web designing – Dream Weaver
5	A20VCC505	3D Animation – 3Ds Max
6	A20VCC606	Visual effects – After effects

மொழித்தாள்

தமிழ் - I

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்கும்மான மொழித்தாள்)

L T P C Hrs

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வாடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பை புரிந்துகொள்வதற்கு ஏதுவாக பாடத்திட்டம் வாடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1 - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
 CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
 CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
 CO4 - தாய்மொழியின் சிறப்பை அறிதல்.
 CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1**(9 Hrs)****இக்காலக் கவிதைகள்-1**

1. பாரதியார் - கண்ணன் என் சேவகன்
2. பாரதிதாசன் - தமிழ்ப்பேறு
3. அப்துல் ரகுமான் - அவதாரம்
4. மீரா - கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து.நரசிம்மன் - மன்னித்துவிடு மகனே

அலகு-2**(9 Hrs)****இக்காலக் கவிதைகள்-2**

- 1.ராஜா சந்திரசேகர் - கைவிடப்பட்ட குழந்தை
2. அனார் - மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி - அம்மா

Academic Curriculum and Syllabi R – 2020

4. நா.முத்துக்குமார் - தூர்

அலகு-3**(9 Hrs)****சிறுநிலக்கியங்கள்**

1. கலிங்கத்துப் பரணி - பொருதடக்கை வாள் எங்கே... (பாடல்-485)
2. அழகர்கிள்ளைவிடு தூது - இதமாய் மனிதருடனே... (பாடல்-45)
3. நந்திக் கலம்பகம் - அம்பொன்று வில்லொடிதெல்... (பாடல்-77)
4. முக்சுபற் பள்ளு - பாயும் மருதஞ் செழிக்கவே... (பாடல்-47)
5. குற்றாலக் குறவஞ்சி - ஓடக் காண்பதுமே... (பாடல்-9)

காப்பியங்கள்

மணிமேகலை-உலகறவி புக்க காதை- 'மாசுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை'. (28-அடிகள்)

அலகு-4**(9 Hrs)****தமிழ் இலக்கிய வரலாறு**

1. சிறுநிலக்கியம்- தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை- தோற்றமும் வளர்ச்சியும்
3. சிறுகதை -தோற்றமும் வளர்ச்சியும்
4. புதினம் -தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

அலகு 5**(9 Hrs)****வொழிப்பயிற்சி**

1. கலைச்சொல்லாக்கம்
2. அகரவரிசைப்படுத்துதல்
3. மரபுத்தொடர்/பழமொழி

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4. கலை விமர்சனம்

5. நேர்காணல்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் – சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.

2. தஞ்சாவூர் – சலாவினின் கோபம்.

3. இரா. பச்சியப்பன் – மாடல்ல மற்றையவை.

பார்வை நூல்கள்

1. கைலாசபதி, க., தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபழனி, 1968.

2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.

3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.

4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.

5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

உரைநடை நூல்கள் :

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.

2. சிற்பி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1, 2, 3, சாகித்திய அகாதமி, புதுவெல்லி, 2013.

3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

இணையத்தளங்கள் :

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

A20GET101

GENERAL ENGLISH I

L T P C Hrs
3 0 0 3 45

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

Course Objectives

- To recognize the rhythms, metrics and other musical aspects of poetry
- To read a variety of texts critically and proficiently

Academic Curriculum and Syllabi R – 2020

- To enable the students to enjoy the flair of literature through the work of great writer
- To make the students to know the functions of basic grammar and frame sentences without grammatical error.
- To enable them understanding the intrinsic nuances of writing in English language

Course Outcomes

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

CO1 - Comprehend and discuss the various facets of selected poems

CO2 - Analyze and interpret texts written in English

CO3 - Read drama with graduate-level interpretive and analytical proficiency

CO4 - Improve the fluency and formation of grammatically correct sentence

CO5 - Enhance the writing skills for specific purposes

UNIT I POETRY

(9 Hrs)

1. John Milton: On His Blindness
2. William Wordsworth: Daffodils
3. Percy Bysshe Shelly: Ozymandias
4. Emily Dickinson: Because I could not stop for Death
5. Sarojini Naidu: The Queen's Rival

UNIT II PROSE

(9 Hrs)

1. Francis Bacon: Of Love
2. Charles Lamb: A Dissertation upon Roast Pig

UNIT III DRAMA

(9 Hrs)

1. Oscar Wilde: Lady Windermere's Fan

UNIT IV GRAMMAR

(9 Hrs)

1. Parts of Speech
2. Tenses
3. Subject-Verb Agreement

UNIT V COMPOSITION

(9 Hrs)

1. Essay Writing
2. Email

Text Books

1. James Barrett, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient

Academic Curriculum and Syllabi R – 2020

Longman Limited, 2009

2. Wilde Oscar, "Lady Windermere's Fan. Published in The Importance of Being Earnest and Other Plays" London: Penguin, 1940.
3. Wren & Martin, "High School English Grammar & Composition". Blackie ELT Books. 2017

Reference Books

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

Web References

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

A20JMT101 INTRODUCTION TO COMMUNICATION & MEDIA

L T P C Hrs

4 0 0 4 60

Course Objectives

- To understand the importance, functions & scope of communication
- To apply the techniques in Media

Academic Curriculum and Syllabi R – 2020

- The growth and development of communication and media.
- To understand the periodic changes in the media
- To understand how technology influences communication and the major characteristics of media.

Course Outcomes

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

CO1 - Understand the scope and process of communication system.

CO2 - Gain knowledge about the history of mass media.

CO3 - Understand the mass media vs media culture

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

CO5 - Analyse and interpret characteristics of mass communication.

UNIT I COMMUNICATION AND MEDIA

(12 Hrs)

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

UNIT II HISTORY OF MASS MEDIA

(12 Hrs)

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

UNIT III MASS MEDIA AND MASS CULTURE

(12 Hrs)

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

UNIT IV MEDIA, MARKET AND TECHNOLOGY

(12 Hrs)

1. Changing trends of Mass Communication under the process of globalization
2. Private and Public Media
3. Technology in the development of Media
4. Media and Market: Nature, Relation & Expansion

UNIT V Mass Communication and Society

(12 Hrs)

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

Text Books

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

Reference Books

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

Web References

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

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

Course Objectives

- To understand the art of writing, report and editing.
- To develop skills of writing, report and editing.
- To apply the latest techniques in reporting and editing.

Academic Curriculum and Syllabi R – 2020

- To understand the periodic changes in the media
- To deeply interpret on the major characteristics of media.

Course Outcomes

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

CO1 - Understand the Characteristics of news, different style of news writing.

CO2 - Memorising the concept of principle of news reporting & types of reporting

CO3 - Understand the principle of editing in print media.

CO4 - Understand the basic concepts of DTP software's.

CO5 - Summarising the role and responsibilities of editor and copy writer in print media.

