

**MASTER OF ARTS**  
**(JOURNALISM AND MASS COMMUNICATION)**  
**(DISTANCE EDUCATION PROGRAMME)**

**Curriculum (2017 onwards)**  
**With**  
**Credit Based System (CBS)**



**DIRECTORATE OF DISTANCE EDUCATION**

**Alagappa University**

**(A State University Accredited with A<sup>+</sup> Grade among the  
Universities by NAAC (CGPA:3.64) in The Third Cycle)**

**Karaikudi- 630 003**

**2017**

**Master of Arts (M.A) – Journalism and Mass Communication**  
**Credit Based System (CBS)**  
*(With effective from June 2018 – 2019 onwards)*

Sl.No.	Course Code No.	Name of the Course	CAI max	ESE max	Total max	C
<b>I SEMESTER</b>						
1	30911	Introduction to Journalism & Mass Communication	25	75	100	4
2	30912	Evolution of Media	25	75	100	4
3	30913	Photography	25	75	100	4
4	30914	Reporting & Editing	25	75	100	4
<b>TOTAL</b>			<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>II SEMESTER</b>						
5	30921	Theories of Communication	25	75	100	4
6	30922	Advertising & Public Relations	25	75	100	4
7	30923	Audio Production	25	75	100	4
8	30924	Video Production	25	75	100	4
<b>TOTAL</b>			<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>III SEMESTER</b>						
9	30931	Graphic Communication	25	75	100	4
10	30932	Communication Research Methods	25	75	100	4
11	30933	Media Laws and Ethics	25	75	100	4
12	30934	Internship(One Month)	25	75	100	4
<b>TOTAL</b>			<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>IV SEMESTER</b>						
13	30941	Development Communication	25	75	100	4
14	30942	New Media Communication	25	75	100	4
15	30943	Corporate Communication	25	75	100	4
16	30944	Project Work / Dissertation	25	75	100	4
<b>TOTAL</b>			<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>TOTAL CREDITS</b>			<b>400</b>	<b>1200</b>	<b>1600</b>	<b>64</b>

## FIRST SEMESTER

Course Code	Title of the Course
<b>30911</b>	<b>INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION</b>

### OBJECTIVES OF THE PAPER

- To explain the definitions of communication.
- To discuss the concept of Mass Media.
- To explain the concept of Journalism.
- To Know the various Indian news agencies

### Possible Outcomes of the course:

- The course will give a clear ideas about Journalism and Mass Communication
- The Study of Mass media and various concept of Journalism.
- The course will make the learners knowing about communication, human communication skill and handling the various media device.

### BLOCK I: Communication and Various Models of Communication

#### UNIT I

Communication: Definitions  
Communication and Society  
Types of Communication

#### UNIT II

Basic models of Communication  
Linear model  
Non-linear model

#### UNIT III

Communication, Culture and Media Literacy  
Internet and Society  
Impact on Politics  
Education  
Business and Culture.

#### UNIT IV

The human communication process  
A review of some basic models and the ingredients.

### BLOCK II: Journalism and its Ethics

#### UNIT V

The concept of Journalism

The functions of press  
Press freedom  
Responsibility and the theories of Press

#### **UNIT VI**

Current trends in Journalism  
Press codes and ethics of Journalism  
A code of ethics for the Indian Press.

#### **UNIT VII**

Press Commissions and Committees  
The First and Second Press Commission reports

#### **UNIT VIII**

Reports of Chanda committee  
Varghese Committee  
Joshi committee  
Karanth working group etc.

### **BLOCK III: Media and its Functions and Types**

#### **UNIT IX**

Media for Mass Communication  
Print media  
Electronic media  
Radio  
Television and New Media

#### **UNIT X**

Prasar Baharati Bill  
FM and Community Radio  
DTH  
Cable Revolution.

#### **UNIT XI**

Mass Media institutions in India  
Government Media Units – Akashvani, Doordarshan, PIB, DAVP etc.  
Press Registrar of India,  
Press council of India

### **BLOCK IV: Indian News Agencies and its Status in India**

#### **UNIT XII**

Indian News agencies  
Professional organizations as INS, AINEC, IFWJ, PRST, AAI, ILNA etc.,  
Media educational institutions.

#### **UNIT XIII**

Introduction to mass media

Meaning of mass media  
The concept of Mass Media  
The influence of technology on the means of communication

#### **UNIT XIV**

A discussion of the characteristics of individual mass medium  
Mass Media in India  
Present status of mass media  
Advantages of mass media  
Limitations of mass media

#### **REFERENCE BOOKS:**

1. Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill, 2002.
2. McQuail, Denis. (1994). Mass Communication: An Introduction (2nd). Newbury Park, CA: Sage.
3. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960. 4. Sean Macbride "Many Voices, One World".
4. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994
5. John Comer and et. al, Communication Studies, Longman, London, 1981.

Course Code	Title of the Course
30912	EVOLUTION OF MEDIA

### OBJECTIVES OF THE PAPER

- To understand the growth and functions of press in India after Independence
- To discuss the growth and development of Radio
- To learn the importance of folk media.
- To state and explain the origin and development of television

### Possible Outcomes of the course:

- The course will give a clear idea about the history of press in India.
- The Study of folk media growth and its development.
- The course will make the learners knowing about the importance of News papers and magazines

### BLOCK I: Communication System and its Development

#### UNIT I

Early communication systems in India  
 Development of printing  
 Early efforts to publish newspaper in different parts of India.

#### UNIT II

History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

#### UNIT III

Newspaper and Magazines in the nineteenth century  
 First war of Indian Independence and the press  
 Issues of freedom,  
 Political and press freedom.

#### UNIT IV

Invention and Development of Radio medium,  
 Radio Broadcasting since its inception in world and India,  
 Radio Technology,  
 Establishment of radio stations.

### BLOCK II: Different Types of Media and its Development

#### UNIT V

Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and

programming – commercial and public service, state and private sectors’ expansion; potential for future development.

