

FIRST YEAR
SEMESTER – I

S NO.	SUBJECT	PAPERS	TITLE OF THE PAPER	C	LH	CIA	ESE	T
1	CORE THEORY I	1	PRINCIPLES OF COMMUNICATION	4	80	25	75	100
2	CORE THEORY II	1	PRINT JOURNALISM	4	80	25	75	100
3	CORE PRACTICAL I	1	MEDIA SKILLS - REPORTING	4	80	40	60	100
4	CORE PRACTICAL II (AS applicable)	1	MEDIA SKILLS - EDITING	4	80	40	60	100
5	ELECTIVE THEORY I	1	TAMIL SOCIETY, HISTORY AND POLITICS	3	80	25	75	100
6	SKILL BASED ELECTIVE	1	TEACHING SKILLS	2			50	100
		6		22	28			
TOTAL MARKS - MAJOR-400 ELECTIVE-100								

CIA—Continuous Internal Assessment
LH/W- Lecture Hour / week

ESE-End Semester Examination
C- Credits

PRINCIPLES OF COMMUNICATION

CORE THEORY: I
SEMESTER: 1

CREDIT: 4
HOURS: 80

COURSE OBJECTIVES:

1. To familiarize the various types of communication.
2. To develop the knowledge of basic elements and process of communication
3. To inculcate the knowledge of communications model
4. To introduce students the theories of communication.
5. To introduce the Media theories.

COURSE OUTCOME:

CO 1- Students will be able to acquaint the knowledge of various types of communication.

- CO 2-**Students will be able to strengthen the knowledge of basic elements and process of communication
CO 3-Students will be able to inculcate the knowledge of communications model
CO 4-Students will be able to acquaint with the theories of communication
CO 5-Students will be able to inculcate the knowledge of media theories.

SYLLABUS

UNIT I

HOURS: 10

Communication: Meaning and Definition – Function – Uses – 7 C’s – Various forms – Types – Barriers

UNIT II

HOURS: 10

Communication Process: Elements of Communication Process
 Communication Act: Sender, Message, Channel, Receive, Effects Feedback
 Level of Communication: Technical, Semantic and Pragmatic

UNIT III

HOURS: 20

Communication Models: Aristotle, SMCR, Shannon and Weaver, Laswell, Osgood, Wilbur Schramm, Gerbner, Gate Keeping

UNIT IV

HOURS: 20

Theories of direct and indirect influences: Hypodermic Needle or Bullet, two steps, Agenda Setting, Uses and Gratification, Cultivation theory

UNIT V

HOURS: 20

Media System Theories: Four theories of Press – Authoritarian, Libertarian, Social Responsibility, and Democratic Participant mass media, Public Opinion

REFERENCE

2. Baran, J. Stanley, Dennis, K. Davis. (2011). *Mass Communication Theory : Foundations, Ferment and Future*. Stamford: Cengage Learning 4th and 7th Edition.
3. Burton, Greame (2010). *Media and Society : Critical Perspectives*. New Delhi: Tata McGraw- Hills.
4. Kincaid, Lawrence D. (1987). *Communication Theories: Eastern and Western Perspectives*. Academic Publishers.
5. Keval J. Kumar, (2000 and 2009). *Mass Communication in India*. New Delhi: Jaico Publishing House.
6. Seema Hasan, *Mass Communication : Principles and Concepts*, Second Edition.
7. Uma Narula, *Communication Models – Atlantic Publishers & Distributors (A) Ltd*.
8. Aulia T Wood, *Communication Mosaics : An Introduction To The Field Of Communication*
9. John Vivian, *The Media Of Mass Communication*, Eleventh Edition, New Delhi: PHI Learning Private Ltd.
10. Littlejohn, Stephen.W and Foss, Karen A (2008).*Theories of Human Communication*, Cengage.

11. McQuail, Denis (2010) *McQuail's Mass Communication Theory*. New Delhi: Sage Publications India pvt Ltd.
12. Rasmussen, M. Davis (1999). *The Handbook of Critical Theory*, John Wiley and Sons ltd, UK.
13. Wiley, Tyson, Lois (2006). *Critical Theory Today*, Routledge.

WEBSITES

www.communicationtheory.org

www.onlinelibrary.wiley.com

www.routledge.com

www.mhhe.com

www.koofers.com

**PRINT JOURNALISM
(REPORTING AND EDITING)**

CORE THEORY: II

CREDIT: 4

SEMESTER: 1

HOURS: 80

COURSE OBJECTIVES

- To familiarize the basic knowledge of News, News values, News elements
- To identify the various types of News reporting and News gathering
- To enable the structure of Newspaper organization
- To explain the roles and functions of Editorial
- To develop the knowledge of writing skills like features, articles, Column, Reviews apart from news reporting
- To familiarize the process of editing

COURSE OUTCOME

CO 1-Students will be able to familiarize the knowledge of News, News values, News elements

CO 2-Students will be able to identify the various types of News reporting and News gathering

CO 3-Students will be able to know the structure of Newspaper organization

CO 4-Students will be able to develop the writing skills on features, column, reviews.

CO 5-Students will be able to know the process of editing

SYLLABUS

UNIT-1

HOURS: 18

Journalism – Definition, Role, Types (Investigation, Yellow / Page 3, Celebrity, Gonzo Journalism) News – Definition, Qualities/ Values, Selection of News, Kinds of News (Hard News and Soft News), and News Sources – News gathering, Press conference, Press meet, News Agencies. News beat-Variety Beats. Interviews – Types of Interviews.

UNIT-2

HOURS: 18

Reporting – Meaning and Nature of Reporting, Classification of News Reporting (Investigative, Interpretive, In depth reporting, Scoops). Different kinds of Reporting – Crime, Accident, Arrest, Court, Health, Civics, Political, Business, legal, Science, Sports, Education, Development. Ethics in reporting

UNIT-3

HOURS: 15

Structure of newspaper organization, types of newspapers.

Structure of News Story, Different Styles of News Writing, Structure of Newspaper Organization, Structure of Editorial, Qualities, Functions of Reporters, Importance of Desk Man (Sub Editor), Captain of a Newspaper: Editor – Role, Function, Qualities. Headlines, Types of headlines.

UNIT- 4**HOURS: 18**

Opinion Pieces (Views)-Editorial – Principles, Function, Types.

Features, Types. Article, Column, Letters to Editors, Op-ed, Advertorial, Obituary, Infotainment -Reviews (Films, Movies, Theatre).

UNIT- 5**HOURS: 10**

Editing - Editing, Rewriting, Space saving, Style Sheet, Headlines, Different types of Editing, Proof Reading. Newspaper design and Layout – Photo's Placing, Footnote, Cartoon, Illustrations etc.

REFERENCE

- Keval J. Kumar, (2000 and 2009). *Mass Communication in India*. New Delhi: Jaico Publishing House.
- Seema Hasan, *Mass Communication: Principles and Concepts*, Second Edition.
- Shrivastava K.M, *News Reporting and Editing* (1987). Sterling Publication.
- Blundell, William, *The Art and Craft of Feature Writing* (1988), Penguin
- Fowler, Roger, *Language in the News* (1991). Routledge

WEBSITE

www.rss.org.uk

www.journalism.org

www.city.ac.uk

www.scribd.com

www.ethics.npr.org

REPORTING

CORE PRACTICAL: I

SEMESTER: 1

CREDIT: 4

HOURS: 80

COURSE OBJECTIVES

1. To create challenging of professional practice in which students can work has journalist of four front of the industry
2. Bringing an innovation and hands on approach to journalism and provide opportunities students to experience a live news room environment
3. To familiarizes students with the different types of news reporting
4. To introduce the method and practice of gathering information (Different beats)
5. To prepare the students of journalistic writings such as articles, features, column, reviews, letter to editor etc.
6. To familiarize the students in art of interview

COURSE OUTCOME

CO 1- Students will be able to find the place for themselves in mainstream Journalism

CO 2- Students will have a thorough understanding of jargons in print journalism

CO 3- Students can work as a journalist at the four fronts of the industry

CO 4- Students will students be able to write the different styles of newswriting, concepts in newspaper reporting.

CO 5- Students will be able to practice their own scholarly work for the social development.

SYLLABUS

UNIT- 1

OBSERVATION

HOURS: 12

- Visit to a newspaper organization
- Observing the work pattern of a reporter by observing them
- Participating in press conference and writing press release

- Reading various newspapers, and analyzing the writing style, structure of the news presentation, space allotted for the news.
- Reading and compiling headlines written by various newspapers for a news story

ASSIGNMENTS

- Reading various Newspapers (Regional and National) and analyzing the different styles of News reporting
- Preparing a clipping file with headlines published in various newspaper.
- Compiling various book reviews and film review articles and to write a review on that.
- Creating a handmade broadsheet/tabloid based on news sources available in print and online media.

UNIT- 2

HOURS: 20

NOSE FOR THE NEWS

- News gathering from various sources
- BEAT REPORTING - Campus, Local market, Police stations, Festivals, Temples, Government service organizations, reporting on environment and civic issues

ASSIGNMENTS

- Students should write news reporting from beats.
- Students will be assigned Hard (Accident, natural calamity, human made disaster), Soft (human interest) news

UNIT- 3

HOURS: 16

STRCUTRE OF NEWS REPORTING

Lead – Different types of Leads

Body – Different types of Body

Conclusion

ASSIGNMENTS

- Students will be writing different styles and concepts of news writing from news sources available in print and online media.