UNIT I INTRODUCTION TO NEWS

(12 Hrs)

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

UNIT II DIFFERENT TYPES OF WRITING

(12 Hrs)

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

UNIT III REPORTING FOR PRINT MEDIA

(12 Hrs)

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

UNIT IV EDITING FOR PRINT MEDIA

(12 Hrs)

1. Theories and Principles of Editing
2. Preparing good copies for Newspaper, Magazine & others
3. Introduction to editing symbol, proof reading symbols & Copydesk
4. Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS

(12 Hrs)

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

Text Books

1. Aruna Zachariah, "Print Media, Communication and Management : Elements, Dimensions and Images",

Academic Curriculum and Syllabi R – 2020

Kanishka Publishers, Delhi, 2nd edition, 2007

2. Natrajan J, "History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting", Govt. of India, 1997
3. Parthasarthy, Rangaswami., "Journalism in India", Sterling Publishers Pvt. Ltd., New Delhi, 1st edition, 1995

Reference Books

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

Web References

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

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

- To understand the basics of Photography
- To apply the techniques in Photo Industry
- To provide a wide knowledge on various camera and lenses.
- To understand the usage of different angles and shots.

Academic Curriculum and Syllabi R – 2020

- To develop skills of photography in a professional method.

Course Outcomes

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

CO1 - Understand the photography and its camera function.

CO2 - Understand the lens and exposure setting.

CO3 - Get knowledge in Film –Digital process.

CO4 - Understand the lighting Technique

CO5 - Summarising the Aesthetics of Photography

UNIT I INTRODUCTION TO PHOTOGRAPHY**(12 Hrs)**

1. Photography- Definition and concept Nature
2. Functions of photography and scope
3. Early development of photography
4. Human eye vs camera
5. Types of camera function of camera and camera components.

UNIT II LENS**(12 Hrs)**

1. Lens- Definition and Concept
2. Characteristics of lens and Types of lens
3. Focus- definition & concept, Focal Length concept, Types of Focal Length
4. Exposure- basics, Filter- definition & concept, Characteristics and types of filters.

UNIT III FILM TO DIGITAL**(12 Hrs)**

1. Digital Storage process
2. Types of Digital Storage
3. Film Developing Process, Film Printing Process& Digital Printing Process.
4. Photo editing & manipulation

UNIT IV LIGHTING**(12 Hrs)**

1. Definition & concept; Nature and Characteristics of Light
2. Types of Light- Natural and Artificial, Lighting Equipment.
3. Functions of Flash and Light Meter.

UNIT V AESTHETICS OF PHOTOGRAPHY**(12 Hrs)**

1. Characteristics of Framing& Compositions
2. Types of Composition- Rule of Third
3. Types of Photography

Text Books

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

Reference Books

Academic Curriculum and Syllabi R – 2020

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

Web References

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

A20JML103

NEWS REPORTING & EDITING

L T P C Hrs

0 0 4 2 30

Course Objectives

- To train students in professional news coverage.
- Guide them in writing news reports and editing the copies.

Academic Curriculum and Syllabi R – 2020

- To motivate the students to learn printing technology.
- Give training in creating their own lab journals.
- Make students understand the art of writing report in various genres.

Course Outcomes

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

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

CO2 - Acquire report for mock press conference.

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

CO4 - Handle the news editing in local issue.

CO5 - Rewrite the news stories from newspaper.

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages
2. Writing reports on crime related incidents
3. Writing reports on civic problems after collecting information from civic bodies
4. Editing five agency copies using editing symbols
5. Editing news reports filed by fellow students who would have covered some local issue
6. Rewriting news stories from newspapers, converting them for use in magazines
7. Filing report on the basis of mock press conferences
8. Filing report after attending one press conference held in the city

Productions

1. Production of lab journals as individual activity
2. Content generation by students in the form of news reports and other small write ups
3. Preferably to take computer print outs, to be photocopied for getting multiple copies
4. In-house distribution of limited number of copies produced

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

Text Books

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

Reference Books

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

Web References

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

A20JMS101**COMMUNICATION SKILLS LAB****L T P C Hrs****(Common to all branches)****0 0 4 2 30****Course Objectives**

- To improve the skill of rapid reading and comprehending efficiently

Academic Curriculum and Syllabi R – 2020

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

Course Outcomes

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

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

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

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

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS -SPEAKING

(6 Hrs)

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS

(6 Hrs)

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS - READING

(6 Hrs)

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS

(6 Hrs)

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING

(6 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

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

Reference Books

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

Web References

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

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

Course Objectives

- To gain knowledge on the importance of natural resources and energy
- To understand the structure and function of an ecosystem

Academic Curriculum and Syllabi R – 2020

- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To understand the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work

Course Outcomes

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

CO1 - Identify the importance of natural resources and energy

CO2 - Outline the important Language varieties

CO3 - Understand the basic definition of Linguistics

CO4 - Describe the classification of speech sounds

CO5 - Analyze and understand interactions between social and environmental processes

UNIT I INTRODUCTION TO NATURAL RESOURCES/ENERGY

(6 Hrs)

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

UNIT II ECOSYSTEMS

(6 Hrs)

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

UNIT III ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT

(6 Hrs)

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

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

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

UNIT V HUMAN POPULATION AND THE ENVIRONMENT**(6 Hrs)**

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

Text Books

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

Reference Books

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

Web References

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

மொழித்தாள்

தமிழ் - II

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்கும்மான வொதுத்தாள்)

	L	T	P	C	Hrs
A20TAT202	3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாபிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்துகொள்வதற்கு ஏதுவாக பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1 - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
- CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
- CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
- CO4 - தாய்மொழியின் சிறப்பை அறிதல்.
- CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

1. எட்டுத்தொகை: 1. குறுந்தொகை (படல்-130) 2. நற்றிணை (பாடல்-27) 3. அகநானூறு (பாடல்-86).
2. பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்-126-143).
3. பதினெண் கீழ்க்கணக்கு: திருக்குறள்- வெகுளாமை (அதிகாரம்-31), காதல் சிறப்புரைத்தல் (அதிகாரம்-113).

அலகு-2

(9 Hrs)

1. எட்டுத்தொகை: 1. ஐங்குறுநூறு (பாடல்-203), 2. கலித்தொகை- பாலைத்திணை (பாடல்-9), 3. புறநானூறு (பாடல்-235).
2. பத்துப்பாட்டு- முல்லைப்பாட்டு (6-21).

3. பதினெண் கீழ்க்கணக்கு :

1. நாலடியார் – நல்லார் எனத்தான் (221) .
2. திரிகடுகம்- கோலஞ்சி வாழும் குடியும் (33).
3. இனியவை நாற்பது- குழவி தளர்நடை (14).
4. கார் நாற்பது- நலமிகு கார்த்திகை (26).
5. களவழி நாற்பது-கவளங்கொள் யானை (14).

அலகு-3

(9 Hrs)

சைவம்- பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் - வேபுறு தோளிபங்கள் (இரண்டாம் திருமுறை).
2. திருநாவுக்கரசர் - மனமெனும் தோணி (நான்காம் திருமுறை).
3. சுந்தரர் - ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை).
4. மாணிக்கவாசகர் - ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை).
5. திருமூலர் - அன்பு சிவம் இரண்டு (திருமந்திரம்).