#### **UNIT VI**

The press in India after Independence  
Social, political and economic issues  
The role of Indian press problems  
Prospects of Indian press

#### **UNIT VII**

Introduction to Radio  
Growth and Development of Radio  
AM and FM,  
Vividh Bharati, Gyanvani, Community Radio  
Satellite Radio, Ham Operators  
Evaluation of Content in Radio.

#### **UNIT VIII**

Introduction to Television  
Growth and development of Television  
Terrestrial and Satellite  
Digital divide

### **BLOCK III: Television and Film Development in India**

#### **UNIT IX**

Introduction to Television  
Evolution of content in Television,  
Entertainment News  
Public interaction  
Commercialism

#### **UNIT X**

Introduction to Films  
Early efforts  
Film as a mass medium  
Historical development of Indian films  
Silent era of films  
Talkies as a new approach in films

#### **UNIT XI**

Indian cinema after Independence  
Parallel cinema and commercial cinema  
Meaning and concept of documentaries  
Issues and problems of Indian cinema.

## **BLOCK IV: Folk Media and Traditional India**

### **UNIT XII**

Folk media – Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

### **UNIT XIII**

Exploring the New media

Internet

Growth and development of Internet communication

Online journalism

E-Publishing.

### **UNIT XIV**

Definitions of Media and Mass Media;

Traditional Forms of Media

Signs, wood carving, Sound, drawings, sculptures

Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

### **REFERENCE BOOKS:**

1. R.K.Ravindran, “Media in Development Arena”, Indian Pub & Distributors 2000.
2. Straubhar, Larsoe, “Media Now”, Thomson Wordsworth, 4<sup>th</sup> Edition,2004
3. KevalJ.Kumar, “Mass Communication in India”, Jaico Publishing Co.2003.
4. J.K.Sharma, “Print Media and Electronic Media – Implications for the future”, Authors Press, New Delhi, 2003.
5. The Evolution of Media Kindle Edition by Michael A. Noll (Author), Rowman & Littlefield Publishers, 2013

Course Code	Title of the Course
30913	PHOTOGRAPHY

### **OBJECTIVES OF THE PAPER**

- To understand the different tools of photography
- To explain the reflection and refraction of life
- To define the various techniques in composition
- To understand the concept of photo journalism and colour photography

### **Possible Outcomes of the course:**

- The course will give a clear ideas about different tools of photography
- The Study of the concept of photo journalism and colour photography
- The course will make the learners knowing about various techniques in composition

## **BLOCK I: Photography and its Instruments**

### **UNIT I**

Photography- Meaning, Definition  
 History of Photography  
 Tools of Photography  
 Camera- Parts of Camera (Shutter, Apertures, Lens, Films)  
 Types of Camera.

### **UNIT II**

Composition: Need for composing a picture, rule/ conventions of composition, elements of composition and their role/ relevance in communication a message.

### **UNIT III**

Pin-hole, box, folding and DSLR, Large and Medium format cameras, Single lens reflex (SLR) and twin lens reflex (TLR).

### **UNIT IV**

Principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective.

## **BLOCK II: Different Types of Images and Camera Accessories**

### **UNIT V**

Photographic Optics: Reflection and refraction of light, Dispersion of Light through a glass prism, Lenses, Different kinds of image formation

### **UNIT VI**

Miniature, Sub-miniature and instant camera, Choice of camera and sizes, rising , falling, cross movements and swing back

## **UNIT VII**

Lens, Aperture, Shutters, Various types and their functions, view-finders and focusing system.

## **UNIT VIII**

Film chamber: Exposure counter, self timer, tripod stand, panning tilt head, lens hood, cable release, extension tubes and bellows, tele-converter and changing bag.

### **BLOCK III: Natural Sources and Photography**

## **UNIT IX**

Natural source- Natural Source, the sun, Nature and intensity of the sunlight at different times of the day, different weather condition types of light sources used

## **UNIT X**

Artificial light sources- nature, intensity of different types of light sources used : Photo flood lamp, Halogen lamp, Barn doors and shoot, flash unit : Bulb flash and electronic flash.

## **UNIT XI**

Photographing people, Portrait and still, wildlife, environment, sports, landscape, Industrial disasters.

### **BLOCK IV: Photography and Impact of Technology**

## **UNIT XII**

Photography for advertising  
Conflicts war political  
Social photography.

## **UNIT XIII**

News values for pictures, photo essays- photo features: qualities for photo-journalism, picture magazines – colour photography,

## **UNIT XIV**

Impact of technology  
Practical  
Field assignment and their evaluation.

### **REFERENCE BOOKS:**

1. The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, LeatieStroebeL, Focal Press, London.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press
3. Ninth Edition. Understanding Digital Photography by Joseph A .Ippolito, Thomson Press, New Delhi, 2005.
4. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press,
5. The Photography Book, Jeffrey, Ian, Phaidon Press, London 200

Course Code	Title of the Course
30914	REPORTING & EDITING

### **OBJECTIVES OF THE PAPER**

- To impart knowledge on news and reporting.
- To describe about the different types of reporting.
- To develop the knowledge on editing of news paper and magazine.
- To enhance the knowledge on the organization of the editorial department.

### **Possible Outcomes of the course:**

- The course will give a clear ideas about different types of reporting.
- The Study of impart knowledge on news and reporting.
- The course will make the learners knowing about on the organization of the editorial department.

## **BLOCK I: Journalism and News**

### **UNIT I**

Meaning of Journalism  
 Definitions of Journalism  
 Functions and role of Journalism

### **UNIT II**

Journalist,  
 Role of a Journalist,  
 Journalism ethics and standards,  
 Qualities of a Journalist.

### **UNIT III**

Concept of news,  
 Definition of news,  
 Types of news.

### **UNIT IV**

News Values,  
 Elements of news,  
 Functions of news,  
 News Sources.