UNIT- 4

HOURS: 18

ART OF INTERVIEWS

- Entertainment interviews
- Awareness interviews
- Community interviews

ASSIGNMENTS

- Students will be interviewing experts in various fields

UNIT- 5

HOURS: 14

VIEWS

Features, Articles, Column, letters to editor, Obituary, Reviews

ASSIGNMENTS

- Students will be writing Features, Articles, Column, letters to editor, Obituary, Reviews on any social/ health/ environment/ entertainment/ community base

PRACTICAL OUTPUT

- Students will publish the newsletter, everyday newspaper, books and magazines in team and individual by forming an editorial board among themselves

EDITING

CORE PRACTICAL: II
SEMESTER: 1
COURSE OBJECTIVES

CREDIT: 4
HOURS: 80

- To enable to edit the reports with proof symbols working style of Newspaper setup with functions, duties and responsibilities of sub editors, editors
- To write headlines, captions for photographs
- To enable the importance of pictures, illustrations and maps during editing and News package
- To familiarize dummy and layout design
- To introduce the principles and techniques of page makeup with computer designing software's

COURSE OUTCOME:

- Students will be in the position to understand the different sections and work distribution system with in the newspaper organization

- Students can apply the editing skills to handle the news room responsibilities from rewriting the reports copy to cross checking facts.
- The student will be able to do editing, different types of copy rewriting, proof reading, giving headlines, writing captions to photographs
- Students will be able to do dummy layout, newspaper designing using latest software's.
- Students can demonstrate knowledge of production process from editing the news to publishing the paper

SYLLABUS

UNIT: 1

HOURS: 15

Visit a media organization

- Draw an organizational structure of editorial department
- Discuss the role and responsibilities of editorial staff.

ASSIGNMENTS

- Students should take the role of editorial and should come out with a team of editorial members.

UNIT: 2

HOURS: 12

Practicing editing a manuscript to a News story

- Editing process-checking facts correcting, languages, rewriting leads, condensing stories, localizing news

ASSIGNMENTS

- students should edit, rewrite the unedited manuscript given to them

UNIT: 3

HOURS: 18

Familiarize and practice the various content of print media.

- Style sheet, techniques of Headline
- Writing news and Headline
- Headlines- types and functions of Headlines.
- Editorials- principle and function, letters to editor, obituary, columns, classified, cartoon, graphics.

ASSIGNMENTS

- Students should write headlines for the news reports given to them
- Students should write editorial

UNIT: 4**HOURS: 15**

Create a newspaper design and layout

- Comparative study of Newspaper makeup
- Understand newspaper design and layout; designing front and inside pages: forms of designing
- Pages: forms of designs
- Picture editing and caption writing.

ASSIGNMENTS

- Students should design the dummy and do the page makeup in a traditional and contemporary way
- Students should crop the photograph and to do a photo feature with proper captions

UNIT: 5**HOURS: 20**

Knowing computer page makeup

- Computer page makeup: principles and techniques of page makeup
- Introduction to page makeup
- Software: Adobe In design

ASSIGNMENTS

- Students should design broadsheet and tabloid using Adobe In design software

PRACTICAL OUTPUT

- Students should submit a dummy with their own style with the available news reports in print and online sources
- To submit a photo story with suitable captions
- Students should edit news reports written by themselves and design
- Students should design and publish wall newspaper everyday newspaper by forming the team of editorial

TAMIL SOCIETY HISTORY AND POLITICS

ELECTIVE THEORY: I
SEMESTER: 1

CREDIT: 4
HOURS: 80

COURSE OBJECTIVES:

- To teach students about the classic nature of Tamil culture.
- To educate the students about the connection between the nature of soil and varying traditions.
- To encourage them to follow the traditional values of Tamil politics in connection with Journalism.
- To teach the necessity for changes with time and growing requirements.
- To encourage the students to empower the knowledge base for growing media needs.
- To provide the tools of artistic communication techniques existing to reach Tamil Community.

COURSE OUTCOMES:

CO1:Students will able to understand the definition of societal values.

CO2:Students will be able to know the relationship between History and current developments.

CO3:Students will be able to analyze the Challenges for Tamil tradition with various invaders.

CO4:Student will able to analyze the developments over technology and Tamil literature.

CO5:Students will able to understand the impact of various media houses over Tamil politics.

CO6: Students will able to understand the developments in literature, folk arts, and film in connection with Tamil society.

Unit I

HOURS: 15

Thinai Based Ancient Tamil Society on Landscapes- Family- Two Functions: Social, Psychological- Economic, Reproductive and Educational Institutions- Sangam Polity- from Historical Perspective

Unit II

HOURS: 15

Tamil Society during Kalapirars and Pallavas – Chola Period – Social and Cultural Life of Tamils- Ethical Literature and Architecture of Pallavas – Emergence and Fall of Cholas –Women Degradation

Unit III

HOURS: 15

Tamil Siddars and Their Revolutionary Thoughts - Pandyas Upsurge and Fall - Madurai Nayakars –Society and Politics of Tamils – Variety of Tamil Literacy Development

Unit IV

HOURS: 15

Seventeen to Ninteeth Century Society and Politics of Tamilnadu - Ramalinga Vallalar Movement – Impact of Christian Missionaries on Society and Culture

Unit V

HOURS: 20

Twentieth Century Tamilnadu - Impact of National Movement– Emerging Justice Party- Dravidian Movement - Maxist Movement – Women Liberation and Dalit Liberation Movements - Civil Society Mainstream Politics of Democracy - Development and Impact of Cinema on Society and Politics –Communication and Technological Revolution Today

FIRST YEAR –

SEMESTER - II

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
II		CORE THEORY III	DEVELOPMENT COMMUNICATION	80	4	25	75	100
II		CORE THEORY IV	PHOTO JOURNALISM	80	4	25	75	100
II		CORE THEORY V	COMMUNITY JOURNALISM	80	4	25	75	100
II		ELECTIVE PRACTICAL I	COMMUNITY OUTREACH PROGRAMME	80	3	40	60	100
II		CORE THEORY VI	FILM STUDIES	80	4	40	60	100
II		SOFT SKILLS	SWAYAM (MOOC)		4	50	.	100
					23			600
			TOTAL					

SEMESTER II
DEVELOPMENT
COMMUNICATION

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To familiarize the concept, process and models of development**
- b) To develop the knowledge of Development Communication**
- c) To identify the barriers of the Development Communication**
- d) To understand the role of mass media in National development movement**
- e) To develop the writing skills on development support communication messages**

SYLLABUS

UNIT I

(15HOURS)

Development - Meaning, Concept, Process and Models of Indicator of Development. Theories - Origin - Approaches to development, Problems and issues in development. Characteristics of developing societies, Genesis of organized development in the PSOt world war period - gap between developed and developing countries. Alternative concept of development. Need based approach ; Sustainable development. Human development approach : Right based approach and participatory approach to development.

UNIT II

(15HOURS)

Development Communication - Meaning - Concept - Theories - Earlier Dominant Paradigms - Economic theories - Rustow, Daniel Learner, E.M Roger, Wilbur Schramm - Modernization - Diffusion of innovations - Alternative

paradigms - Cultural model, Self Reliance, Gandhian model - Revival of modernization model in 1990's - Focus of telecommunication and new technologies.

UNIT III

(15HOURS)

Strategies in Development communication - Social Marketing - Social mobilization communication for social change, Mass effects, Media advocacy, digital media and development journalism. Agricultural Communication and rural development. The genesis of agricultural extension - approach in agricultural communication - Case studies

UNIT IV

(15HOURS)

Role of mass media for Development Communication - Factors of media effecting social development - Radio and TV Development programmes - ICT in Development. Need for alternative channels of Development Communication - Folk tradition , Theatre etc.

UNIT V

(15HOURS)

Development support communication : Population and family welfare - health - education and society - environment and development. Media selection - small media appropriation - Media mix. Writing development message for rural audience with special reference radio, TV, Traditional media. Developmental and rural extension agencies : Government, Semigovernment, NGO, Funding agencies : World Bank, IMH, USAID, Ford foundation. Development Communication Experiment - SME, KHEDA project

TEXT BOOKS:

- Fernandes, Walter. (1988). *Development Communication* New Delhi.
- Hornik, Robert. (1988). *Development Communication in Agriculture and Rural Areas in Third World*. London/ NY, Longman.
- Hoogvelt, Ankie. (1982). *Telecommunications Development* London Macmillan.
- Melkote, Srinivas. (1991). *Communication for Development in the Third World - Theory and Practice* New Delhi Sage publications.
- Prato, De Giuditta. (2013). *Asia Global Climate Network Driving Village Change* Publishing.
- Schramm, Wilbur. (1964). *Mass Media and Development*, Stanford UP: Stanford.
- Sondhi, Krishan. (1983). *Communication in Rural Areas* New Delhi.

WEBLINK:

- www.unrisd.org
- www.worldbank.org
- www.oecd.org
- www.itidjournal.com
- www.cs.cmu.edu
- <http://ieg.worldbankgroup.org> **E-**

LEARNING RESOURCES:

- Communication for Development : Recent Trends in Empirical Research by Nobuya Inagaki, World Bank Publications, (2007)
- Involving the community a guide to participatory development communication /by Bessette Guy, 1952-Published 2004
- Communication for development and social change SAGE knowledge Published 2008
- Development communication sourcebook broadening the boundaries of communication /by Mefalopulos, Paolo. Published 2008
- Saving the world a brief history of communication for development and social change /by McAnany, Emile G. Published 2012
- International and development communication a 21st-century perspective /Published 2003 sageknowledge
- Explaining Conversations : A Developmental Social Exchange Theory by R. Murray Thomas , and Marie K. Iding ,publisher Jason Aronson, Inc.(2011)
- Enacting participatory development theatre-based techniques, McCarthy, Julie, 1967- London ; Sterling, VA :Earthscan, 2004. (2004)
- ICTs and development in India perspectives on the rural network society, By Sreekumar, T. T., London ;New York, N.Y. : Anthem Press, 2011.