வைணவம் - நாலாயிரத் திவ்வியப் பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி....
2. பெரியாழ்வார் - கருங்கண் தோகை மயிற் பீலி....
3. தொண்டரடிப்பொடிஆழ்வார் - பச்சைமாமலை போல்....
4. ஆண்டார் - கருப்பூரம் நாறுமோ? கமலப்பு....
5. திருமங்கையாழ்வார் - வாடினேன் வாடி வருந்தினேன்....

இஸ்லாமியம்

சீறாப்பராணம்- பாடல் நின்ற நினை மானுக்குப்...5 பாடல்கள் (பாடல் எண்கள் 61-65).

கிருத்துவம்

இரட்சண்ய யாத்ரீகம்- கடைதிறப்புப் படலம் -5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு - 4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலை-5

(9 Hrs)

சிறுகதைகள்

1. புதுமைபித்தன் - அகலிகை
2. நா. பிச்சமூர்த்தி - வேப்பமரம்
3. அகிலன் - ஒரு வேளைச்சோறு
4. ஜி.நாகராஜன் - பச்சக் குதிரை
5. கி.ராஜநாராயணன் - கதவு
6. சா.கந்தசாமி - தக்கையின் மீது நான்கு கண்கள்
7. ஆண்டாள் பிரியதர்ஷினி - மாத்திரை
8. வண்ணதாசன் - ஒரு உல்லாசப் பயணம்
9. சு. தமிழ்ச்செல்வன் - வெயிலோடு போய்
10. பாரததேவி - மாப்பிள்ளை விருந்து

பார்வை நூல்கள் :

1. அரசு, வீ., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி.எச். பதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

உரைநடை நூல்கள் :

1. அன்பு, பா., மா.பொ.சி யின் ஒரு இலக்கிய நூல்கள் ஒரு மதிப்பீடு, உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை,1983.
2. பிள்ளை, கே.கே., தமிழக வரலாறும் மக்களும் பண்பாடும், உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை, 2000.
3. ஜெயமோகன், நவீன இலக்கிய அறிமுகம், உயிர்மெய் பதிப்பகம், சென்னை, 1995.

இணையத்தளங்கள் :

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

A20GET202	GENERAL ENGLISH- II	L	T	P	C	Hrs
	(Common to B.A, B.Sc. and BCA)	3	0	0	3	45

Course Objectives

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

Course Outcomes

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

CO1 - Understand and appreciate poetry as a literary art form

CO2 - Comprehend and recognize relationship between ideas, events and facts

CO3 - Learn to explore characters and their conflicts, dilemmas and extend their response to stories

CO4 - Apply grammatical structures meaningfully and appropriately in oral and written form

CO5 - Write effectively and coherently

UNIT I POETRY **(9 Hrs)**

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

UNIT II PROSE **(9 Hrs)**

1. Ernest Hemingway : A Day's Wait
2. Anton Chekhov : The Lottery Ticket

UNIT III FICTION **(9 Hrs)**

1. Jane Austen : Pride and Prejudice

UNIT IV GRAMMAR **(9 Hrs)**

1. Voice – Conditionals - Coherence

UNIT V COMPOSITION

(9 Hrs)

1. Letter Writing
2. Report Writing

Text Books

1. Sharma, O.C “The Approach to Life: A Selection of English Prose”, Orient Longman Limited, 2009
2. DipankarPurkayastha, DipenduDas,JaydeepChakrabarty, “Brookside Musings: A Selection of Poems and Short Stories: Board of Editors”, Orient, Longman Limited, 2009
3. Wisdom and Experience: An Anthology for Degree Classes. Board of Editors”, Orient Longman Limited, 2007

Reference Books

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

Web References

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

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

Course Objectives

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

Course Outcomes

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

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

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

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

CO4 - Interpret on how these theories can be utilised.

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

UNIT I DEFINING COMMUNICATION (12 Hrs)

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

UNIT II INTRODUCTION TO COMMUNICATION THEORIES (12 Hrs)

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

UNIT III INTRODUCTION TO COMMUNICATION MODELS (12 Hrs)

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

UNIT IV NORMATIVE THEORY AND SEIBERT THEORY OF COMMUNICATION (12 Hrs)

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

UNIT V INDIAN COMMUNICATION THEORIES

(12 Hrs)

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

Text Books

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

Reference Books

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

Web References

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

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

Course Objectives

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

Course Outcomes

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

CO1 - Understand the information and communication Technology.

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

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

CO4 - Understand the production process in detail.

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

UNIT I INTRODUCTION TO COMPUTER (12 Hrs)

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

UNIT II COMPONENTS OF COMPUTER SYSTEM (12 Hrs)

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

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

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

UNIT IV DTP SOFTWARE (12 Hrs)

Features and their basic application:

1. Corel draw
2. Indesign
3. Photoshop

UNIT V CHARACTERISTICS OF INTERNET

(12 Hrs)

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

Text Books

1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,”Fundamentals of Computer Graphics” CRC Press, US, 3rd edition, 2015.
2. Ramesh Bangia, “Computer Fundamentals and Information Technology”, Firewall Media, New Delhi, 2nd edition 2008.
3. Erika Kendra “Adobe Photoshop CS3: The Professional Portfolio”, Against The Clock, London, 2nd edition, 2008

Reference Books

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

Web References

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

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

Course Objectives

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

Course Outcomes

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

- CO1** - Understand about Indian constitution, fundamental rights& duties, state policy, state and central relationship.
- CO2** - Understand the power and function of Indian democracy parliament.
- CO3** - Understand the judicial system
- CO4** - Understand the Electoral system, power &functioning.
- CO5** - Understand the power and functioning of judicial system.

UNIT I INDIAN CONSTITUTION

(12 Hrs)

1. Indian Constitution: Salient Features &preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

UNIT II POWER AND FUNCTIONING OF DEMOCRATIC INSTITUTIONS

(12 Hrs)

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

UNIT III JUDICIAL SYSTEM

(12 Hrs)

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

UNIT IV ELECTORAL SYSTEM

(12 Hrs)

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi-Party System - National and Regional Parties

UNIT V PARLIAMENT AND MAKING OF LAWS

(12 Hrs)

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

Text Books

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

Reference Books

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

Web References

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

A20JML206

PHOTOGRAPHY LAB

L	T	P	C	Hrs
0	0	4	2	30

Course Objectives

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

Course Outcomes

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

CO1 - Handle the camera Equipment in production

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

CO3 - Handle the Framing and composition in photography.

CO4 - Become a professional photographer.

CO5 - Have a better understanding in lighting techniques

Exercises/Assignments:

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

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

Text Books

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

Reference Books

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

Web References

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

A20JMS202

SOFT SKILLS LAB

L T P C Hrs
0 0 4 2 30

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

Course Objectives

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

Course Outcomes

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

CO1 - Enhance the soft skills and compete professionally

CO2 - Speak and present the ideas with confidence

CO3 - Establish Interpersonal and leadership qualities

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

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

UNIT I SOFT SKILLS AND PERSONALITY DEVELOPMENT

(6 Hrs)

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

UNIT II COMMUNICATION SKILLS

(6 Hrs)

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

UNIT III INTERPERSONAL SKILLS

(6 Hrs)

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

UNIT IV EMPLOYABILITY SKILLS

(6 Hrs)

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

UNIT V PROFESSIONAL SKILLS

(6 Hrs)

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

Text Books

1. Sharma Prashant, “Soft Skills Personality Development for Life Success”, BPB Publications, June 2018
2. Robbins / Hunsaker, “Training in Interpersonal Skills”, New Delhi, 2015
3. Vishnu P. Singh, C.Subhas, Kapil Dev. “Employability Skills”, Asian Publication, 2014

Reference Books

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

Web References

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

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

(Compulsory Course designed as per the directions issued by Government of India, MHRD, Department of Higher Education (Central University Bureau)

F.No.19-6.2014-Desk U Dated 19-05-2014)

Course Objectives

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

Course Outcomes

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

CO1 - Understand the concepts and evolution of Public Administration.