## **BLOCK II: Reporting and its Different Types**

### **UNIT V**

Concept of reporting,  
 Types of reporting,  
 Reporting Skills

## **UNIT VI**

Covering News beat,  
Political reporting,  
Business Reporting,  
Sports Reporting,  
Science & Technology reporting,  
Education Reporting.

## **UNIT VII**

Investigative and Interpretative reporting,  
Development reporting,  
Reporting with new technologies.

## **UNIT VIII**

Journalistic Writing Techniques,  
Writing Book review,  
Film Review and Sports Review.

### **BLOCK III: Editing and Structure of Newspaper**

## **UNIT IX**

Editing – meaning,  
concept and significance,  
contemporary trends in print journalism.

## **UNIT X**

Introduction  
Contemporary presentation styles  
Editing of news paper and magazines.

## **UNIT XI**

Structure of News Paper organization – Editorial, Management,  
Production,  
Circulation,  
Marketing.  
Human resource development

### **BLOCK IV: Editing Principles and Editorial Department**

## **UNIT XII**

Editing – principles,  
Tools & techniques,  
Role and function of copy desk,  
Art of copy editing,  
Steps and precautions in editing.

## **UNIT XIII**

Difference between editing of newspapers,

Magazines & web editing,  
Computerized editing.

#### **UNIT XIV**

Function and organization of the editorial department of a news paper, functions of Editor, Resident editor, Asst.editor, News editor, Chief sub- editor, Sub – editor, and Chief reporter etc.

#### **REFERENCE BOOKS:**

1. D.bruse, Newspaper writing and reporting for today's media(2001) Italy
2. Susan, News paper journalism (2004) Pape
3. Keeble,Richeard, News paper handbook(2001) Routledge, london
4. Sourin, Banergji, News Editing in Theory and Practice (2001) K.P Bagchi and Company, Calcutta.
5. Aggarwal, Vir Bala, Essentials of Practical Journalism,(2006) Concept Publishing Company , New Delhi.
6. Verma M.K News Reporting and Edition

## SECOND SEMESTER

Course Code	Title of the Course
30921	THEORIES OF COMMUNICATION

### OBJECTIVES OF THE PAPER

- To understand the Historical development of Media Theories
- To develop and understanding of Strength and Limitation of basic Theories of Communication
- To comprehend how Mass Communication theories are accepted the society.
- To critically evaluate theories as applied to practical Mass Communication problems.

### Possible Outcomes of the course:

- The course will give a clear ideas about Historical development of Media Theories
- The Study of understanding of Strength and Limitation of basic Theories of Communication
- The course will make the learners knowing about critically evaluate theories as applied to practical Mass Communication problems.

### BLOCK I: Communication and Communication Models

#### UNIT I:

Introduction to Communication  
Meaning of Communication  
Importance of Communication  
Features of Communication  
Scope of Communication

#### UNIT II

Functionalist  
Marxist  
Critical Political Economy  
Feministic perspectives

#### UNIT III

White's Gate – Keeping model,  
Socialist, Culturalist,  
Psychoanalytical  
Behavioral Theories.

#### UNIT IV

Normative Theories: Authoritarian Media Theory,  
Libertarian or free press Media theory

## **BLOCK II: Different Types of Communication Theories**

### **UNIT V**

Psychological and Sociological Communication theories: Cultivation theory,  
Uses and Gratification theory,  
Gestalt theory of motivation

### **UNIT VI**

Cultural dimensions, mass media as cultural industry, cultural norms theory, effects theory, Source Theories, Connectional background, Agenda setting (Mc Comband Shaw) Merits and demerits.

### **UNIT VII**

Message theories  
Diffusion of Innovation,  
Propaganda theory

### **UNIT VIII**

Channel theories:  
Gate keeping,  
Technological determinism,  
Social shaping of technology

## **BLOCK III: Functions of Communication and Concept**

### **UNIT IX**

Audience Theories  
Social Categories theory  
Social Learning theory

### **UNIT X**

Scope and functions of communication in the society-social aspects in shaping communication behavior.

### **UNIT XI**

Media audiences  
Public and public opinion  
Mass media and public opinion  
Media in society

## **BLOCK IV: Different Types of Communication**

### **UNIT XII**

Introduction  
Political Communication  
Political Socialization  
Communication Politics.

### **UNIT XIII**

Introduction

Western and Eastern Perspectives  
Differences  
Western Theories in the Indian Context

#### **UNIT XIV**

Evolution of Communication  
Theories in developing countries  
Alternative communication  
Indian experience  
Participatory

#### **REFERENCE BOOKS:**

1. Theories of Communication A Short Introduction Armand Mattelart - University of Paris, France, Michèle Mattelart - University of Haute-Bretagne Sage, 1998
2. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
3. Richard Collins, Media, Culture and Society, Sage Publication, New Delhi 1986
4. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991
5. Duai R.& Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi, 1997.

Course Code	Title of the Course
30922	ADVERTISING & PUBLIC RELATIONS

### **OBJECTIVES OF THE PAPER**

- To explain the perception of advertising in the marketing process.
- To understand the functions of advertising.
- To acquire the knowledge about structure of an advertisement.
- To realize the importance of advertising campaigns and
- To recognize the professional organizations in advertising.

### **Possible Outcomes of the course:**

- The course will give a clear ideas about the perception of advertising in the marketing process.
- The Study of the knowledge about structure of an advertisement.
- The course will make the learners knowing about the professional organizations in advertising.

### **BLOCK I: Advertising and Types of Advertising**

#### **UNIT I**

Introduction  
Evolution and growth of advertising  
Definitions of advertising

#### **UNIT II**

Introduction  
Structure of an Advertisement  
Advertisement Design

#### **UNIT III**

Introduction  
Types of advertising  
Advertising media.

#### **UNIT IV**

Visualization,  
Headlines,  
Body copy,  
Visuals copy appeal etc.