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning

COURSE OUTCOME

- a) Able to familiarize the concept, process and models of development**
- b) Able to develop the knowledge of Development Communication**
- c) Ability to identify the barriers of the Development Communication**
- d) Able to understand the role of mass media in National development movement**
- e) Ability to develop the writing skills on development support communication messages**

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	0	3	0	0
CO 2	3	2	2	1	0	1
CO 3	3	3	0	2	0	0
CO 4	0	3	0	0	0	2
CO 5	3	3	3	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	1	0
CO 2	3	3	2	3	1	2
CO 3	3	3	3	3	0	0
CO 4	1	2	0	0	0	0
CO 5	3	3	3	3	3	3

PHOTO JOURNALISM

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To impart basic concepts and importance of Photography for Journalism
- b) To encourage creative and technical skills
- c) To develop interest in Photo Journalism and to prepare Photo Journalistic skills to research stories, spot news, human interest stories, single picture story, photo essays
- d) To give hands on training in operation of professional camera and to take photographs
- e) To encourage freelancing / self employment

SYLLABUS

UNIT I

(15 HOURS)

Photo Journalism - the concept - Definition - History of Photo Journalism in India - Scope and Importance in modern Newspaper - News photo - Main characteristics - Photo Agencies - News Agency Services - Foreign Photo Agency - ATP, AP, Reuters, PTI and UNI - Photo Division - Government of India

UNIT II

(20 HOURS)

Camera Basics: Pro camera bag - Parts of Camera - Camera type - Lens : types and functions - Shots - Angles - Filters – Mechanics of Photography : Apertures, Shutter speed, ISO, Focus, Focal length - Lighting : Indoor and Outdoor - Composition of photography : Rule of thirds, White balance, Framing, Evaluating composition - Exposure and its types - Photographers' Jargon - Photo Editing - Photo Editor - Limitations on photo editing - Using Adobe Photoshop - other photo editing software : Adobe Bridge, Lightroom - Photo file format : .JPG, RAW, TIFF, PNG, PDF - Photo in interactive graphics, maps, polls and text - Digital photography a comparison - Photography Resolution

UNIT III

(20 HOURS)

Shooting the Environmental Portrait - Shooting the self-portrait - Photography objects, Places and Events - Role of photo journalist in Current Affairs - Geographical Coverage, Political campaign, Art and Culture, Traditional, Wildlife, Sports, Celebrity, Spot news, Pattern and Texture. - Working with Reporters - Preparing photo stories received from Citizen Journalist - Navigating Access - Photography - Caption, Essay, Photo Features - Photo credit -

UNIT IV

(15 HOURS)

Photography department of a Newspapers - Photo Journalist - duties and responsibilities - Quality - Role as a Journalist - Managing the transport and time management skills - Working in Photography Department - Photo Journalism Ethics - Copyright and Fair Use of Photography - Principles and Techniques value - Allowed photo manipulation - Rules followed during production - Limitations on Post Production - Follow pattern of CMYK and RGB for printing and online photos - Case studies of Photo Journalism

UNIT V

(10 HOURS)

Practical Assignment

To shoot in a Beat, Event, Outside and Inside Studio

To writing Photo Features via story telling with appropriate Captions

TEXT BOOKS:

1. Evans, Duncan. (2009). Portraits. Ava.
2. Kobre, Kenneth. (2008). ~~Portrait in the Field~~ Focal Press.
3. Langford, Michael., & Bilissi, Efthimia. (2008). ~~Langford and Bilissi~~ Focal Press.
4. Langford, Michael., Fox, Anna., & Smith, Richard Sawdon. (2007). ~~Langford and Bilissi~~ Focal Press.
5. Pearsail, Stacy. (2012). ~~Street Photography~~ Lyons Press.
6. R. Peres, Michael. (ed.) (2007). ~~The Encyclopedia of Photojournalism~~ Focal Press.
7. Steel, Andy. (2006). ~~The World's Top Photographers~~ ~~Portrait and the Street~~ ~~and the Rotovision.~~

WEBLINK:

- www.photographytips.com
- www.betterphotography.com
- www.pressdemocrat.com
- www.apimages.com
- www.hearstfdn.org/hearst_journalism/index.php **E-**

LEARNING RESOURCES:

- The burden of visual truth the role of photojournalism in mediating reality /by Newton, Julianne Hickerson, 1949- Published 2001
- Picturing immigration photojournalistic representation of immigrants in Greek and Spanish press /by Batziou, Athanasia. Published 2011
- Phototruth or photofiction? ethics and media imagery in the digital age /by Wheeler, Tom, 1960- Published 2002
- Picture perfect life in the age of the photo op /by Adatto, Kiku, 1947 Published 2008

PEDAGOGY

Lecture, Power point presentation, Case study, Group discussions, Peer learning

COURSE OUTCOME

- a) **Able to understand the basic concepts and importance of photography for Journalism**

- b) Ability to tell news stories through visual frames**
- c) Ability to smell creative Photo Journalistic skills to research stories, spot news, human interest stories, single picture story, photo essays**
- d) Able to handle operate professional cameras**
- e) Able to be as a Freelance Photo Journalist or as an entrepreneur.**

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	2	3	2
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	1	0	0	2	3	3
CO 5	2	3	2	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	2	3
CO 2	3	3	3	3	3	3
CO 3	3	3	1	3	3	3
CO 4	3	3	3	1	0	3
CO 5	3	3	3	3	3	3

COMMUNITY JOURNALISM

TOTAL HOURS: 80

SUB CODE:

CREDIT: 3

L-T-P:

OBJECTIVES:

To enable the students to

- a) To gain knowledge on Community Journalism and understand the importance of Community issues**
- b) To understand the role and relationship[between a Community Journalist and Community by identifying local issues on round level and to develop the local communities solve it**
- c) To gain knowledge in various Community Media**
- d) To enable to write and produce news content on different community issues using different reporting techniques need for the community for the relevant community media**
- e) To develop listening and observational skills to connect with the community, anticipate its needs and wants**

SYLLABUS

UNIT I

(15 HOURS)

Community: Definition, concepts, stake holders, concept of community journalism, evolution of community journalism, community journalism –World perspective, elements in building community journalism. Theories of communication and community journalism, connection between development communication and Community/Civic journalism.

UNIT II

(15 HOURS)

Characteristics of the relationship between journalist, the community and the media in general – Skills of community journalist – Public listening – Identifying what is important to community – Public judgment – Deliberative discourse (dialogue) – Journalist relationship with communities – Your perception – Community perception-Community media – definition, characteristics – Objectives – Medium – Ownership and control,

content, media production, audience, financing major functions performed by community media. **UNIT III**

(15 HOURS)

Understanding community media – Community media initiatives, community media in India. Community radio need, origin, concept, philosophy and policy of community radio as an alternative mass medium.-Community radio in US, UK, Australia etc., community newspaper, community TV, community blogging etc., -Standards for community journalism community media adopting to new technologies (social media, mobile journalism, smart phones etc.,)

UNIT IV

(20 HOURS)

Reporting for community media – Understanding local government, local beats – cultivating sources specific to government reporting – Understanding open meetings, law, customs, norms, culture etc.,-Covering and reporting local meetings, local education, local sports, local development, civic issues,- Role and responsibilities of community journalist: to study the various community issues (women, children, minority, weather, tribal) and writing community news stories and features for community development. Ethical issues in community reporting

UNIT V

(15 HOURS)

Community engagement : Benefits of successful engagements – Principles of engagement – Participatory engagement – Typology of participation, six C's of successful community engagement, typology characteristic manipulative participation – participative incentives – functional participation – interactive participation – self mobilization – modifying attitude and opinion.

TEXT BOOKS:

Arun, Irengam, ~~McComin & Frank~~ ~~McComin & Frank~~

WEBLINK:

- <https://www.hilarispublisher.com/scholarly/community-journalism-journals-articles-ppts-list-693.html>
- <https://www.definitions.net/definition/community+journalism>
- <http://journal.community-journalism.com/>
- https://us.sagepub.com/sites/default/files/upm-binaries/41974_1.pdf

E-LEARNING RESOURCES:

- Community journalism relentlessly local /by Lauterer, Jock. (2006)
- Japan's local newspapers Chiho shi and revitalization journalism / by Rausch, Anthony S.(2012)
- Emus loose in Egnar big stories from small towns /by Muller, Judy. (2011)

- Theory and practice of dialogical community development international perspectives /by Westoby, Peter. Published 2013

PEDAGOGY

Lecture, Power point presentation, Case study, Group discussions, Peer learning, Visit to the nearby Community, Taking part in Community meetings, Visit to community Radio station

COURSE OUTCOME

- Able to gain knowledge on Community Journalism and understand the importance of Community issues**
- Ability to understand the role and relationship[between a Community Journalist and Community by identifying local issues on round level and to develop the local communities solve**
- knowledge on various Community media**
- Ability to write and produce news content on different community issues using different reporting techniques need for the community**
- Able to gain listening and observational skills**

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	0	3	1	1
CO 2	3	3	2	3	1	2
CO 3	0	0	0	0	0	3
CO 4	3	3	3	3	0	3
CO 5	2	3	3	3	0	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	1	2	3	3	3
CO 2	1	1	3	3	3	2

CO 3	3	3	0	2	1	3
CO 4	3	3	0	3	3	3
CO 5	1	1	3	3	3	3

COMMUNITY OUTREACH PROGRAMME

TOTAL HOURS: 80

SUB CODE:

CREDIT: 3

L-T-P:

OBJECTIVES:

To enable the students to

- a) To understand the Community, their work and the contemporary social issues**
- b) To gain skills in mobilizing community participants and field survey**

- c) **To develop a communication strategy to address the social issues**
- d) **To conduct a Outreach development program using communication as a tool**
- e) **To understand the role of ournalist**
- f) **To develop social responsibility**

SYLLABUS

ACTIVITI

ES:

- Developing the data bank of different communities of the selected area.
- Documenting the life style and occupation of the selected community
- Field survey to determine the development program
- Presenting the project as a news story

PROGRAM EXECUTION:

- To find out a area of intervention
- Conducting a base line survey
- Identification of problem
- Coming out with communication strategy for intervention
- Conducting a outreach development program with development support communication
- Collecting feedback
- Preparing a project report.