CO2 - Be aware of what is happening in the Public Administration in the country

CO3 - Explain the Territory Administration in the State and the Centre

CO4 - Appreciate emerging issues in Indian Public Administration

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION

(7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA

(8 Hrs)

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women's Commission –CAG

UNIT III STATE AND UNION TERRITORY ADMINISTRATION

(8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: -Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt. Governor in UT

– Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms — The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

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

Reference Books

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

Web References

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

	NATIONAL SERVICE SCHEME	L	T	P	C	Hrs
A20EAL201		0	0	2	1	30

Course Objectives

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

Course Outcomes

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

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

CO2 – convert existing skills into socially relevant life skills.

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

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

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

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME

(6 Hrs)

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

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER

(6 Hrs)

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

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS (6 Hrs)

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

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA (6 Hrs)

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

UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY (6 Hrs)

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

Reference Books

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

Web References

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

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

Course Objectives

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

Course Outcomes

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

CO1 - Understand the colour wheel, primary, secondary, tertiary colours.

CO2 - Understand the design principles from line, shape, space, texture, etc.

CO3 - Categorising the organization like horizontals, verticals & diagonals drawings.

CO4 - Understand the drawing shapes, space and light.

CO5 - Summarising the concepts of Human response to colour psychology.

UNIT I PRINTING TYPES AND PRINCIPLES (12 Hrs)

History of printing. Principles of printing. Photo composition and digital printing. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Lino cut.

UNIT II PRINTING PROCESS (12 Hrs)

Colour printing process - colour separation, colour correction and colour reproduction. Laser Printers, Photostat machines, Scanners, Image setters, Direct-to-plate printing etc. Digital pre-press.

UNIT III PRINTING DESIGN AND LAYOUT (12 Hrs)

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

UNIT IV PRINTING MANAGEMENT AND STRUCTURE (12 Hrs)

Printing Management, Printing press organization and structure. Economics of printing - different types of paper and ink. Print order estimation.

UNIT V NEW TECHNOLOGICAL DEVELOPMENT IN PRINTING PROCESS

(12 Hrs)

Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing

Text Books

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

Reference Books

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

Web References

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

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

Course Objective:

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

Course Outcome:

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

CO1 : acquire detailed understanding of media organizations and its types.

CO2 : bring out the differences between media as business and media as a social institution.

CO3 : have an in-depth knowledge of how media organizations are managed.

CO4 : gain clear idea of how print media works, its various functions and departments.

CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

UNIT I INTRODUCTION

(12 Hrs)

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

UNIT II PRODUCTION HOUSES AND EMPLOYMENT IN THE INDUSTRY

(12 Hrs)

Behavior in media Organization and Organizational Behavior. Nature and Structure of different, Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization

UNIT III MANAGEMENT OF DIFFERENT ORGANIZATIONS (12 Hrs)

Management of Print Media Organization. Organizational Patterns of a Print Media. Types of newspaper ownership pattern in India. Functions of the Editorial, Advertising, Circulation &

Printing departments of a newspaper. Newspaper economics: Circulation & Advertising as source of revenue.

UNIT IV ECONOMICS, PROJECT PLANNING & PRODUCTION TEAM (12 Hrs)

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

UNIT V STRATEGIES, STRENGTHS AND LEGAL ARRANGEMENTS (12 Hrs)

Programming Strategies, Audience Rating-Analyzing Programming and Audience Trends

Marketing Programs and selling space and time. Different kinds of contracts and legal arrangements and Project Management.

Text book:

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

Reference books:

1. Hargie O, Dickson D, "Tourish Communication Skills for Effective Denis Management", Palgrave Macmillan, India, 2015
2. Dr. Sakthivel MuruganM, "Management Principles & Practices", New Age International Publishers, New Delhi, 2011

Web Reference

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

A20JMT309	Cyber Media	L	T	P	C	Hrs
		3	1	0	4	60

Course Objective:

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

Course outcomes:

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

CO1 : acquire detailed understanding of content development in Internet

CO2 : differ the Advantages and Disadvantages of Cyber Journalism.

CO3 : have an in-depth knowledge of trends in cyber reporting

CO4 : gain clear idea of how cyber media works, its various functions and departments.

CO5 : have a deeper understanding of the impact of web journalism

UNIT I CYBER SPACE (12 Hrs)

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio

UNIT II CYBER JOURNALISM (12 Hrs)

Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites.

UNIT III TRENDS IN CYBER REPORTING (12 Hrs)

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

UNIT IV OTT PLATFORM (12 Hrs)

OTT platform – its evolution and growth, various streaming services in OTT, laws and ethics for OTT.

UNIT V INTERVIEWING ON THE WEB

(12 Hrs)

Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

Text Books

1. James Gleick, "The Information"
2. Sudhir Pachauri, "Cyberspace Aur Media"
3. Deepak Bharihoke, "Fundamentals of Information Technology"

Reference Books

1. Ramesh Agarwal & Bharat Bhushan Tiwari, "Multimedia Systems"
2. V D Dudeja, "IT in the new millennium"
3. Y K D'souza, "Electronic Media & the Internet"

Web reference

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

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

Course Objectives

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

Course Outcome

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

CO1: To become acquainted with the internet as a social phenomenon

CO2: To learn about the development of online journalism

CO3: To learn about the ethical and legal aspects of online publishing.

CO4: Acquire knowledge about casting and streaming

CO5: Gain indepth knowledge about mobile journalism

UNIT I NETWORKED SOCIETY (12 Hrs)

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

UNIT II CAR/CAJ (12 Hrs)

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

UNIT III BACKPACK JOURNALISM (12 Hrs)

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

UNIT IV MARKETING FOR THE WEB

(12 Hrs)

Marketing for the web – SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail,

new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz
Ethical practices involving the Internet and social media

UNIT V MOBILE JOURNALISM

(12 Hrs)

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

Text Books

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

Reference Books

1. Digitizing the News: Innovation in Online Newspapers.
2. Stuart Allen, "Online News: Journalism and Internet"
3. Hugh Hewitt, "Blog: Understanding the Information Reformation That's Changing the World"

Web Reference

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

A20JML310

GRAPHIC DESIGNING LAB

L T P C Hrs

0 0 4 2 30

Course Objectives

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

Course Outcomes

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

CO1 - gain knowledge about graphic design - its history and evolution along with its technology and concepts.

CO2 - have a very good knowledge about Principles of Graphic Design.