### **BLOCK II: The Code of Advertising and Public Relation**

#### **UNIT V**

Introduction  
Copy writing techniques  
Fundamentals of Arts in the layout  
design

## **UNIT VI**

Introduction  
Professional organizations in advertising  
The code for commercial advertising on AIR

## **UNIT VII**

Introduction  
The code of commercial advertising on Doordarshan  
The code of advertising practice of the Advertising Standard Council of India.

## **UNIT VIII**

Public Relations:  
Definitions  
Public Relations and publicity

### **BLOCK III: Public Relations and its Development Policies in India**

## **UNIT IX**

Nature and Scope of Public Relations.  
Qualifications  
Responsibilities of a Public Relations Officer.

## **UNIT X**

Introduction  
PR and Public Opinion  
History and Development of PR in India

## **UNIT XI**

Introduction  
Role and functions of PR in management  
PR Policy.

### **BLOCK IV: Structure of PR and its Trends**

## **UNIT XII**

Structure and functions of a PR,  
Department in Government,  
Public  
Private Sectors

## **UNIT XIII**

Introduction  
Functions of a PRO  
Media relations  
Employee relations.

## **UNIT XIV**

PR Professional Organizations  
New trends in PR

Ethics of Public relations

**REFERENCE BOOKS:**

1. Melvin L. DeFluer, Everette .L Dennis : Understanding Mass Communication – A Liberal arts perspective – (Publishers – Houghton Mifflin Company – Boston, Toronto – year – 1994).
2. Keval J. Kumar : Mass Communication in India – (Publishers - Jaico Publishing house New Delhi – year -2002 – III Edition).
3. Reubean Ray : Communication Today – Understanding Creative skill (Publishers - Himalaya Publishing House, Mumbai – year – 1997).
4. Angela Wadia : Communication and Media – Studies in Ideas, Initiatives and institutions – (Publishers - Kanishka Publishers New Delhi – year – 1999).
5. Y.K.D'souza, : Communication today and tomorrow – (Publishers -Discovery Publishing House New Delhi. Year – 1999).
6. C.S. Rayadu : Media and Communication Management – (Publishers Himalaya Publishing House, Mumbai – year – 1998 – III Edition).
7. Larry L. Barker, Deborah L. Barker, : Communication –( Publishers - Allyn and Bacon, Massachutes – Year – 1993 Sixth Edition)

Course Code	Title of the Course
30923	AUDIO PRODUCTION

### **OBJECTIVES OF THE PAPER**

- To Understand the developments and advances in radio journalism
- To acquire Knowledge in radio formats
- To gain vivid knowledge in news writing and presentation
- To be Competent in production management.

### **Possible Outcomes of the course:**

- The course will give a clear ideas about Knowledge in radio formats
- The Study of vivid knowledge in news writing and presentation
- The course will make the learners knowing about Competent in production management.

### **BLOCK I: Radio and its Various Programmes**

#### **UNIT I**

History of Radio - Developments and Advances in Radio Journalism and techniques since inception – Radio in today’s Media Scenario; Future of Radio. Introduction to acoustics; different kinds of studios vis-à-vis programme formats; varieties of Microphones; the broadcast chain;

#### **UNIT II**

Recording & Transmission systems; Modulation(Am & FM) Antennas, Receivers Amplifiers, High Fidelity systems; Multi-track recording technique; Stereo; Recording & Editing Consoles.

#### **UNIT III**

Radio Formats- Writing & Production skills vis-avis Diverse Formats; The spoken word/ Interviews/Discussions /Symposia – Radio plays / Radio Features & Documentaries/Music on Radio,

#### **UNIT IV**

Special Audience programmes on Radio- Programmes on Radio- Programme for Children, Women, Youth Senior citizens, Rural Folk, Industrial workers, Defense personnel.

### **BLOCK II: News Writing and its Principles**

#### **UNIT V**

News Writing and Presentation- Principals of News writing in a public service broadcasting organization, as contrasted with News in private Radio

#### **UNIT VI**

Principals of News presentation; News features; Professionals and Freelance stringers reporting for Radio; Disaster coverage News Bulletins.

## **UNIT VII**

Production Management- Economic Production Management; Principles of Production Planning and Course of Production; Pre-production, Production and Post-production; Management of personnel Financial and Technical resources;

## **UNIT VIII**

Budgetary planning and control-Direct and Indirect costs; Human resource Development; fixed variable factors in planning subject- research; conducive production conditions.

### **BLOCK III: Development of Radio and Recording Software**

## **UNIT IX**

Introduction  
Innovative Developments In Radio Communication  
Information Service Programmes on Radio

## **UNIT X**

Introduction  
Community Radio;  
Local Radio;  
Campus Radio;  
Private FM Radio stations.

## **UNIT XI**

Introduction  
Application of Sound in Studio formats  
Introduction to various Recording Softwares in the industry

### **BLOCK IV: Sound Recording and Digital Technology**

## **UNIT XII**

Introduction  
Application of Sound recording in Radio Stations.

## **UNIT XIII**

Sound spectrum and frequencies  
History of recording and formats

## **UNIT XIV**

Digital technology and advancements - Creating files and naming them – Recording – Using EQ, DYNMS, SFX, and Reverb – Source Selection – Cleaning and Editing - Elements of music recording - Mixing Pre and Post Mastering

### **REFERENCE BOOKS:**

1. Louie Tabing, “How to do community radio” UNESCO, 2002.
2. Carole Fleming, “The Radio Handbook”, 2<sup>nd</sup> edition, Routledge, 2002.
3. Jan Maes and March Vereammen “Digital Audio Technology”, 4<sup>th</sup> Edition Focal Press, 2001.
4. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
5. All India Radio, Audience Research Unit, Prasar Bharat,2002

Course Code	Title of the Course
30924	VIDEO PRODUCTION

### **OBJECTIVES OF THE PAPER**

- To Understand the preproduction planning stage
- To acquire Knowledge in shooting
- To Understand the importance of post production stage
- To be Competent in technical areas.