PEDAGOGY :

One-day workshop, Previewing documentaries or videos related to the TV Programmes, Trainingsessions

COURSE OUTCOME

- a) **Ability to understand the Community, their work and the contemporary social issues**
- b) **Able to gain skills in mobilizing community participants and field survey**
- c) **Able to develop a communication strategy to address the social issues**

- d) Ability to conduct a Outreach development program using communication as a tool
- e) Be a social responsible citizen

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	3	1	1
CO 2	3	3	2	3	1	3
CO 3	3	3	3	3	1	3
CO 4	3	3	1	3	1	3
CO 5	0	0	0	3	0	0

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	0	2	3	3	3	3
CO 2	1	1	3	3	3	3
CO 3	2	3	1	3	2	3
CO 4	1	2	3	3	2	3
CO 5	0	0	3	3	3	1

FILM STUDIES

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To understand the symbolic relationship between Film Media and PR and how film PR can be value of Journalism and vice versa**
- b) To understand the History and functioning of INDIAN film Industry.**
- c) To impart the concepts, role and objectives of strategies with reference to world Cinema.**
- d) To understand the History and functioning of Tamil film Industry**
- e) To impart the concept, role, function, tools and strategies of veteran Film makers of Tamil Film Industry.**

SYLLABUS

UNIT I

(20 HOURS)

Film Media – Introduction- Launch and Business probabilities explored – Visual based cinema- Narrative films- Films and Fantasy- Films and History- Films and Mythology- Films and society- Films and Women Liberation- Impact of II world war on film making- Film industry and Hero worship- Film makers and Film audience –Relationbetween Press and Film - Film Critics

UNIT II

(15 HOURS)

Launch of Film media- In India-Lumiere Brothers- Mumbai and First film Launch- Challenges faced in engaging with the theatre audience- Development of film making- silent era- Fixed camera- Stage plays and Films- cameramovements and improvised pattern of storytelling- Post production techniques and enhanced presentation- Talkies Introduction

UNIT III

(15 HOURS)

Film Theory: Major Concepts – Sergi Eisenstein, Andre Bazin, Christian Metz – Akiro Kurosava - Development of film making in India-Dada Saheb Phalke- Film fantasy and Indian Mythology- Satyajith Ray – Mrinal Sen – Sham Benegal – Film festival- Award winning.

UNIT IV

(15 HOURS)

Tamil film Industry- silent era-Musical era- Dialogue era- Film industry and Hero worship-Production brand of the films-Writer's films- Directors' Films- studio vs films made in outdoor- and audience perception of films –Golden Era- Voice of Films and overcoming the language Barrier- 80s cinema- Domination of music directors in Tamil film Industry-

UNIT V

(15 HOURS)

Pioneers of Tamil film Industry- Nataraja Mudaliar- K.Subramaniam- S. S. Vasan- L. V. Prasad- Direction Trend setters - A. P. Nagarajan – making films on Mythology-D. Yoganand-making folk hero subjects and Novels-(Madurai Veeran, Parthiban Kanavu)- K.Sridhar-Making Films for youth- (Uthamaputhiran)- A.Bheemsingh –Making family subjects and Novels of Jayakhanthan- (Pasamalar,Silanerangalil sila manithargal-)K.Balachandar- Making films on Revolutionary and subjects on women liberation - K.Bharathi Raja-Making films on Village outdoor films-Cinematographers turned to film directors-BaluMahendra- Niwas- Suresh Menon- Rajiv Menon

REFERENCE:

TEXT BOOKS:

1. On film editing dmytryk , edward
2. Directing film techniques and aesthetics Dictionary of movies and films manjrekar, prahlad
3. Global film industry trends and cases partha sarathy, v. (edr.)
4. Indian film industry some perspectives partha sarathy, v. (edr.)
5. Indian film industry an overview taheer, nasreen, gopalan, swapna (edrs.)
6. Film directing fundamentals milos forman, film director
7. The oxford handbook of film and media studies kolker, robert
8. The major film theories andrew, dudley, j.
9. Film scriptwriting swain, dwight, v. & swain, joye, r.
10. Routledge critical thinkers feminist film theorists chaudhuri ,shohini
11. Film studies the basics villareja, amy
12. Film studies andrew, m , butler rabiger , michael

E-LEARNING RESOURCES:

1. Making Meaning : Inference and Rhetoric in the Interpretation of Cinema : Inference and Rhetoric in the Interpretation of Cinema
David Bordwell and David BORDWELL
2. Make Believe in Film and Fiction : Visual vs. Verbal Storytelling : K. Kroeber
3. Making of Wizard of Oz Aljean Harmetz and Margaret Hamilton
4. Making and Remaking Horror in the 1970s And 2000s : Why Don't They Do It Like They Used To?By David Roche
5. Steven Spielberg and Duel : The Making of a Film by Career Steven Awalt
6. On Film by Stephen Mulhall
7. Architecture and Film by Mark Lamster
8. Behind the Curtain : Making Music in Mumbai's Film Studios Gregory D. Booth
9. Retrovisions : Reinventing the Past in Film and Fiction Deborah Cartmell, I. Q. Hunter, and Imelda Whelehan
10. The Promise of Cinema : German Film Theory, 1907-1933 Anton Kaes, Nicholas Baer, and Michael Cowan
11. Tamil cinema : the cultural politics of India's other film industry by Velayutham, Selvaraj,

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning

COURSE OUTCOME

CO 1: Able to understand the symbolic relationship between Film Media and PR

CO 2: Ability to understand the history of Film Industry with reference to India Cinema/ Tamil film

CO 3: Able to understand the concepts, role and objectives of strategies with reference to world Cinema.

CO 4: Able to learn the concept, role, function, tools and strategies of veteran Film makers of Tamil Film Industry.

CO 5 : Able to learn the carrier opportunities in film industry as Film PRO and to get trained to become Film Critics, Film Journalist, Film Historians, etc.,.

CO/PO MAPPING

	PO 1	PO2	PO3	PO4	PO5	PO6
CO1	1	1	0	0	3	1
CO2	2	0	0	0	3	1
CO3	3	1	2	0	1	0
CO4	3	2	1	0	2	0
CO5	3	2	3	3	3	3

CO/PSO MAPPING

	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	0	3	0	2
CO2	3	0	0	3	0	2
CO3	3	0	0	3	2	1
CO4	3	0	2	3	0	2
CO5	2	2	3	3	3	3

SECOND
YEAR
SEMESTER
- III

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
III		CORE THEORY VII	TELEVISION JOURNALISM	80	4	25	75	100
III		CORE THEORY VIII	COMMUNICATION RESEARCH	80	4	25	75	100
III		CORE PRACTICAL IV	TELEVISION NEWS PRODUCTION	80	4	40	60	100

III		ELECTIVE THEORY II	ADVERTISING, PR AND MEDIA MANAGEMENT	80	3	25	75	100
------------	--	-------------------------------	---	-----------	----------	-----------	-----------	------------

III		ELECTIVE PRACTICAL II	DIGITAL JOURNALISM	80	3	40	60	100
III		INTERNSHIP			2	40	60	100
III		SKILL BASED ELECTIVE	RESEACH SKILLS		3	50	-	100
			TOTAL		23			700

SEMESTER III

TELEVISION

JOURNALISM

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To understand the working pattern of Broadcast media**
- b) To familiarize the students with the basic techniques of Television Broadcasting**
- c) To create understanding of electronic media content creation**
- d) To familiarize with the basic Technical aspects of Television Broadcasting media**
- e) To understand and practice Mobile Journalism**

SYLLABUS

UNIT I

(17 HOURS)

History and Characteristic of TV Broadcasting. TV as a tool of Mass Communication, Function, and Growth – Joshi committee -Television for development (SITE), Social and Commercial impact (TAM, TRD, BARC) – General activities of a TV centre, Expansion and Reach of TV Media

Organizational structure and programme patterns of different DD channels, Private TV channels, News channels. Fundamentals of TV news and production – format of Nation, Regional – 24 hour News channels and Entertainment channel

UNIT II

(17 HOURS)

Television News Room, Structure, Types of TV studios, News Writing structure – Inverted pyramid, Diamond, Hourglass, Narrative. TV News Copy – Presentation and News anchoring, Breaking News – Line models of News, News worthiness, Values and Elements, News Criteria - Types of Sources
– News agencies, Press Agency, Wire Agencies, Alternative New Media, Netflix, Apple TV, News Bureau, Satellite Communication

UNIT III

(16 HOURS)

Types of TV Programmes&Formats - Studio based Programmes, Studio Interview, Studio Discussion - Studio shows with audience participation, TV documentary, Live telecast, News casting, News anchoring and Newsreading. Production process : Pre production - Scripting, Planning – Production – Video shooting with TV Camera, Basic Shots, Camera movement, Angles, Online Editing – Post Production – Video Editing, Offline, Online, Linear, Non Linear, Latest Software's

E-LEARNING RESOURCES:

1. News as entertainment the rise of global infotainment /by Thussu, Daya Kishan.
Published 2007
2. Broadcast news producing by Schultz, Brad, 1961-Published 2005
3. Race and news critical perspectives /Published 2012 ProQuest (Firm) London Routledge, 2012.
4. Niche news the politics of news choice /by Stroud, Natalie Jomini. Published 2011
5. Polls, expectations, and elections : TV news making in U.S. presidential campaigns /by Craig, Richard (Professor of journalism), Published 2015
6. Compassion fatigue how the media sell disease, famine, war, and death /by Moeller, Susan D. Published 1999
7. Check it out! Great reporters on what it takes to tell the story /by Athens, Art. Published 2004
8. Interpreting Television News by AUTHOR Gabi Schaap PUBLISHER De Gruyter, Inc.