CO3 - understand the relationship of graphic design to other disciplines and to society.

CO4 - have a thorough knowledge of creating pattern design.

CO5 - have detailed understanding of Typography through principle for typography.

Record should contain at least THREE exercises each with written briefs, scribbles I and final artwork).

Cutting and pasting work for advertisements must be done with design elements (logos, illustrations,

lettering etc.) created by the students themselves (cutting and pasting from magazine or any other

secondary sources will not be allowed).

Record

1. Logo design
2. Letterhead
3. Visiting Cards
4. Brochures
5. Print Advertisements-Black & White, Colour.
6. Typography Designs

Text Books

1. Ellen Lupton & Jenfer Cole Phillips, "Graphic Design: The New Basicsll Princeton Architectural Press" Revised and updated edition 2015
2. David Dabner & Sandra Stewart & Eric Zempel,"Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition 2014
3. Ji Yong Park, "Visual Communication in Digital Design", YoungJin, 1st edition, May 1, 2008

Reference Books

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

Web References

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

A20JML311

Visual News Production

L T P C Hrs

0 0 4 2 30

Course Objectives

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

Course Outcomes

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

CO1 - gain knowledge various aspects of broadcast television news production

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

CO3 - understand the workflow in TV studios

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

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

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

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

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

Text books

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

Reference books

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

Web reference

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

A20JMT412

MEDIA LAW AND ETHICS

L T P C Hrs

3 1 0 4 60

Course Objectives

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

Course Outcomes

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

CO1- Understand the journalistic codes and standards.

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

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

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

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

UNIT I MEDIA LAW HISTORY

(12 Hrs)

History of media law in India. Indian Constitution .Fundamental rights.Directive principles of state policy.Reasonable restrictions Emergency provisions. Amendments, Parliamentary privileges. Freedom of media in India.

UNIT II MEDIA ACTS

(12 Hrs)

Defamation. Libel and Slander.IPC and Criminal Procedure Code.Official Secrets Act. Contempt of Court Act . The press and registration of books Act Press Council Act Working journalists and other Newspaper Employees(condition and service) and Miscellaneous provisions Act. . Cases related to these Acts

UNIT III COPYRIGHTS

(12 Hrs)

The Law of Copyrights - TRIPS and TRIMS International Intellectual Property of Rights - The Contempt of Courts Act, 1971 - The India Penal Code, Sections 124-A, 495, 496, to 501 - The Criminal Procedure Code, Sections 108, 144 The Indian Telegraph Act

UNIT IV BROADCAST LAW

(12 Hrs)

The monopolies And Restrictive Trade Practices Act. Drugs and Magic remedies (Objectionable Advertisements) Act. The PrasarBharati (Broadcasting Corporation of India)Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. .Cases related to these Acts.

UNIT V MEDIA ETHICS AND CODE

(12 Hrs)

Media ethics. Ethics Vs Law.Code of ethics in print media .Code for commercial Advertising in AIR and Doordarshan. Advertisement Standard Council of India 's code of ethics. Broadcasting ethics.Principles of Self- Regulation.Issues related to privacy, national security, sex and nudity, neutrality, objectivity, depiction of women and children , depiction of violence etc. sting operations. Corrigendum.

Text Books

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

Reference Books

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

Web Reference

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

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

Course Objectives

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

Course Outcomes

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

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

CO2 - learn the importance of writing skills

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

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

UNIT I WRITING FOR PRINT MEDIA (12Hrs)

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

UNIT II WRITING FOR NEW MEDIA (12Hrs)

Writing for New media - Copy reading symbols - content creation-Development - Technical
writing - Editing - Principles and methods.

UNIT III WRITING FOR RADIO (12Hrs)

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

UNIT IV TELEVISION WRITING (12Hrs)

Television writing - characteristics - News - features - Interviews - Principles and methods

of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

UNIT V FILM LANGUAGE

(12Hrs)

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. Script Writing – Storyboard

Text books

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

Reference Books

1. Fox,Walter, “Writing the News:Print Journalism in the electronic age”, New York : Hasting House Publishers,1977,
2. Leslie Sellers, “Doing if in style”

Web Reference

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

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

Course Objectives

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

Course Outcomes

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

CO1 - learn the concepts of advertising

CO2 - know the opportunities available in the field of advertising

CO3 - understand the role of creativity in the field of advertising

CO4 - have a thorough knowledge of advertising agency

CO5 - have detailed understanding of recent techniques used in advertising

UNIT I ADVERTISING: AN INTRODUCTION

(12Hrs)

Introduction, Definition, the need, role and its key components. The roles and functions of

advertising within society and business. Propaganda, Publicity, Salesmanship, Sales Promotion, Marketing and Public Relations. Types of Advertising .Advertising, Industrial Products advertising, Advertising for service institutional. Characteristics of effective advertising.

UNIT II ADVERTISING CAMPAIGN PLANNING

(12Hrs)

How Advertising works as Communication, The Communication Model Adding Interaction to

Advertising, The effects behind advertising effectiveness, The Facets Model of Effective

Advertising, The Components of Cognition: Needs, Information, Learning, Differentiation, Recall. Psychographic profile. Segmentation and targeting; Understanding the Media; media creative coordination with other Market function; Evaluation. Components of Brand

Communication. Persuasion, behavioral response.

UNIT III CREATIVITY

(12Hrs)

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

UNIT IV ADVERTISING AGENCY

(12Hrs)

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

UNIT V INTEGRATION AND EVALUATION

(12Hrs)

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

Text Books

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

Reference Books

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

Web Reference

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

A20JMD404

NEW MEDIA

L T P C Hrs

3 1 0 4 60

Course Objectives

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

Course Outcomes

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

CO1 - learn the concepts of new media

CO2 - know the structure and distribution of development communication programs in media

CO3 - understand the role of creativity in the field of new media

CO4 - have a thorough knowledge of script writing and reporting for new media

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

UNIT I NEW MEDIA ORIGIN

(12 Hrs)

New Media – origin and development of Internet and mobile media, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, web TV, Podcasting, e - Publishing.

UNIT II ROLE OF NEW MEDIA IN DEVELOPMENT COMMUNICATION

(12 Hrs)

New Media in Development communication. Its performances, structure and distribution of development communication programs in media, Role of internet in developing the communication.

UNIT III REPORTING FOR NEW MEDIA

(12 Hrs)

Identifying news, Interviewing sources, script writing, Shooting, editing and publishing news for new media. Idea generation for development reports in new media.

UNIT IV ADVERTISING& NEW MEDIA

(12 Hrs)

Marketing communication, source, message and medium factors, an overview of consumer behavior advertising response process.

UNIT V SOCIAL NETWORKING & MICRO-BLOGGING

(12 Hrs)

Facebook-The Facebook Profile –Myspace, LinkedIn-Twitter-Niche Social Networking Sites-Creating Own Social Network-Promoting Social Networking Presence- Media Communities-Image Sharing Sites-Image Sharing Strategy-Video Sharing Sites-Video Sharing Strategy-Searching And Search Engine Placement-Connecting With Others.