### **Possible Outcomes of the course:**

- The course will give a clear ideas about Knowledge in shooting
- The Study of Understand the importance of post production stage
- The course will make the learners knowing about Competent in technical areas.

### **BLOCK I: Video Production and Camera Equipments**

#### **UNIT I**

Preproduction Planning Stage - Concept –content – research-the basic script – the role of writer for television-budget – logistics- Crew – Location survey- Talents,

#### **UNIT II**

Roles of the production crew like the Producer, Production assistant, Cameraman, and the Studio crew both production and technical and other outdoor crew- who is who,

#### **UNIT III**

For studio and outdoor shows the set design backdrop and properties to be used, the role of the art director or the set designer. Props-Wardrobe-Makeup.

#### **UNIT IV**

Shooting Stage- Camera equipment and accessories – Shooting techniques – composition and framing types of shots- taking notes – writing the dope sheets- Shooting techniques used for News, Sports and business reporting,

### **BLOCK II: Programmes and its Various Types**

#### **UNIT V**

Creative affairs programmes. Documentaries, features, Live-shows, event shows, Creative productions like serials, audio plays and outdoor serials, advertisement films, music videos, new formats etc.

#### **UNIT VI**

Technical inputs equipment required for various shows including lightning etc and Crew required for the various shows. Shooting techniques for the mega and the live shows and live News.

#### **UNIT VII**

Post Production Stage- Editing –linear-Nonlinear Equipment – preparation of edit-list, Use of the Dope sheet, editing schedule – Editing of the programme identify the editor, special effects, writing for the programme, recording the audio,

## **UNIT VIII**

Use of Voice-over for the documentary- musical score recording and using the music lying of the tracks. Computer graphics (titling etc) – meet the deadlines.

### **BLOCK III: Professional Practice of Cameras**

## **UNIT IX**

Management  
Professional practice  
Management  
Legal issues  
Ethics

## **UNIT X**

Technology -Technical areas- Equipment-Formats-Maintenance-Satellite TV- DTH- Outside Broadcast- Live links-Uplink, Downlink, Latest Technology-HDTV

## **UNIT XI**

Single-camera shooting, Continuous single –camera shooting, Discontinuous single camera shooting, segmented shooting. Multi-camera treatment – Visual variety, Shot organisation, Subjective and objective approaches, Focusing audience attention, Creating tension, Pace, Timing and Visual clarity.

### **BLOCK IV: Different types of effect and Recording**

## **UNIT XII**

Visual effects-Mirror effects, Electronic effects, Chromo key techniques and Digital video effects. Timecode sync and color sync, remote controlling.

## **UNIT XIII**

Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipments, the role of Floor Manager, Production Control Room, Vision Control and Sound Control, Video Monitor, Vision Mixer, Audio Mixing console, Character Generator Digital Video Effects, VTR, and Talk Back.

## **UNIT XIV**

Different video recording formats – Tapes: (VHS,Beta, Digi-Beta,HDV, DVCam, U-Matic) Tapeless: DVD, Optical and Blue ray Disks, Compact Flash Cards and Solid State cards, Hard-disk based recording etc.

### **REFERENCE BOOKS:**

1. Gerald Millerson, Video Production hand Book, 3<sup>rd</sup> Edition, Focal Press, 2002.
2. Peter W.Rea& David K.Irving, Producing & Directing the Short Film and Video, 2<sup>nd</sup> Edition, Focal Press, 2001.
3. Deslyver& Graham Swainson, Basics of Video Production, 2<sup>nd</sup> Edition, Focal Press, 2001
4. Deslyver& Graham Swainson, Basics of Video Lighting, Focal Press, 2003.
5. Vasuki Belavadi, Video Production Second Edition, Published by Oxford university, 2017

**SECOND YEAR  
THIRD SEMESTER**

Course Code	Title of the Course
30931	GRAPHIC COMMUNICATION

**OBJECTIVES OF THE PAPER**

- To Understand the concepts and significance of graphic communication
- To Understand the functions of a good design;
- To realize the opportunities and challenges of Graphic Communication.
- To Acquire Sound Knowledge in Publication design

**Possible Outcomes of the course:**

- The course will give a clear ideas about the concepts and significance of graphic communication
- The Study of the opportunities and challenges of Graphic Communication.
- The course will make the learners knowing about Acquire Sound Knowledge in Publication design

**BLOCK I: Design and its Principles**

**UNIT I**

Design – definition & fundamentals – purpose & functions of a good design – principles of design – design decisions – graphic communication –

**UNIT II**

definition, nature & scope, design process – layout stages & types – appropriate visual structure – shaping media architecture – modern design – opportunities and challenges.

**UNIT III**

Introduction  
Basic components of design  
visuals,  
text,  
graphics and  
colour, typography

**UNIT IV**

Definition,  
principles & significance,  
visuals  
categories, c  
riteria for selection,  
editing pictures,

## **BLOCK II: Photography and Components of Newspaper**

### **UNIT V**

Photography & designing  
ethical issues  
colour basics, color theories, colour psychology,  
importance of colour in designing.

### **UNIT VI**

Publication design  
name plate,  
master pages, templates, style sheets  
dumming process role of computers in designing – quark xpress

### **UNIT VII**

Architectural components of newspapers and magazines,  
formats & page make – up,  
front page, inside page,  
editorial & opinion pages,

### **UNIT VIII**

Life styles & feature pages,  
food & fashion, entertainment,  
business & classifieds, designing special & regular sections,  
book design.

## **BLOCK III: Designing and Graphics**

### **UNIT IX**

Designing for public relations – newsletters.  
Letterhead & logo design,  
identify & collateral materials, product & packaging,

### **UNIT X**

Hospitality materials & branding,  
business correspondence material,  
promotional material, advertising design, poster design.

### **UNIT XI**

Graphics input - output devices:  
Direct input devices - Cursor devices  
Direct screen interaction - logical input.  
Line drawing displays - raster scan displays.

