

**MANONMANIUM SUNDARANAR UNIVERSITY,
TIRUNELVELI- 12
UG COURSES – AFFILIATED COLLEGES**

**B.A.,
JOURNALISM & MASS COMMUNICATION**

**SYLLABUS
FROM THE ACADEMIC YEAR 2026-2027**

OUTCOME BASED EDUCATION -CHOICE BASED CREDIT SYSTEM

VISION AND MISSION OF THE UNIVERSITY

Vision

- To provide quality education to reach the un-reached

Mission

- To conduct research, teaching and outreach programmes to improve conditions of human living.
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.
- To offer a wide variety of off-campus educational and training programs, including the use of Information Technology to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.
- To provide quality/ inclusive education, especially for the rural and unreached segments of economically downtrodden students including women, socially oppressed and differently abled.

PREAMBLE

PREAMBLE

- Journalistic Skills is a skill enhancement course designed to provide learners with the fundamental competencies required for professional journalism and media writing. The course introduces students to the principles of journalism, news values, news story construction, feature writing, editorial writing, headline writing, and content

presentation. It emphasizes practical writing skills that enable learners to gather, organize, interpret, and communicate information effectively across print, broadcast, and digital media platforms.

- The course aims to develop critical thinking, news sense, language proficiency, and ethical awareness among aspiring journalists. Through exposure to various journalistic formats and newsroom practices, learners gain the ability to produce accurate, objective, and audience-oriented media content. The course also familiarizes students with contemporary trends in journalism, including digital publishing and multimedia storytelling, thereby preparing them for higher studies and careers in journalism, media, and communication industries.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)

In alignment with the Vision and Mission of the University, the following have been defined as the PEO for the graduates.

PEO1: Developing strong positive attitude to learn independently the concepts in the field of study

PEO2: Ensuring confidence among the learners to apply the knowledge and skills gained to solve real life issues

PEO3: Habituating ethical values among the learners to succeed in personal and professional life

PROGRAMME OUTCOMES (PO)

Programme Outcomes for the Under Graduate Degree Programmes of the University are articulated as under.

After the successful completion of Undergraduate Programme from the University, the learner should be able to

- PO1:** Comprehend the knowledge acquired and communicate the same to others
- PO2:** Analyze and compare the factual data / situation to comprehend and to critically evaluate to find solution to the problem ahead
- PO3:** Apply theories and philosophies learned in solving the problem in scientific manner
- PO4:** Think reflectively on the earlier activities and attempt for self-directed lifelong learning process
- PO5:** Understand multicultural existence and identify the means to prolong moral/ethical values in personal and professional life
- PO6:** Expose the learner to the digital technology to learn through multiple sources
- PO7:** Train the learner to be a responsible player in teams and impart leadership qualities in them.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After the successful completion of Undergraduate Programme from the University in Journalism and Mass Communication, the learner should be able to

- PSO 1:** Idealize, create and produce magazines, videos and radio programmes including online versions
- PSO 2:** Analyse, compare and find solutions to the problems for the society through media by bringing the facts out
- PSO 3:** Solve problems of the weaker sections by representing them through the media by applying theories and philosophies learnt so far
- PSO 4:** Attempt and initiate the public and the graduates for lifelong learning through listening, viewing and reading the content of the media and to think reflectively
- PSO 5:** Apply the ethical and moral values while preparing and presenting the content for and through the media from the society

PSO 6: Evaluate and apply the content learnt through digital technology and online resources

PSO 7: Train others and play the role of a journalist and a communicator through media with leadership qualities.

PSOs:

SEVEN Programme Specific Outcomes (PSO) in line with the POs proposed for the Postgraduate and Undergraduate programme.

Title of the Course	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total Score
Introduction to Communication and Media	2	2	2	2	2	2	1	13
Fundamentals of Journalism	3	2	2	2	2	2	1	14
History and Evolution of Journalism	2	2	2	2	2	1	1	12
Socio-Political Issues in India	1	2	2	2	3	2	1	13
Basic Writing Skills	2	1	1	2	1	1	1	9
Presentation Skills	2	2	1	2	2	2	3	14
News Reporting	3	2	2	2	2	2	2	15
News Editing	3	2	1	1	2	2	2	13
Digital Tools for Media	2	3	1	1	1	2	1	11
Mass Media and Society	1	2	2	2	2	3	1	13
Human Rights Reporting	1	2	3	2	3	2	1	14
Journalistic Skills	3	2	1	2	2	2	1	13
Total Score of all Courses contributing to PSO	25	24	20	22	24	23	16	154