PEDAGOGY:

Lecture, Power point presentation, Case study, Group discussions, Peer learning **COURSE**

OUTCOME

CO 1: Able to understand the working pattern of Broadcast media

CO 2: Be familiarize the students with the basic techniques of Television

Broadcasting CO 3: Able to understand content creation formats of Electronic media

CO 4: Able to familiarize with the basic Technical aspects of Television Broadcasting media

CO 5: Able to become as a Mobile Journalist

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	1	0	0	3	0
CO 2	3	1	3	0	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	1	2	2	3

CO 5	3	3	1	2	2	3
-------------	----------	----------	----------	----------	----------	----------

CO/PSO MAPPING

	POS 1	POS 2	POS 3	POS 4	POS 5	POS 6
CO 1	3	3	0	3	3	3
CO 2	3	3	1	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	1	3	3	3
CO 5	3	3	1	3	3	3

COMMUNICATION RESEARCH

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To impart the concepts, technical vocabulary of Communication research, media and social research**
- b) To comprehend the appropriate research methods in the study of communication as a socialscience**
- c) To assess the ethical choices of researchers in conducting and presenting research**
- d) To impart the knowledge of basics of statics and media metrics**
- e) To develop skills necessary for conducting communication mass media research**

SYLLABUS

UNIT I

(15 HOURS)

Definition and Elements of Research: Research methods and Approaches in Social Sciences. Administrative and Critical Traditions; Mass media research and Scientific methods. Importance of Communication Research — Indian Scenario; Research Process: Formulation of research problem, Review of Literature, Hypothesis, Types of Research designs.

UNIT II

(20 HOURS)

Qualitative Research: Case Studies — Ethnography Ethno Methodology, Symbolic Interactionism, Policy and Archival research —Participant Observation and Non-Participant Observation - Focus Group - Ground Theory Methods, Action Research, Historical research. Content analysis; Communication Policy Analysis;Analyzing Visuals: Still and Moving images. Use of Software for Qualitative Research ki

UNIT III

(15 HOURS)

Toolsof Data Collection–Observation, Interview Schedules, Questionnaire, Field Studies,Telephone Surveys, Online Polls.Sampling Methods. Media research –Evaluation, Feedback –Feed Forward –MediaHabits –Public Opinion Surveys –Pre-Election studies and Exit polls, Attitude Measurement–Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levelsof Measurement. Reliability and Validity Measurements.

UNIT IV

(15 HOURS)

Introduction to Statistics; Use of Statistics in Media Research; Inferential and Parametric, Nonparametric,Uni-variate, Bi-variate, Multivariate statistics, Correlations, Linear Regression, LogisticsRegression, Factor Analysis, Principal Component Analysis, Anova, Structural Equation Modeling; Use of SPSS

UNIT V

(15 HOURS)

Data Analysis and Report writing– Data analysis techniques – Experimental Research; Preparation ofResearch reports/ Project reports/ Dissertations, Referencing and Citation Style.Ethical perspectives of Mass media research; Effects research – Strengths and Limitations

ASSIGNMENTS TO APPLY RESEARCH THEORY IN SPECIFIED AREAS

1. Preparing a research agenda
2. Compiling research papers on various methodologies and theoretical framework
3. Writing a research proposal /research paper

REFERECE

1. Berger, Asa 3rd Edition. (2011) Media Communication and Society Publication.
2. Du ,Plooy. (2003). Communication Research Techniques, Methods and Application, Juta and Company.
3. Gunter, Barrie. (2000).Media Research Methods, Advertising, Public and Impact Sage Publication.
4. Kothari. C.R. (2006). Research Methods in Communication, 2/e, VishwaPrakashan.
5. Merrigan, Gerianne.,& Huston, J Carole. (2008). Communication Research Methods Oxford University Press.

6. Treadwell, Donald. (2010). *Inter Communication Research* of *Inter*, Sage Publication.
7. Wimmer, D. Roger., & Dominick, R. Joseph. (2010.) *Mass Media Research An Inter* Cengage Learning.

WEBLINK

1. www.ithacalibrary.com
2. www.cancer.gov
3. www.surrey.ac.uk
4. www.prsa.org
5. www.scienv-com.eu

E-LEARNING RESOURCES

1. Newspaper research journal Association for Education in Journalism and Mass Communication. Newspaper Division., Association for Education in Journalism. Newspaper Division.
[Memphis : Newspaper Division, Association for Education in Journalism and Mass Communication]
2. Introduction to qualitative research methods : a guidebook and resource /by Taylor, Steven J.,1949-, Bogdan, Robert., DeVault, Marjorie L., 1950-
Published 2016
3. Ground rules for social research guidelines for good practice /by Denscombe, Martyn. Published 2010

PEDAGOGY:

Lecture, Power point presentation, Case study, Group discussions, Peer learning **COURSE**

OUTCOME

CO 1: Able to understand the concept, need, importance, ethics of research related to communication, media, social science

CO 2: Able to identify appropriate methodology for conducting communication/ research

CO 3: Able to analyze the data from Qualitative and Quantitative perspective

CO 4: Able to apply statistic and media metrics

CO 5: Able to do Research n mass media for social development

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	3	1	2	1
CO 2	3	3	2	1	1	3
CO 3	3	3	2	2	3	3
CO 4	3	3	3	0	3	3
CO 5	3	3	3	3	3	3

CO/PSO MAPPING

	POS 1	POS 2	POS 3	POS 4	POS 5	POS 6
CO 1	3	3	1	3	1	3
CO 2	3	3	1	3	1	3
CO 3	3	3	2	3	0	3
CO 4	3	3	3	3	0	3
CO 5	3	3	3	3	3	3

ADVERTISING, PR
AND MEDIA
MANAGEMENT

TOTAL HOURS: 80

SUB CODE:

CREDIT: 3

L-T-P:

OBJECTIVES:

To enable the students to

a) To understand the symbolic relationship[between Media and PR/Advertising and how

PR/Advertising can be value of Journalism and vice versa

- b) To impart the concepts, role and objectives of Advertising, strategies with reference to India**
- c) To understand the functioning of Advertising Agencies**
- d) To impart the definition, concept, role, function, tools and strategies of Public Relations**
- e) To understand the difference between PR, Advertising and Marketing**
- f) To learn the ethics and code of conduct of Advertising and Public Relation**

SYLLABUS

UNIT I

(18 HOURS)

ADVERTISING : Role, Scope, Concepts, Definition, Objectives and Classification with Reference to India - Current trends in Advertising Agency structure and various department and functions, The Process of Advertising - Brand Management - Brand building and brand positioning - Role of advertising in brand building - concepts - case studies in brand Positioning

UNIT II

(15 HOURS)

Marketing Communication - Importance of Marketing Mix - Role of advertising in marketing - Consumer behavior - The basic concepts of Media planning and buying- Media Strategies - Professional bodies in Advertising - AAI, ASCI, Code of Ethics etc. - Laws and Ethics issues in Advertising

UNIT III

(18 HOURS)

PR : History, Concepts, Definition, Role, Function - PR and Media Relationship - Target Audience Segmentation - Internal and External Communication - Tools and Methods - PR Department / Agency structure / Role and Functions - PR programmes and budgeting - Preparing a plan for PR Audit, New trends in PR practice, Difference between PR and Advertising, Marketing

UNIT IV

(12 HOURS)

PR as source of News for media and its work pattern - Media Relations management - PR in Government, Public and Private sector - Crisis communication - Social Marketing with reference to India - Professional bodies in PR: PRSI, PRPA and code of ethics, Responsibilities of PRO, PR practices for film and Digital world - PR strategy and tactics - PR Propaganda and Lobbying

UNIT V

(12 HOURS)

TRP and Advertising - Role and Function of various media units of MIB - ParasarBharati, Directorate of Advertising and Visual Publicity(DAVP),Directorate of Field Publicity, Photo Division, Publications Division, Song & Drama Division, Press Information Bureau(PIB),Directorate of Film Festivals(DFAI),Films Division(FD), National Film Development Corporation(NFDC).

REFERENCE:

TEXT BOOK:

1. Arens, F William.,& Courtland , L Bovee. (1994). *Company Advertising*
2. Cateora, R Philip.,& Graham, John L. (1999). *International Marketing* McGraw Hill 2.
3. David, A Aker. (1996) *Building Strong Brands* free press.
4. Fowles , Jib. (1996). *Advertising Principles* Publications.
5. Jones, John Philip, (2001). *Writing for Advertising* Tata Graw Hill.
6. Philip., & L Roberto Eduardo. (1989). *Social Media Strategy* free Press.
7. Ries Al., & Ries , Laura. (2001). *The Immortals of Advertising* Collins.
8. Spence, Edward.,& Van Heekeren Brett .(2004) *Advertising* Pearson Publication.
9. Breakenridge,K. Deirdre.(2012). *Social Media PR: The New Rules for PR Professionals*. Upper Saddle River, N.J. : FT Press.
10. Butterick, Keith .(2011). *Writing for the Mass Media* London ; Thousand Oaks.
- a) Clear ,Annette., &Weidema., Linda.(2002) *Dynamics of Public Relations and Journalism* A Palgrave MacMillan Lansdowne :Juta.
- b) Doorley, John ., & Garcia, Fred Heio.(2007)*Reputation Management The Key to Successful Public Relations and Corporate Communication* New York :Routledge.
- c) Gupta, Om.(2002).*Basic aspects of Media Writing*. Delhi:Kanishka Publishers.
- d) Henslowe,Philip (2003)*Public Relations: A Practical Guide to the Basics* London ; Sterling, VA : Kogan Page.
- e) Lesly , Phil(1998)*Handbook of Public Relations and Communication* McGaw Hill
- f) Oliver , Sandra.(2010) *Public Relations* Philadelphia :Kogan Page .
- g) Stovall, Glen James(2008). *Writing for the Mass Media*. Delhi : Pearson Education.
- h) Theaker, Alison (Ed) (2012)*The Public Relations Handbook* New York :Routledge.
- i) Zappala,. Joseph., & Carden,R. Ann .(2010)*Public Relations Writing: A Practical Guide* fifth edition New York :Routledge.