## **BLOCK IV: Dimensions of Graphics**

### **UNIT XII**

Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling  
- algorithms. File formats – GIF, JPEG, TIFF, Graphics Animation Files,  
Postscript/Encapsulated Postscript files.

### **UNIT XIII**

Curves and surfaces: Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces.

### **UNIT XIV**

Three dimensional graphics: 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. Lighting, perception and depth of field.

### **REFERENCE BOOKS:**

1. William Ryan, Thonsar Delma Learning, “Graphic Communication Today”, IV Edition, 2009.
2. Yolanda Zappaperra, Rotovision,2002 , “Editorial Design for Print & Electronic Media”
3. Chris Forst , II Edition, “Designing for Newspapers & Magazines”, Rouledge 2003
4. Traditional and Digital Techniques for Graphic Communication , Paul Lase, 2000
5. Notes on Graphic Design and Visual Communication, Gregg Berryman, Crisp Publication, 1990

Course Code	Title of the Course
30932	COMMUNICATION RESEARCH METHODS

### **OBJECTIVES OF THE PAPER**

- To Understand the concept and significance of Research
- To acquire the knowledge about various Research Designs
- To explain the different methods of Communication Research
- To master the students in Research Report writing

### **Possible Outcomes of the course:**

- The course will give a clear ideas about the concept and significance of Research
- The Study of the different methods of Communication Research
- The course will make the learners knowing about various Research Designs

### **BLOCK I: Research and its Various Types**

#### **UNIT I**

Definition  
elements of research  
scientific approach  
research and communication theories

#### **UNIT II**

Role and function  
scope and importance of communication research  
basic and applied research.

#### **UNIT III**

Research design components  
experimental,  
quasi-experimental, bench mark,  
longitudinal studies – simulation  
panel studies –co-relational designs.

#### **UNIT IV**

Methods of communication research  
census method, survey method,  
observation method – clinical studies  
case studies – content analysis.

### **BLOCK II: Tools and Introduction of Statistical Technique**

#### **UNIT V**

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, and online polls.

## **UNIT VI**

Random sampling methods and representativeness of the samples,  
sampling errors  
distributions in the findings.

## **UNIT VII**

Report writing  
data analysis techniques  
coding and tabulation – non-statistical methods  
descriptive – historical

## **UNIT VIII**

Statistical analysis  
parametric and non-parametric  
uni - variate – bi-variate – multi-variate

### **BLOCK III: Test of Significance and Sampling**

## **UNIT IX**

Tests of significance  
levels of measurement  
central tendency – tests of reliability and validity  
SPSS and other statistical packages.

## **UNIT X**

Media research as a tool of reporting.  
Readership and / audience surveys,  
preparation of research reports / project reports / dissertations / theses.  
Ethical perspectives of mass media research.

## **UNIT XI**

Sampling in communications Research, Types, their applications and limitations.  
Methods of data Collection: Interview, questionnaire, observation and case study applications  
and limitations of different methods.

### **BLOCK IV: Use of Statistics and Preparation of Research Report**

## **UNIT XII**

Use of statistics in communication research, Basic statistical tools: measures of central  
tendency (mean mode and medium): measures of dispersion (standard deviation), correlation and  
chi square.

## **UNIT XIII**

Data processing, Analysis,  
presentation and interpretation of data.  
Use of graphics in data presentation.

## **UNIT XIV**

Writing a research proposal  
writing research report

Components and style.

**REFERENCE BOOKS:**

1. Arthur Asa Berger, "Media Research Techniques", Sage Publications, New Delhi
2. Roger D.Wimmer, Mass Media Research
3. Wrench.et al. Qualitative Research Methods for Communication, Oxford University Press.
4. Media and Communication Research methods, Arthur asa Bergur, San Feansisco State University , USA, 2016
5. Mass Communication Research Methods, Volume 1 Anders Hansen, SAGE, 2009

Course Code	Title of the Course
30933	MEDIA LAWS AND ETHICS

### **OBJECTIVES OF THE PAPER**

- To Understand the concept and significance of Media Laws in India
- To Acquire Sound Knowledge on Press Laws In India.
- To Understand the Architectural components of Civil And Criminal Laws:
- To attain the Knowledge about Role and responsibilities of professional bodies

### **Possible Outcomes of the course:**

- The course will give a clear ideas about the concept and significance of Media Laws in India
- The Study of the Knowledge about Role and responsibilities of professional bodies
- The course will make the learners knowing about the Architectural components of Civil And Criminal Laws

### **BLOCK I: History of Media and Code of Ethics**

#### **UNIT I**

History Perspective of the Media Laws in India- Constitution and Media: Fundamentals Rights, Freedom of Speech and Expression, Directive principles of state policy; Powers and Privileges of the Parliament / State legislative assemblies.

#### **UNIT II**

Press Laws in India  
 Definition of contempt of court  
 Intellectual property rights  
 Trademark  
 Patently and copy right

#### **UNIT III**

Parliamentary privileges- books and registration act- working journalist act- press council of India- press commissions of India- official secrets act.

#### **UNIT IV**

Press censorship, Right to information, Code of ethics for media professionals, the role of press council of India and other professional councils.

### **BLOCK II: Different Types of Media Laws**

#### **UNIT V**

Civil And Criminal Laws: Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.,;

#### **UNIT VI**

Laws dealing with obscenity,  
 Laws and constitutional provisions pertaining to Human Rights in India.

## **UNIT VII**

Cinematograph Act, 1952; Prasar Bharathi Act; Committees on Broadcasting and Information Media; Broadcasting regulations – key issues; GATT and Intellectual property right legislations;

## **UNIT VIII**

Cyber Laws in India: Need for cyber-laws, nature and scope of cyber laws, approaches to cyber laws, cyber – crimes, piracy, Convergence bill, Information Technology Legislation.