Text Books

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

Reference Books

1. Manovich, "The Language of New Media", February 2001
2. Shaviro, "Connected", October 2003
3. Wysocki, Johnson-Eilola, Selfe, and Sirc, "Writing New Media", March 2004

Web Reference

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

A20JML415

Magazine Designing

L T P C Hrs

0 0 4 2 30

Course Objectives

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

Course Outcomes

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

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

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

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

CO4 - Learn advanced type styling techniques

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

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

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

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

Text books

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

Reference Books

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

Web Reference

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

A20JML416

WEB DESIGNING

L T P C Hrs

0 0 4 2 30

Course Objectives

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

Course Outcomes

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

CO1 - Understanding webpage designing, slicing and exporting.

CO2 - Gain knowledge about scripting language like HTML.

CO3 - Understand software used for web designing .

CO4 - Gain knowledge 2d flash animations.

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

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

Record

Creation of the Home Page of a Web Site with at least five links. Creation of a dynamic web page with audio and video files, photo gallery, reader's comment option, pop-up widows, etc. using appropriate web development tool (e.g. Dream weaver) for **Four** different concepts.

Create your own Blog with your works updated on it. Students should be given orientation of web/multimedia usability issues and interface design basics.

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Text Books

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

Reference Books

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001.
2. "Media Planning and Buying – Principles and Practice in the Indian Context", by Arpita Menon, MacMillan India Public Limited, First Edition, 2007 .
3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional.

Web Reference

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

DISCIPLINE SPECIFIC ELECTIVE – Semester III

A20JME301	ART DIRECTION	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To provides an introduction to the art departments responsible for designing
- To implementing the visual elements of filmmaking.
- To learn proper procedures of design, construction and handling of sets and props.
- To learn the role and responsibilities of a production designer
- To develop knowledge on how to create sets for various show

Course Outcomes

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

CO1 - gain knowledge about production design - its history and evolution along with it technology.

CO2 – have a very good knowledge of Ground Plan Drawing.

CO3 – have detailed understanding of model making.

CO4 – have a thorough knowledge of Creating Set Design.

CO5 - acquire knowledge of the technique and procedure in Story Board.

UNIT I HISTORY OF PRODUCTION DESIGN (9 Hrs)

A brief historical perspective on production design in motion pictures. The role and responsibility of the production designer .the production designer's place-picture begins to move –drafting-materials-lighting –lines and dots ,different perceptions.

UNIT II GROUND PLAN DESIGNING (9 Hrs)

Scenic building blocks: types of flats and materials –platforms –backings. The construction drawings types of construction drawings off the blue print.

UNIT III MODEL MAKING (9 Hrs)

Model making –types of models-making the models. Supervising construction and set up supervising –set decoration – the prop master –keeping records –the critique.

UNIT IV SET DESIGN

(9 Hrs)

Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.

UNIT V STORY BOARD

(9 Hrs)

Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.

Text Books

1. Michael Rizzo, "The Art Direction Handbook for Film", Focal press 2005
2. Vincent Iobrutto, "The filmmakers guide to production design". Allworth press, 2002
3. "Production Design for the Screen: Visual Storytelling in Film and Television" By Jane Barnwell.

Reference Books

1. Nicholas Proferes, "film directing fundamentals", Focal Press, 3 edition, 2008.
2. Fionnuala Halligan, "Filmcraft: Production Design", Focal Press 2012.
3. Ward Preston, "What An Art Director Does: An Introduction to Motion Picture Production Design"

Web reference

1. <https://alistapart.com/article/art-direction-and-design/#:~:text=Art%20direction%20brings%20clarity%20and,about%20anything%20we%20interact%20with>.
2. <https://www.creativebloq.com/career/art-director-11121180>
3. <https://www.zacuto.com/blogs/blog/what-is-art-direction>

A20JME302

VIDEO JOCKEY

L T P C Hrs

3 0 0 3 45

Course Objectives

- To provide a framework to introduce music videos and host music related shows on television
- To provide an exciting career option for the music crazy generation
- To learn theoretically and practically to act as intermediary figures between the audience and the musicians or music videos
- To learn the trend of incorporating many diverse shows to attract the public, especially the youth
- To learn to host multi genres of shows.

Course Outcomes

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

CO1 - Learning the vernacular language communication skill

CO2 - Importance of social factors in related to human communication and understanding the audience psychology.

CO3 - Managing the shooting floor and knowing the 180 degree camera perspective position.

CO4 - Learning the various types of program and their genres.

CO5 - Executing the show effectively in terms of Language, communication, attitude and Body gestures.

UNIT I OFF-CAMERA WORKS

(9 Hrs)

Involving off- camera work like deciding on the theme and choosing the songs to suit the theme of the show. Scheduling the songs according to the theme and concept of the program which is based according to the genre and situation of the songs. Planning for Reality shows like Road show, Celebrity interviews, Movie promotional Interviews, Talk show and for special day Television programs.

UNIT II SCRIPT PREPARATION FOR TELEVISION SHOWS

(9 Hrs)

Writing Dialogue Scripts for Television shows in terms of their differences like Reality show,

Game shows and promotional shows and how to participate in promotional videos like road shows, attending theme parties and with experience, even writing script for the show at times.

UNIT III PREPARATIONS FOR AUDITION

(9 Hrs)

Knowing the atmosphere and understanding the various interior set up of shooting floor where the audition is conducted. Approach methods and behavior patterns towards the producer and the technical team. The right way of positioning yourself in the shooting floor according to the show. Right

kind of Costume knowledge and sense of dressing etiquette. Self grooming and Make over methods for showing yourself presentable as a video jockey.

UNIT IV ON PERFORMANCE

(9 Hrs)

Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

UNIT V UPDATION IN MUSIC GENRES

(9 Hrs)

Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ's interaction with the viewers through telephone, e-mail or fax.

TEXT BOOKS

1. Earl R. Hinz, Cornell Maritime "The Complete Book of Anchoring and Mooring", 2 Revised edition, Pr/Tidewater Publication ,June 2001.
2. Kimberley Meltzer, "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology", Peter Lang Publishing Inc.; First printing edition (March 1, 2010)

REFERENCE BOOKS

1. Nina Blackwood and Alan Hunter, "VJ: The Unplugged Adventures of MTV's First Wave", Atria Books; First Edition edition (May 7, 2013)
2. Sanjay gaur, "Radio jockey and t.v.anchoring", Gaurav Publishers, 2009

A20JME303

Mass Media in India

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

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

Course Outcomes

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

CO1 - Have over all historical understanding of media in India.

CO2 - Explain the present status of media in India.

CO3 - Understand the recent trends in Indian media.

CO4 – Learn about the pioneers of Indian Cinema.

CO5 – acquire about the various mediums of mass communication

UNIT I PRESS

(9 Hrs)

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

UNIT II FILMS-EVOLUTION

(9 Hrs)

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

UNIT III RADIO

(9 Hrs)

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

UNIT IV TELEVISION

(9 Hrs)

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

UNIT V ORIGIN, GROWTH AND PRESENT STATUS OF NEW MEDIA IN INDIA (9 Hrs)

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance, Online media , podcast, digital divide.