WEBLINK

- a) www.business.qld.gov.au
- b) <http://brandeducationservices.com>

- c) www.consumerpsychologist.com
- d) www.businessdictionary.com
- e) <http://www.advertisingarchives.co.uk>
- f) www.ipr.org.uk/who-needs-pr-services.html
- g) www.prsi.co.in/
- h) mass.pakgalaxy.com/
- i) www.8prpractices.com/
- j) www.publicimagesnetwork.org/
- k) www.prfirms.org/

E LEARNING RESOURCES

1. Advertising account planning a practical guide /by Kelley, Larry D., 1955- Published 2006
2. Advertising a cultural economy /by McFall, Elizabeth Rose.
Published 2004
3. Underdog advertising proven principles to compete and win against the giants in any industry /byFlowers, Paul W.Published 2006
4. Jewish mad men : advertising and the design of the American Jewish experience /by Steinberg, KerriP., 1959-
Published 2015
5. Advertising and society : an introduction /Published 2014
6. Commercial advertising six lectures at the London school of economics and political science
(University of London) /by Russell, Thomas.Published 2013
7. 'Ad'apting to markets : repackaging commecials in Indian languages /by Sunitha Srinivas, C.,Published
2015
8. Concise encyclopedia of advertising /by Clow, Kenneth E. Published 2012
9. Advertising : its business, culture and careers /by Tibbs, Andy, 1964-,Published 2010
10. An overview of the public relations function /by Bowen, Shannon A., Rawlins, Brad,, Martin, Thomas
R.,Published 2019
11. The public relations handbook by Theaker, Alison. Published 2012
12. The PR masterclass : how to develop a public relations strategy that works! /by Singleton, Alex.
Published2014

13. The AMA handbook of public relations by Dilenschneider, Robert L. Published 2010

14. Public relations and communication management current trends and emerging topics /Published 2013

15. Revenue Management with Flexible Products Models and Methods for the Broadcasting Industry /by Muller-Bungart, Michael., Muller-Bungart, Michael. Published 2007

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning **COURSE**

OUTCOME

CO 1: Able to understand the symbolic relationship between Media and PR/Advertising

CO 2: Ability to understand the concept, role and objectives of Advertising, strategies with reference to India

CO 3: Able to understand the functioning of Advertising Agencies and PR agencies

CO 4: Able to understand the difference between PR, Advertising and Marketing

CO 5: Able to learn the ethics and code of conduct of Advertising and Public Relation

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	0	0	3	1
CO 2	3	3	1	0	3	1
CO 3	3	0	2	0	0	0
CO 4	3	3	2	0	0	0
CO 5	3	2	3	0	3	0

CO/PSO MAPPING

	POS 1	POS 2	POS 3	POS 4	POS 5	POS 6
CO 1	3	3	0	2	0	1
CO 2	3	3	0	1	0	1
CO 3	3	3	0	0	1	1

CO 4	3	3	1	0	1	1
CO 5	3	3	1	1	3	0

TELEVISION NEWS PRODUCTION

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students

- a) To understand Television Journalism, its Newsroom and reporting process**
- b) To introduce writing skills for various TV programme production**
- c) To impart hands on training about the procedure and techniques of different news formats of Television news and news based programme such as field report, special report, talk shows etc**
- d) To acquire skills and learn to use different software for recording and editing television programme.**
- e) To produce TV news in contemporary broadcasting format**

EXERCISES

Writing to visuals

- The writing process: Thinking Audio and Video
- Planning and structuring the copy for various audio and video inputs
- Writing anchor leads
- Writing for scrolls, subtitles and other TV
- Screen values and other instrumentals

Broadcast styles and techniques of writings

- Handling information overload and allowing visuals to breathe
- Rewriting Agency copy
- Writing to bytes and outside Broadcast copy

- Understand the punctuation and presentation **TV**

Reporting- TV Reporters tools and techniques

- Locating TV stories : source of news, ideation
- Developing TV stories : process and planning
- Structuring a TV news report, v/o' s package and story formats
- News Reporting, PTC : Opening, Bridge, Closing, Facing the camera, Voice training, Studio anchoring, use of teleprompt, voiceover, moderating studio news
- Field recording : Field work, the equipments, TV news interview shooting, recording and editing

PRODUCTION

Studio production concept

- Studio floor plan
- Lighting Techniques
- Field lighting : colour temperate
- Production control room
- Headphones and earphones
- Single and multi camera productions
- Timeline and production schedule, cue and commands **Field**

production

- Basic shots and camera angles
- Ideas, visualization and production script
- Pre production and post production activities
- Grammar of visuals and video editing concept
- Laying of sound track and effects

Production of TV news programs

- Production process

- Producers and their rules
- Gate keepers, Heads, Thickers, Rhythm and Flows
- News analysis and experts
- Promo break
- Headlines
- Discussion and talk shows
- Organizing the studio for TV news program

Newsroom process

- Context acquisition, content creation
- Script editing
- Editing with voice-over
- Graphic inclusion

POST

PRODUCTION

- Visual editing, voice over sound track for News Features, signature tunes for bulletin and special programs
promo editing

Practical Output

- TV writing for different types of visual
- Structuring TV news reports
- TV Reporting: Covering news, Civic issues, Lifestyle reporting, TV film review, Sports reporting, Environmental reporting, Social and developmental stories, Local community news.

News Bulletins

- Composition of 2 minutes and 5 minutes bulletin
- News features
- Planning video footage, generating news content
- Preparing double column script

Talk show

Planning, Scripting and producing

- TV studio interviews
- TV news discussion
- Talk show with audience
- TV studio with call in (ob inputs)
- OB with audience
- Film review

PEDAGOGY:

One-day workshop, Previewing documentaries or videos related to the TV Programmes, Trainingsessions

COURSE OUTCOME

CO 1: Ability to write script for TV news stories and for beat reporting (on spot)

CO 2: Ability to coverage news events using professional cameras

CO 3: Able to anchor, present and to produce television news bulletin

CO 4: Ability to produce Television Interviews, News documentaries and features

CO 5: Able to do editing and post production work using software's

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	3	3	3	3
CO 2	0	0	1	3	3	3
CO 3	3	2	2	3	3	3

CO 4	3	2	2	3	3	3
CO 5	0	0	1	3	3	3

CO/PSO MAPPING

	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	3	0	3	2	3
CO 2	3	3	0	0	0	3
CO 3	3	3	1	2	1	3
CO 4	3	3	1	2	1	3
CO 5	3	3	0	0	0	3

DIGITAL JOURNALISM

TOTAL HOURS: 80

SUB CODE:

CREDIT: 3

L-T-P:

COURSE OBJECTIVES:

1. To gain knowledge and skills required for digital medium.
2. To gain knowledge in the field of Web, Online and digital journalism
3. To gain knowledge with media elements and to tell the stories online
4. To enable the technical skills and to equip to operate the software used for digital
5. To develop entrepreneurship skills by commencing digital channels.

SYLLABUS

UNIT 1

Digital Journalism:

- Need and scope of media outlets on the web
- Convergences, Online Newspaper, Hybrid Newspapers, Internet

Exercises – Analysis of various news portals/ internet editions; production of news bulletins in various digital formats and platforms, Case studies of news portal

UNIT 2

Elements of Multimedia Journalism

Exercises - Select text, Animation, Graphics, Photo graphics, Slide shows, etc, to tell a story online **UNIT 3**

Create a news story using multimedia tools

- Create an account at word press.com
- Create a news blog upload
- The news writings
- Starting FB/Twitter accounts, Insta Hashtag for trending the campaigns

Exercises – Open a Youtube channel and do a programme relevant to any topic **UNIT 4**

Podcasting

- Conduct short interviews for 3 to 5 minutes
- Upload the audio content in e-radio created by the department

Exercises – Doing a social media campaigns

- Create relevant posters, AV and other publication materials for the social media campaigns **COURSE**

OUTCOME:

CO 1: Able to gain knowledge and skills required for digital medium

CO 2: Ability to gain knowledge in the field of web, online and digital journalism

CO 3: Able to inculcate the knowledge with media elements and to tell the stories online

CO 4: Able to enable the technical skills and to equip to operate the software used for digital **CO 5:**

Ability to develop entrepreneurship skills by commencing digital channels.

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning

CO/PO MAPPING

	PO 1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	0	2	3	3
CO2	3	3	1	2	3	3
CO3	3	3	3	3	3	3
CO4	3	3	0	0	3	3
CO5	2	3	0	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
--	--------------	--------------	--------------	--------------	--------------	--------------

CO1	3	2	3	3	0	3
CO2	3	2	3	3	0	3
CO3	3	3	3	3	2	3
CO4	2	3	3	1	0	3
CO5	0	3	3	3	3	3

INTERNSHIP

CREDITS -2

SUB CODE:

Each student will have to undergo a 4weeks training in any of the Media such as

- Newspaper
- Magazine
- Radio (Community radio)
- Television
- Advertising / PR Agency

Or any relevant organization related to the students can identify communication individually orwith the help of Department

OUTCOME

Students should produce a report based on the training and their experience gained in the onemonth internship project. Students can also come out with a project based on their learning.Evaluation will be done on the base of their report and project.