### **BLOCK III: Ethics and Case Studies**

## **UNIT IX**

Ethics,  
Role and responsibilities of professional bodies;  
Themes and issues in Media Ethics:  
Principles and ethics of Journalistic conduct;

## **UNIT X**

Comparison of ethical norms;  
Codes for radio, television and advertising;  
Case studies in media ethics and major ethical violations.

## **UNIT XI**

Domestic violence act- tabloid and yellow journalism – violence and brutality – reporting during special sensitive situations- ethical construes in investigative journalism.

### **BLOCK IV: Copy Rights and Various Press Related Council**

## **UNIT XII**

Law of copyright,  
major copyright issues/cases,  
WIPO,  
piracy of media products and the IT Act 2001.

## **UNIT XIII**

The limits of the right to know – journalism ethics and patriotism- new roles of journalism and public opinion – journalist code of conduct – broadcast content complaints council.

## **UNIT XIV**

Codes of ethics for media professionals, role of press council of India and other professional councils and case studies of major ethical violations by the Indian media.

### **REFERENCE BOOKS:**

1. Basu, “Law of the Press in India”, Prentice Hall of India,2003
2. Basu, “Introduction to Indian Constitution”, Prentice Hall of India,2003
3. Hameling, Cess, “Ethics of Cyber-space”, Sage Publications,2001
4. Day, E Ethics in Media Communications: Cases and Controversies, Thomson Learning 2000
5. Leslie, “Mass Communication Ethics”, Thomson Learning, 2000.

Course Code	Title of the Course
30934	INTERNSHIP (ONE MONTH)

Students should go for an Internship for 4-5 weeks (one month), after the second semester before the end of third semester to any media organization with the dual approval of the University and submit the report with the work diary in the III semester

**Scheme of Marks**

Work Diary - 25 Marks

Report - 50 Marks

Viva Voce - 25 Marks

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100 Marks

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Viva Voce Examination will be conducted at the end of III Semester

## FOURTH SEMESTER

Course Code	Title of the Course
30941	<b>DEVELOPMENT COMMUNICATION</b>

### OBJECTIVES OF THE PAPER

- Understand the concepts and Communication – Definition, scope, forms and purpose; Types of Communication
- Knowledgeable in New communication technologies
- Thorough in Theories of Communication
- Competent in Media systems and theories,

### Possible Outcomes of the course:

- The course will give a clear ideas about Knowledgeable in New communication technologies
- The Study of Theories of Communication
- The course will make the learners knowing about Competent in Media systems and theories

### BLOCK I: Development and its Various Model

#### UNIT I

Development: Concept – Dynamics of development – Development issues – Development indicators – Dysfunctions of development – Communication perspective on development

#### UNIT II

Role of Communication in Development:  
Development motivation,  
Development participation  
Approaches to Development Communication.

#### UNIT III

Dominant paradigm of Development:  
Evolutionary model  
Psychological variable model

#### UNIT IV

Cultural factors model  
Economic growth model  
Industrialization approach –  
The critique of the above models.

### BLOCK II: Communication Approaches and Development Support Communication

#### UNIT V

Introduction  
Communication approaches of Dominant paradigm:

Powerful effects model of mass media

#### **UNIT VI**

Diffusion of Innovations

Mass media in modernization

The critique of above models.

#### **UNIT VII**

Alternative paradigms of Development and development communication:

Basic needs programme

Integrated Development

Intermediate technology

#### **UNIT VIII**

Self Development – Self reliance – Popular participation – New communication technologies – Traditional media use – Development support communication.

### **BLOCK III: Analysis of India's Development in Various Sectors**

#### **UNIT IX**

Historical analysis of India's Development:

Gandhi Metha model,

Elawath experiment,

Nilokheri experiment

#### **UNIT X**

Five Year Plans, Models of Experimental Project: Rural Television – SITE, Kheda, Communications Project, Radio Rural Forum.

#### **UNIT XI**

Role of mass media organizations in Development Communication, Newspaper, Radio, TV, Traditional Media, PIB, DAVP, Song and Drama Division etc., Strategies of Development Communication, Role of NGOs in Development.

### **BLOCK IV: Development Support Communication and Case Studies**

#### **UNIT XII**

Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.

#### **UNIT XIII**

Case Studies On:

a) Development Communication Experiences

b) Role of NGOs in Development

#### **UNIT XIV**

Case Studies On:

c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

**REFERENCE BOOKS:**

1. Mozammel, Mazud. "Development Communication: Challenges in an Empowered Information Environment". Retrieved 28 August 2012.
2. Mefalopulos, Paolo (2008). Development Communication Sourcebook: Broadening the Boundaries of Communication. Washington ”.
3. McPhail, Thomas. (2009). Development communication: Reframing the role of the media. London, UK: Wiley-Blackwell
4. Flor, Alexander G. (1995). Development Communication Praxis. University of the Philippines Open University.
5. Flor, Alexander; Ongkiko, Ila Virginia (2006). Introduction to Development Communication.

Course Code	Title of the Course
30942	NEW MEDIA COMMUNICATION

### **OBJECTIVES OF THE PAPER**

- To explain the meaning of New Media Communication
- To understand the various trends in New Media.
- To acquire the knowledge about Cyber Journalism.
- To realize the importance of Online Editing

### **Possible Outcomes of the course:**

- The course will give a clear ideas about the knowledge about Cyber Journalism.
- The Study of the various trends in New Media.
- The course will make the learners knowing about the importance of Online Editing

### **BLOCK I: Communication Technology**

#### **UNIT I**

Communication Technology (CT): concept and scope, CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

#### **UNIT II**

Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

#### **UNIT III**

Optical fibre:  
structure,  
advantage and application;  
protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP

#### **UNIT IV**

WEB PAGE, Websites, Homepages.  
Introduction to HTTP, HTML, ELP, DNS, JAVA;  
browsing and browsers, bookmarks

### **BLOCK II: Searching Engine and Online Editing**

#### **UNIT V**

Searching: through directory search engine, s  
earch resources; video conferencing and telephony,  
e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

#### **UNIT VI**

Web page development, inserting, linking; editing,  
publishing, locating,  
promoting and maintaining a website

## **UNIT VII**

Cyber Journalism: On-line editions of newspapers  
management and economics;  
cyber newspapers-creation, feed, marketing, revenue and expenditure

## **UNIT VIII**

Online editing,  
e-publishing; security issues on Internet;  
social, political, legal and ethical issues related IT and CT.