Text Books

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

Reference Books

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

Web Reference

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

DISCIPLINE SPECIFIC ELECTIVE – Semester IV

A20JME404	FILM CRITICISM AND ANALYSIS	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To gain knowledge of a number of films and directors
- To understand different categories and geographies of films
- To gain sophistication in analyses of film
- To gain a basic knowledge of the history of films
- To achieve basic knowledge and importance on how criticism and analyses has to be done

Course Outcomes

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

CO1 - To understand the development of film criticism and analysis

CO2 - To be conversant with the major approaches to film criticism and theory

CO3 - To analyse individual films using particular theoretical approaches

CO4 - To understand film as an aesthetic art form

CO5 - To write critically about film in an academic tone

UNIT I FILM FORM AND MEANING (9 Hrs)

Film Form and Meaning: Mise-en-scene and Cinematography, Sound and Editing, Film Genres

UNIT II NARRATIVE AND NARRATION (9 Hrs)

Narrative and Narration, Evaluation and Interpretation, Semiotics

UNIT III PSYCHOANALYSIS AND PSYCHOLOGY (9 Hrs)

Psychoanalysis and Psychology, Film Aesthetics

UNIT IV FILM AESTHETICS (9 Hrs)

Film Aesthetics, Feminism and Film, Cinema and Politics

UNIT V COGNITIVIST FILM THEORY

(9 Hrs)

Cognitivist film theory, Film-Philosophy

Text books

1. Bordwell, David, "Making Meaning: Inference and Rhetoric in the Interpretation of Cinema". Harvard: Harvard University Press, 1989
2. Branigan, Edward, Narrative Comprehension and Film. London: Routledge, 1992
3. Braudy, Leo and Marshall Cohen (eds.), Film Theory and Criticism: Introductory Readings. 6th ed. Oxford University Press: Oxford, 2004

Reference Books

1. Elsaesser, Thomas and Warren Buckland, "Studying Contemporary American Film: A Guide to Movie Analysis", Hodder Arnold: London, 2002
2. Etherington-Wright Christine and Ruth Doughty, "Understanding Film Theory", Houndmills: Palgrave McMillan, 2011
3. Gibbs, John, "Mise-en-Scène: Film Style and Interpretation", London and New York: Wallflower, 2002

Web reference

1. <https://www.filmcomment.com/article/the-top-film-criticism-sites-an-annotated-blog-roll/>
2. <http://widescreenjournal.org/index.php/journal/article/view/35/49>
3. <https://libguides.dickinson.edu/criticism/film>

A20JME405

JINGLE PRODUCTION

L T P C Hrs

3 0 0 3 45

Course Objectives

- To develop the creative art of creating jingles
- To learn the craft of taking multiple audio tracks and combining them together onto a final master track.
- To acquire to utilize a variety of tools to create an impact to the audio
- To study to present the song the way it sounds in the client's imagination.
- To learn to create jingles for various genres.

Course Outcome

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

CO1 - Completely understand the elements of sound design like Level (Height), EQ (Height)

Panning (Width),Time-Based Effects (Depth).

CO2 - Gain proficiency on panning and time based effects on sound design with examples on

how to mix vocal melody to another instrument solo.

CO3 - Learn the process of Equalizing and enhancement of the tone quality. Also insights on

how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.

CO4 - Get significant knowledge on frequencies and adjusting Frequencies of low range,

Mid-range and higher range.

CO5 - Thorough understanding on Composing of files and Mixing of files with various methods involved in processing for mixing. Knowledge on the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

UNIT I THE ELEMENTS OF SOUND AND MUSIC

There are four essential elements that we use to control that image. Level (Height) ,EQ (Height),Panning (Width),Time-Based Effects (Depth) , It is really just a more detailed level control that lets us boost and cut levels at specific frequencies. Think of a mix as a sonic three-dimensional image.

UNIT II PANNING & TIME-BASED EFFECTS

Elements used for panning would be the horizontal (left/right) element. Panning can be very by panning one to the left and the other to the right, you can separate the two instruments and reduce the chance of one instrument masking the other, and making it harder to hear. Time-based effects form the element of depth (front to back). It can change their focus within the mix at any point. A good example of this is going from a vocal melody to another instrument soloing. You've now seamlessly taken the attention of the listener from the vocal to the solo.

UNIT III EQUALIZATION, PRINCIPLES OF EQ

The process to adjust the level of particular frequency to enhance the tone quality, and different types of equalizers, parameters of equalizer, how to enhance individual tracks, perhaps by boosting certain frequencies that make a snare sound punchy multiple Bands , a low band, a high band To understand the basics of how equalizers work we will first discuss the parameters in detail. Parametric, allowing independent control of the three most common variables: amplitude, center frequency and bandwidth.

UNIT IV THE FREQUENCY SPECTRUM

Understanding and learning frequencies, adjusting Frequencies, 'Hertz', or 'Hz'.

Human hearing is commonly understood to perceive a range from as low as 20Hz to as high as 20 kHz (20,000Hz). We refer to this range as the frequency spectrum.

Low End (125Hz and below), Low-Mids (125Hz–500Hz), Mid-Range (500Hz–2 kHz), High-Mids (2 kHz–8 kHz): 5. High End (8 kHz and above).

UNIT V COMPOSING FILES, MIXING

Creating knowledge about the final mixing process and the methods involved in processing for mixing delivery -the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

TEXT BOOKS

1. Roey Izhaki, "Mixing Audio : Concepts, Practices and Tools". Focal Press; 2nd edition, 2011.
2. Mike Senior, "Mixing Secrets for the Small Studio", Focal Press. 1st edition, 2011.

Web Reference

1. <https://producer.musicradiocreative.com/what-is-radio-jingle/#:~:text=A%20radio%20jingle%20is%20a,for%20DJs%20and%20radio%20stations.>
2. <https://www.mediagistic.com/blog/radio-jingles-when-to-use-them-and-what-makes-them-effective>
3. <https://medium.com/@TheMandyNetwork/short-sweet-a-guide-to-radio-jingles-25d0262cc10a>

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

Course Objectives

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

Course Outcome

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

CO1: Completely understand the elements of sound design like Level (Height), EQ (Height)

Panning (Width), Time-Based Effects (Depth).

CO2: Gain proficiency on panning and time based effects on sound design with examples on

how to mix vocal melody to another instrument solo.

CO3: Learn the process of Equalizing and enhancement of the tone quality. Also insights on

how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.

CO4: Get significant knowledge on frequencies and adjusting Frequencies of low range,

Mid-range and higher range.

CO5: Thorough understanding on Composing of files and Mixing of files with various methods

UNIT I HISTORY & DEVELOPMENT OF BROADCAST JOURNALISM (9 Hrs)

Brief History, Evolution & development of Radio journalism- Globally & in India, Brief History of the development of TV journalism- Globally & in India, Emerging Trends.

UNIT II EVOLUTION & DEVELOPMENT OF RADIO (9 Hrs)

Indian Scenario: All India Radio—

- Organizational structure.
- News Service Division of AIR;
- Objectives of broadcast—Information, Education & Entertainment;
- Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service,

National Service.

- Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.
- Prasar Bharati - Code of ethics for Public Service Broadcast.