SECOND
YEAR
SEMESTER –
IV

SE M	COURSE CODE	COURS E TITLE	TITLE OF THE PAPER	HRS	CREDI TS	CA	SE	T
IV		CORE THEO RY IX	MEDIA LAWS AND ETHICS	80	4	25	75	100
IV		CORE THEORY X	RADIO JOURNALISM AND PRODUCTION	80	4	25	75	100
IV		CORE PRACTIC AL V	RADIO NEWS PRODUCTION	80	4	40	60	100
IV		ELECTI VE THEORY III	HEALTH COMMUNICATION	80	3	25	75	100
IV		CORE PROJEC T I	RESEARCH PROJECT AND PRODUCTION	80	4	20	80	100

IV		SOFT SKIL LS	SWAYAM (MOOC)		4	50	-	10 0
			TOTAL		23			600

SEMESTER IV
MEDIA LAWS AND
ETHICS

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To provide understanding of knowledge of the Indian Constitution**
- b) To familiarize with the Fundamental Rights and Duties**
- c) To know Press Laws and understand the importance of media related laws**
- d) To know the codes of ethics of News, Print, Broadcast and New Media**
- e) To understand the correlation between Indian Constitution democracy and media**

SYLLABUS

UNIT I

(15 HOURS)

Journalism : Concept, Objective and Function, Role of Journalism in society : Journalism and democracy
- Concept of Fourth estate.

Media freedom - Media's social responsibility and accountability. Media Ethics : Concept, Principles, Role and Importance - Press Council of India and its guidelines of codes. Election Commission - guideline for media - Difference between media ethics and media law - Journalistic code of conduct (Model of code ofconduct - RJNDNA, SPJ, NBA,-Editor guild of India

UNIT II

(15 HOURS)

Regulation : Press Ombudsman : Readers Editor - Press commission of India - Regulation of Press Broadcast, Web. Self regulation- Media trialand sting operation - Right to reply, covering communal disturbances, dealing sensitively with women, children, religious, minorities issues, election, yellow Journalism - cheque book - paid news - plagiarism

UNIT III

(15 HOURS)

History of press/ media laws in India - Registration of Newspaper, Press and Registration of Books Act, 1867, Working Journalist Act, Indian constitution and media: Freedom of speech and expression and itslimits, main features and importance of Article 19A A& B, Defining the freedom of press and media

UNIT IV

(20 HOURS)

Restriction on media:

Defamation - Libel and Slander, Official Secret Act, Judiciary and Contempt of Court, Legislature and itsprivilege, Censorship, Right to privacy, Universal declaration of Human Rights - Indian Penal Code (IPC)and (CRPC) with reference of sedation, Crime against women and children; Laws dealing with Obscenity,Indecent representation of women (prohibition) Act 1986, Intellectual Property Right (copyright act, trademarks and patent act), Right to information Act 2005, Whistle Blower Protection Act(2011)

UNIT V

(15 HOURS)

Print Journalism Reporting Laws related to Broadcast Media and New media : Cinematography Act, 1953 - PrasarBhatati Act - Regulations of private TV Channels - Cable TV Regulations Act; TRAL, 1997 -Information Technology Act, 2000 - Broadcasting Code for AIR and Doordharshan, Self Regulations of Private TV Channels .

Press freedom in the Digital Age; New Challenges; Cyber freedom - Surveillance; Privacy : Laws and regulation related to online media (cyber laws), Ethical issues related to cyber media; Social media trolling

TEXT BOOKS:

1. Arnett, Ronald. (2008). *Communication and Media Law*. Sage.

2. Cheney, George. (2010). Handbook of Communication Ethics. Routledge.
3. M. Neelamalar. (2010). Media Law. Prentice Hall India.
4. Hallin, D. C. & Mancini P. (2012). Comparing Media Systems in Europe and the World. Cambridge University Press.
5. Innis, H. A. (1971). The Bias of Communication. University of Toronto Press. (Originally published in 1951).
6. Oller, D. Kimbrough & Griebel, Ulrike (2004). Editing Communication Systems: A Comparative Approach. MIT Press.
7. Ong, Walter J. (2002). Orality and Literacy: The Technologizing of the Word. Routledge.
8. Siebert, F. S., Peterson, T., Schramm, W. (1956). Four Theories of the Press. The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do. University of Illinois Press.

WEBLINK:

- www.theguardian.com
- Cyberjournalist.org.in
- Media-laws.blogspot.in
- www.nou.edu.ng
- www.journalismethics.info
- www.zeepedia.com
- www.scribd.com
- www.journalism.com
- www.nieman.harvard.edu

E-LEARNING RESOURCES:

- Comparative media law and ethics /by Crook, Tim, 1959-, (published 2010)
- The UK media law pocketbook by Crook, Tim, 1959- Published 2013
- Media ethics and regulation : insights from Africa / Langaa Research & Publishing CIG, Published 2013
- Media and the common good : perspectives on media, democracy, and responsibility / Mwita, Chaacha, (Editor), Franceschi, Luis G., (Editor) Published 2010
- Media law and ethics /by Moore, Roy L. Published 2008

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning

COURSE OUTCOME

CO 1: Ability to understand our Indian Constitution

CO 2: Aware of legal aspects of the media and its value

CO 3: Have an overview of recent changes and future challenges of media

regulationCO 4: Ability to understand media ethics

CO 5: Able to know how media laws and ethics empower media practitioner to perform their duties with commitment

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	3	2	3
CO 2	3	3	0	3	3	3
CO 3	3	3	0	3	3	3
CO 4	3	3	0	3	3	3
CO 5	3	3	0	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	2	0	3	0	0
CO 2	2	3	3	3	0	0
CO 3	3	3	3	0	1	0
CO 4	2	2	3	0	0	2
CO 5	3	3	3	3	2	2

RADIO JOURNALISM

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To understand the development of Radio Journalism in India
- b) To understand the working patterns of Radio
- c) To understand the characteristics of Radio News and Programmes
- d) To familiarize with the basic Technical aspects of Radio Broadcasting
- e) To understand the latest trends in Radio Broadcasting

SYLLABUS

UNIT I

(15 HOURS)

Radio journalism – Emergences and development – Evolution and growth of Radio Broadcasting – Pre Independence and Post Independence broadcasting , Airwaves – Public or Private property, Public service Broadcasting.

Radio as a medium of Communication – Characteristics; strength and limits, Role of sound– Broadcast spectrum management in India

UNIT II

(15 HOURS)

Different types of Radio: AM (medium and short wave), FM, Community Radio, Internet, web Radio, HAM Radio.

AIR and its role as medium of mass, Structure, Policy, Objectives. Famous Radio models in world: BBC Radio model, Voice of America, Ceylon Radio, model of a community radio.

Contemporary Broadcasting – FM Broadcasting – Emergence of Public and Private FM, Format of FM programme, popularity, acceptance, music clock, Positioning the channel, Management of FM Radio stations.

UNIT III

(15 HOURS)

Radio News Room, structure, Employees, working process. Different Editorial Positions in news Room, Roles and Responsibilities– Editorial vision: Generating ideas, ensuring creditability and innovation, managing and allocating editorial resources, team work, Editorial coordination: Managing different desks.

Radio news: Radio Bulletins - Types, Structure, Style and Presentation - Presentation of Radio News – News Readers – Qualities and Duties of News Readers, Function, News production –OB van, Live Broadcasting News Service Division.

UNIT IV

(15 HOURS)

Radio Programming: Various types and formats- Radio Interview, Drama, Radio Documentary, Folk, Storytelling, Radio Magazine, Feature,, Art of Scripting, Voice Dispatches.

Case study and Success stories of Radio Programmes, New trends in radio broadcasting. **UNIT V**

(20 HOURS)

Technical Aspects in Radio Production and Editing: Understanding of sound recording Mikes, Microphones- Design, categories and application. Digital studio mixer, portable audio mixers, Recording formats. Acoustic treatment of Radio Station, Digital editing and Post production, sound card, Sound effects, Digital Editing consoles, editing softwares– Role of Editor- Do's and Don'ts in Radio Broadcasting

TEXT BOOKS:

- a) Boyd, Andrew .(2001). Broadcasting Techniques Radio and Television News Boston : Focal Press.
- b) Chantler, Paul., & Stewart, Peter.(2009). Essential Radio Journalism How to Produce and Present Radio News. London : A & C Black.
- c) Crook, Tim.(1997). International Radio London : Routledge
- d) Geller, Valerie.(2011). Beyond Powerful Radio : A communicator's guide to the internet Age : News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio. Boston : Elsevier/Focal Press.
- e) Hilliard, Robert (2000). Writing for Television, Radio and New Media Belmont, CA : Wadsworth Thomson Learning.
- f) Keith, C. Michael .(2007). The Radio Site and Internet Boston : Elsevier/Focal Press.
- g) Raiteri, Charles.(2006). Writing for Radio News A Style Approach to City TV and Radio News Lanham, Md. : Rowman & Littlefield Publishers.
- h) Starkey, Guy., & Crisell, Andrew.(2009). Radio Journalism. London: SAGE.
- i) Wulfemeyer, K. Tim.(2009). Beginning Radio and TV News Writing A Survival Learning Experience. Malden, MA : Wiley-Blackwell.