### **BLOCK III: Social Effect and Empowerment**

## **UNIT IX**

Social and Cultural effects of new Media:  
Social Networking,  
Information Overload,  
Information Rich and Information Poor,

## **UNIT X**

Knowledge Gap and Cultural Alienation New media impact on old media  
ICTs for Development  
Empowerment,  
right to information

## **UNIT XI**

Connotation, Denotation, Reading Comprehension - Reading between Lines – Listening  
for cues – Arguing skills – Negotiating skills – Introducing a chief guest- Introducing a  
Programme – Summarizing - Evaluative & Analytical Writing

### **BLOCK IV: English and its Importance in Media**

## **UNIT XII**

Foreign words in English – Tense forms – Participle, Perfect – Reading Reviews –  
Listening to interpret & analyze – Presenting and marketing a product – Scene description –  
Writing recommendations - Writing a news report – Group created written reports giving  
instruction on various aspects of target vocabulary.

## **UNIT XIII**

British/American English – Media related Vocabulary – Understanding Schedules –  
Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting  
interviews – Organizing a programme – Job Application with CV (with Cover letter)

## **UNIT XIV**

Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays –  
Listening for data collection – Evaluating problems and giving suggestions – Giving Directions –  
Oral & Written - Creative Writing – Using online resources to extract authentic materials on  
specific areas of interest.

**REFERENCE BOOKS:**

1. Global Communication in Transition: The end of diversity (1996), Hamid Mowlana, Sage Publication, Newbury Park.
2. Global information and World Communication (2<sup>nd</sup> edition) – (1997) Hamid Mowlana Sage Publications, New Delhi.
3. World Communication Report: The media and the challenge of the new technologies (1997) - Ed. Alain Modouz, UNESCO Publishing.
4. New Media – Ronald Rice, (1984) Sage Publications
5. Public Communication Campaigns, Ronald E. Rice, Charles K. Atkin, Sage Publications, 2012

Course Code	Title of the Course
30943	<b>CORPORATE COMMUNICATION</b>

**OBJECTIVES OF THE PAPER**

- To explore the scope and functions of Corporate Communication
- To understand the Crisis and Disaster Communication Management
- To acquire the Knowledge on Corporate Social Responsibility
- To understand the Importance of Organizational Communication, Business Communication

**Possible Outcomes of the course:**

- The course will give a clear idea about scope and functions of Corporate Communication
- The Study of the Importance of Organizational Communication, Business Communication
- The course will make the learners know about the Crisis and Disaster Communication Management

**BLOCK I: Corporate Communication and Conference Management**

**UNIT – I**

Definition,  
scope  
functions of Corporate Communication

**UNIT – II**

Corporate Culture  
Citizenship  
Philanthropy  
International Communication

**UNIT – III**

Corporate Identity Philosophy/Image Building – Event & Conference Organization & management

**UNIT – IV**

Introduction of Image,  
Event  
Conference Management

**BLOCK II: Art of Persuasion and Communication Strategy**

**UNIT – V**

Counselling,  
Crisis and Disaster Communication Management  
Functions

**UNIT – VI**

Art of persuasion,  
feedback,  
campaign planning and strategies

**UNIT – VII**

Advertising and the marketing communication environment,  
customer care,  
strategic planning and campaign management

**UNIT – VIII**

Communication Strategy – 4 P's

**BLOCK III: Corporate Social Responsibility and Social Media**

**UNIT – IX**

Corporate Social Responsibility

**UNIT – X**

Corporate Crisis and Conflict Situation

**UNIT – XI**

Social Media and Corporate Communication

**BLOCK IV: Employee Communication and Case Study**

**UNIT – XII**

Employee Communication & Media Relations,

**UNIT – XIII**

Organizational Communication, Business Communication

**UNIT– XIV**

Case study of Corporate Crisis Management

**REFERENCE BOOKS:**

1. Ananthkrishnan, M. (2011) Impact of Corporate Communication on Internal Public – A Case Study of Hindustan Aeronautics Ltd., Unpublished Ph.D., Thesis, University of Mysore, Karnataka, India.
2. Andrews, P. H. and Bird, J. E. (1989) Communication for Business and the Professions, Dubuque, Wim C. Brown Publishers, Iowa, U.S.A.
3. Banerjee, A. K. (2009) Art of Corporate Communication, Lotus Press.
4. Prakash, Jagadeesh (2007) Corporate Communication Practices in Public Sector: A Case Study of Karnataka Power Corporation Limited, Ph.D., Thesis, Bangalore University, Bangalore, Karnataka, India.
5. Cornelissen, J., Bekkum, T., Van, and Ruler, B., Van, (2006) Corporate Communication: A Practice-Based Theoretical Conceptualization, Corporate Reputation

<b>Course Code</b>	<b>Title of the Course</b>
<b>30944</b>	PROJECT WORK

**Guidelines for Project work / Dissertation**

1. Conceptualization of subject : 15 Marks

And Research Problem	
Review of Literature	: 10 Marks
2. Presentation of Methodology	: 20 Marks
3. Data Analysis & Dissertation	: 20 Marks
4. Final Draft & Presentation	: 10 Marks
5. Viva –voce	: 25 Marks
	<hr/>
Total	100 Marks
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### **Chapterisation**

1. Introduction
2. Review & Related Literature
3. Research Methodology
4. Analysis and Interpretation
5. Discussion & Conclusion
6. Bibliography
7. Appendices