UNIT III PRIVATE FM CHANNELS

(9 Hrs)

Private FM Channels, Digital broadcast & Satellite radio

- Autonomy of Expansion of Private FM Radio channels.
- Digital Broadcast.
- Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.
- Internet Radio & Private FM Channels broadcast on Internet.

UNIT IV EVOLUTION & DEVELOPMENT OF TV

(9 Hrs)

Indian scenario - Doordarshan - News; Entertainment, Culture, Sports & Films.

Private & Satellite channels, Growth of Private International, National & Regional TV Networks & fierce, competition for ratings.

UNIT V SATELLITE TELEVISION BROADCAST

(9 Hrs)

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

Text Books

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

Reference Books

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

Web references

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

OPEN ELECTIVES – Semester III

A20JMO319	GRAPHIC DESIGN	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

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

Course Outcomes

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

CO1 - Have a very good knowledge of basics of drawing and material handling and understanding.

CO2 - Understand the light and dark and transition of the total value.

CO3 - Understand the usage of positive and negative space in a design composition.

CO4 - gain knowledge about graphic design - its history and evolution along with its technology and concepts.

CO5 - have a very good knowledge about Principles of Graphic Design.

UNIT I FUNDAMENTALS OF DESIGN

(6 Hrs)

Definition, applications of geometrical forms- line, 2D and 3D forms, texture, pattern, colour, space, movement, colour and space, form and space, visual structure, Understanding Composition: Field figure Relationship, methods of composition;

UNIT II PRINCIPLES OF DESIGN

(6 Hrs)

Balance, contrast, harmony, rhythm& movement, proportion, emphasis, scale and unity; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications. Designing using software like Photoshop. InDesign, etc

UNIT III TYPOGRAPHY

(6 Hrs)

classification groups and subgroups, families, fonts: serifs, sans serifs, hand formed and specialized; craft of typography- point system, selection and use of fonts - type specification, copy fitting and spacing; calligraphy

UNIT IV GRAPHIC REPRODUCTION

(6 Hrs)

Elements of printing-basic production steps - fundamentals of letterpress, lithography, offset, gravure, flexography, screen-printing - colour separation, reproduction and registration - computerized prints; papers and inks for printing.

UNIT V MESSAGE PRESENTATION FROM CONCEPT TO VISUAL

(6 Hrs)

Process of design; problem identifying; preliminaries refinement, analysis decision making and implementation; Designing products, evaluate imagination, abstract symbolism, creativity and innovation.

Text Books

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

Reference Books

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

Web Reference

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

A20JMO320	ROLE OF SOCIAL MEDIA	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

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

Course Outcome

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

CO1: understand social media marketing goal setting necessary to achieve successful online campaigns

CO2: Describe the history of social media marketing; it's rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of business.

CO3: Define target markets for specific social media platforms.

CO4: Use social media platforms (e.g., blogs, microblogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumer and promote a company, brand, product, service or person.

CO5: Track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

UNIT I **(6 Hrs)**

The Role of Social Media Marketing

Goals and Strategies

Identifying Target Audiences

UNIT II **(6 Hrs)**

Rules of Engagement for SMM

Social Media Platforms and Social Network Sites

Microblogging

UNIT III **(6 Hrs)**

BOS 2nd Minutes of Meeting

Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars

Video Marketing

Marketing with Photos Sharing Sites

UNIT IV

(6 Hrs)

Discussion, News, Social Bookmarking, and Q&A Sites

Content Marketing: Publishing Articles, White Papers, and EBooks

Mobile Marketing on Social Networks

UNIT V

(6 Hrs)

Social Media Monitoring

Tools for Managing the Social Media Marketing Effort

Social Media Marketing Plan

Text Books

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

Reference Books

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

Web Reference

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

OPEN ELECTIVES – Semester IV

A20JMO420	MEDIA AND POLITICS	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To understand how media and political institutions interact to shape public thinking and debates around social problems, cultural norms, policies both media and politics themselves.
- To explore how media technologies, practices, and formats shape political decision making;
- To explore how political forces influence media institutions; and how public opinion and media audiences are formed.
- To gain an understanding of these issues through in-depth readings, class discussions, written assignments
- To understand social media technologies that help students to develop their own informed views and to learn to express them constructively.

Course Outcomes

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

CO1- Understand the role of media in Politics

CO2- Review academic literature, plan and produce case studies in the field of media and politics

CO3- Have an in-depth understanding of how and why media structures, media production and media consumption are changing.

CO4- understand the media in a global political scenario

CO5- Analyze the relationship between media and politics in different settings and from different perspectives.

UNITI INTRODUCTION TO MEDIA AND POLICTICS (6Hrs)

Role of media in Politics.

UNITII THEORIZING MEDIA AND CONFLICT (6Hrs)

Paradigms and Perspectives.

UNITIII THE MEDIA AND THE TOTAL WAR (6Hrs)

World Wars and the Media, Media and the Traumas of War.

UNITIV THE ROLE OF MEDIA IN TRUTH (6Hrs)

International Media and Conflicts ,Media and Terrorism.

UNIT V NEW MEDIA WAR (6Hrs)

The Use of New Communication Technologies & Cyber Warfare Week

Text Books

1. Cottle, Simon (2006), *Mediatized Conflict: Developments in Media and Conflict Studies*, Open University Press
2. Carruthers, Susan L. (2000), *The Media at War: Communication and Conflict in the Twentieth Century*, . Palgrave MacMillan
3. Ellis, Donald G. (2006), *Transforming Conflict: Communication and Ethnopolitical Conflict*, . Rowman & Littlefield Publishers.

Reference Books

1. James Klurfeld, "Improving Media Capacity: Media Must Focus on Policy, Not Just Politics," *The Brookings Institution*, 2015.
2. Brendan Nyhan, "Get Off the Bus! Why Access-Based Campaign Coverage is a Dead End," *Columbia Journalism Review*, 2013.
3. Jack Shafer, "Presidential Campaigns, Sports Writing and the Fine Art of Pretending," *Reuters*, 2012

Web References:

1. <https://www.tandfonline.com/doi/full/10.1080/08838151.2019.1662019>
2. <https://fair.org/>
3. <https://www.mrc.org/media-bias-101>

A20JMO421	BASICS OF NEWS REPORTING	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

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

Course Outcomes

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

CO1-Understand the Characteristics of news, different style of news writing.

CO2-Memorising the concept of principle of news reporting &types of reporting

CO3-Understand the principle of editing in print media.

CO4-Understand the basic concepts of DTP software's.

CO5-Summarising the role and responsibilities of editor and copy writer in print media.

UNITI INTRODUCTION TO NEWS

(6 Hrs)

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

UNITII DIFFERENT TYPES OF WRITING

(6Hrs)

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

UNIT III REPORTING FOR PRINT MEDIA

(6Hrs)

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

UNIT IV EDITING FOR PRINT MEDIA

(6Hrs)

- Theories and Principles of Editing
- Preparing good copies for Newspaper, Magazine &others
- Introduction to editing symbol, proof reading symbols & Copydesk
- Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS

(6Hrs)

- The right to publish and the right to privacy
- Press code and Ethics
- Press council's guide to Journalistic Ethics
- Censorship and control in the press

Text Books

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

Reference Books

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

Web References

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