WEBLINK:

- a) <http://journalistjan.wordpress.com>
- b) <http://history.journalism.ku.edu>
- c) <http://jfredmacdonald.com>
- d) www.academia.edu
- e) www.newsonair.com
- f) www.allindiaradio.gov.in
- g) www.air.com

E-LEARNING RESOURCES:

- Radio journalism by Starkey, Guy. Published 2009
- International radio journalism history, theory and practice /by Crook, Tim, 1959- Published 1998
- Essential radio journalism by Chantler, Paul. Published 2009

- Broadcast news producing by Schultz, Brad, 1961-Published 2005
- Writing for broadcast journalists.Published 2010

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning COURSE

OUTCOME

CO 1: To understand the development of Radio Journalism in

IndiaCO 2: To understand the working patters of Radio

CO 3: To understand the characteristics of Radio News and

Programmes CO 4: To familiarize with the basic Technical aspects of

Radio BroadcastingCO 5: To understand the latest trends in Radio

Broadcasting

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	0	1	0	0	1	0
CO 2	2	2	3	0	3	3
CO 3	2	2	3	0	3	3
CO 4	2	2	2	1	3	3
CO 5	3	3	3	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	0	2	0	0
CO 2	3	3	0	1	3	3
CO 3	3	3	0	3	3	3

CO 4	3	3	0	0	0	3
CO 5	3	3	0	3	3	3

HEALTH COMMUNICATION

TOTAL HOURS: 80

SUB CODE:

CREDIT: 3

L-T-P:

OBJECTIVES:

To enable the students to

- a) To introduce the concept of public health/public health programmes and policy**
- b) To impart the concept health communication to theories, models**
- c) To impart the tools of health communication campaign, planning, execution and monitoring by selecting appropriate mediums**
- d) Enable to communicate the knowledge of public health and health programmes to audience by developing appropriate messages**
- e) Importance of a Journalist in health reporting for National Development**
- f) Aims to professional Journalist for a career in public health Journalism**

SYLLABUS

UNIT I

(15 HOURS)

Concept and meaning of public health – public health problems/issue's– National health policy and health programmes – Health care system / Health care services – Health care organizations – National / International

Infectious diseases and non communicable disease – public health problem – management / control / elimination / eradication – Health emergency, Epidemiology

UNIT II

(15 HOURS)

Introduction to health communication, meaning of health communication, Importance of health

communication. Health Communication Theories – IEC Approach, Model of Communication for social change (CFSC), Perception of health communication – Persuasive, Cultural, Emotional .Ethics of health communication.

UNIT III

(18 HOURS)

Role of Communication in public health – (Cultural, identity and health)Health Communication approaches and action areas – Interpersaonal Communication, PR and Public Advocacy, Community Mobilization .

Health Communication Campaigns – Planning, Implementation, evolution .

planning process – situation analysis and audience profile, Identifying programme objectives and strategies implementation, monitoring and evolution

UNIT IV

(18 HOURS)

Media and Health Communication – Message design for health awareness – content and treatment of message - message structure – cultural adoption – preparation of stickers, posters, bill boards, channelfor health campaign – Media selection advantage of Traditional Media – Case studies – WHO – UNICEFcampaign against Polio, HIV, Dengue, Small pox, Female infanticide, Covid-19

UNIT V

(14 HOURS)

Health as communication discourse – Health Magazine, Health Column in Newspapers, Health Shows , Interviews etc- Public Health Reporting – Sources of Health News, Dealing with research reports, Academic research on health and different stakeholders – Reporting Health stories: Do’s and Don’ts – Hurdles on health communication campaign religious / Social stigma / Myth components in health communication – Role of opinion leaders and change agents – Primary health centres and anayanwadi,Asha workers, Department of Ayush

TEXT BOOKS:

- 1) Chiplunkar, Sumar.K, ~~Mass Health Communication Approach~~
- 2) Patel.R.K, ~~Health Communication~~

E-LEARNING RESOURCES:

- Healthcare management strategy, communication, and development challenges and solutions in developing countries BY Ngwainmbi, Emmanuel K., Lanham, Maryland : Lexington Books, 2014. <https://nlist.inflibnet.ac.in/search/Record/EBC1691226>
- State of the world's vaccines and immunization BY Maurice, J. M., World Health Organization, 2009. <https://nlist.inflibnet.ac.in/search/Record/EBC476159>
- Communicating health risks to the public a global perspective /by Hillier, Dawn, 1950-Published 2006
- Emerging perspectives in health communication : meaning, culture, and power Dutta, Mohan J., Zoller, Heather M. Routledge/Taylor and Francis Group, 2008.
- Health literacy in nursing : providing person-centered care /by Parnell, Terri Ann, Published 2015
- Effective media communication during public health emergencies a WHO field guide. World Health Organization, 2005
- The handbook of global health communication Wiley-Blackwell, 2012.
- The pocket guide to health promotion /by Laverack, Glenn, Published 2014
- The role of emotions in preventative health communication Myrick, Jessica Gall, Lexington Books, [2015]
- Health communication : from theory to practice by Schiavo, Renata, Jossey-Bass, [2014]
- Internet-based intelligence in public health emergencies early detection and response in disease outbreak crises, ProQuest (Firm) , IOS Press, 2013.
- Textbook of palliative care communication, Wittenberg, Elaine, (Editor), Oxford University Press, [2015]
- Health communication theory and practice /by Berry, Dianne. Published 2007
- Health communication a multicultural perspective /Published 2001

PEDAGOGY :

Lecture, Power point presentation, Case study, Group discussions, Peer learning **COURSE**

OUTCOME

- a) Ability to understand the concept of public health/public health programmes and policy**
- b) Able to understand the concept health communication to theories, models**
- c) Able to communicate health messages and conduct health communication campaigns to audience by selecting appropriate mediums**

- d) Able to understand the importance of a Journalist in health reporting for National Development
- e) Able to take up career in public health Journalism

CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	3	1	3
CO 2	3	3	3	3	1	3
CO 3	3	3	3	3	3	3
CO 4	0	3	1	2	1	1
CO 5	3	3	3	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	1	3
CO 2	3	3	3	3	1	3
CO 3	3	3	3	3	2	3
CO 4	2	3	1	3	3	3
CO 5	3	3	3	3	3	3

RADIO NEWS PRODUCTION

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

OBJECTIVES:

To enable the students to

- a) To enable students as a Radio personnel**
- b) To impart hands on training on art and craft of Radio News writing, Reporting and compilation of News bulletins**
- c) To enable students to write for various Radio formats**
- d) To impart knowledge on production skills for various News bulletin and various Radioprogrammes**
- e) To impart knowledge on recording and Audio editing skills.**

SYLLABUS

EXERCISES

- **Locating Radio News stories** – Structure a Radio news report – Compiling Radio News bulletins, production of different formats of News – 2 minutes, 5 minutes, 15 minutes, News on Phone , HeadlineNews, news on phone, News Magazine News format news.
- **Radio News Reporting – Tools and Techniques** - Reporting a Press Conference, Politics, Economy, Sports, Art and Culture, Entertainment, Science, community stories
- **Writing for Radio**
 - a) Planning and structuring the copy for various audio inputs
 - b) Rewriting the printed agency copy for broadcasting
 - c) Writing for voice dispatches : Bytes and outside broadcast(OB), Vox-pops, Interviews, Scripting for radio news show radio news bulletins
- **Headline writing and writing Radio Programmes**
 - d) Rewriting Headline news writing different types of Headlines language checking, following stylebook

Writing for Radio programmes

- e) Radio features, Documentaries, Commentaries, Talk shows etc.

- **Production** - Field recording skills, live studio broadcast with multiple sources cue sheet and drawing up a fixed point chart

f) Production of short news bulletin, 15 minutes Radio news.

g) Production of field based Radio News feature

h) Production of studio based Radio

Programmes in different formats on any current affair issue

a) Call in show

b) Interview

c) Radio Documentary

d) Radio Magazine

e) Jingles

f) Commentary

6. Editing – Practicing Audio Editing Software

i) Basics of Radio news editing, editing style, creative use of sound editing, special sound effects, phone in programme.

j) Writing a cue sheet – Editing 5 minutes, 15 minutes bulletins

k) Use of Noise dispatches and other inputs in post production

l) Incorporating live news dispatches in the bulletins

m) Preparing a signature tune for News bulletin

WEBLINK

1. www.allindiaradio.org

2. www.air.com

3. www.mib.gov.in

4. www.airwaves.net

5. www.airwaves.net

PEDAGOGY :

One-day workshop, Previewing documentaries or videos related to the TV Programmes, Trainingsessions

COURSE OUTCOME

- a) Ability to write Radio News, Reporting and compilation of News bulletins**
- b) Ability to produce various Radio News bulletins and Radio Programmes**
- c) Able to write for various Radio formats**
- d) Ability to record, Edit the audio files and other technical skills for broadcasting**
- e) Able to become as a Radio**

Professionals CO/PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	0	2	2	3	3	3
CO 2	0	2	2	3	3	3
CO 3	0	2	2	3	3	3
CO 4	0	0	2	3	3	3
CO 5	3	3	3	3	3	3

CO/PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	0	2	2	3
CO 2	3	3	0	2	2	3
CO 3	3	3	0	2	2	3

CO 4	3	3	0	0	0	3
CO 5	3	3	1	2	2	3

RESEARCH PROJECT /PRODUCTION

TOTAL HOURS: 80

SUB CODE:

CREDIT: 4

L-T-P:

SYLLABUS

Students in groups / individual should design a research proposal and carry it through by preparing a synopsis. Defining the scope of study, objectives. Methodology, Types of research tools for field work and analysis

(or)

A well-researched news docmentry on either (Radio/TV)

(or) To work with local community and to do a develop a campaign on health or any othercommunity related issues.

or

- > Come out with a Magazine / Newspaper of any genre
- > Run an Online Radio / Youtube Channel features on social issues

. **(or)**

- > Any innovative idea on any medium (Print / Broadcast / New Media
Project work, Pattern
- > Developing an innovative idea / come out with a concept
- > Research on the concept
- > Developing the framework
- > Pre plan, Production, Execution, Documentation, Report submitting