Each Course has to address a minimum of 4 PSOs

Level of contribution of the Course towards attaining PSOs

0 – No Contribution 1 – Low Level 2 – Medium Level 3 – High Level

PROGRAMME DETAILS

Programme Name

Bachelor of Arts (B.A.) in Journalism and Mass Communication

Programme Level

Undergraduate Degree Programme

Duration of the Programme

The B.A. Journalism and Mass Communication programme shall extend over a period of **three academic years** comprising **six semesters** under the Choice Based Credit System (CBCS) and Outcome Based Education (OBE) framework.

Medium of Instruction

The **medium of instruction and examination** shall be English.

Eligibility Criteria

A candidate who has passed the **Higher Secondary Examination (10+2) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereto by Manonmaniam Sundaranar University** shall be eligible for admission to the B.A. Journalism and Mass Communication programme.

Admission Procedure

Admission to the programme shall be made in accordance with the norms, regulations and reservation policies prescribed by the Government of Tamil Nadu and Manonmaniam Sundaranar University from time to time.

Programme Objectives

The programme aims to:

1. Provide learners with a strong foundation in journalism, mass communication, media studies and communication theories.
2. Develop professional skills in news reporting, editing, feature writing, digital content creation and multimedia communication.

3. Equip students with practical competencies in print, broadcast, digital and social media platforms.
4. Foster critical thinking, ethical awareness and social responsibility in media practice.
5. Enhance communication, leadership, research and entrepreneurial skills required for careers in media and communication industries.
6. Prepare learners for higher studies, research and professional careers in journalism, public relations, advertising, digital media and related fields.

Attendance Requirement

A candidate shall be eligible to appear for *the* End Semester Examination only if he/she secures the minimum attendance prescribed by the University regulations in force from time to time.

Scheme of Evaluation

The performance of the students shall be assessed through:

- Continuous Internal Assessment (CIA)
- End Semester Examinations (ESE)
- Practical Examinations (wherever applicable)
- Internship / Industrial Visit / Field Work
- Project Work and Viva-Voce (wherever applicable)
- Extension Activities

Examination Scheme

1. Theory Courses

The performance of students in theory courses shall be evaluated through Continuous Internal Assessment (CIA) and End Semester Examination (ESE).

Internal Assessment – 25 Marks

The internal assessment shall consist of:

- Best two out of three Internal Tests (20 marks)
- Assignment / Seminar / Case Study / Presentation (5 marks)

Total Internal Assessment: 25 Marks

External Examination – 75 Marks

The End Semester Examination shall be conducted by the University for a maximum of **75 marks**.

Total Marks	
Component	Marks
Internal Assessment	25
End Semester Examination	75
Total	100

2. Practical / Project Work

The project may be undertaken individually or in groups, wherever applicable, under the guidance of a faculty supervisor.

Evaluation Pattern	
Component	Marks
Internal Evaluation (Project Report / Record / Progress Review)	50
External Evaluation (Viva-Voce Examination)	50
Total	100

Students shall submit the project report along with appropriate documentary evidence, production outputs, portfolio, multimedia content, or other proof of work for evaluation.

3. Internship / Industrial Visit / Field Visit / Field Work /

Knowledge Updating Activities

Students shall successfully complete the prescribed internship, industrial training, field visit, field work, media organization visit, workshop participation, or any other approved knowledge-updating activity.

Evaluation Pattern	
Component	Marks
Internal Evaluation	50
External Evaluation	50
Total	100

Students shall submit a report, certificate, portfolio, logbook, field diary, participation certificate, or other documentary proof as prescribed by the Department for evaluation.

4. Extension Activities

Extension activities such as NSS, NCC, Youth Welfare Activities, Sports, Community Engagement Programmes, Red Ribbon Club, Environmental Awareness Programmes, and other approved outreach activities shall be evaluated as follows:

Component	Marks
Internal Evaluation	50
External Evaluation	50
Total	100

Students shall submit relevant records, certificates, activity reports, or documentary evidence for evaluation.

Passing Requirements

A candidate shall be declared to have passed a course if he/she secures:

- A minimum of **40% marks out of 100** in aggregate (Internal + External).
- A minimum of **30 marks out of 75** in the End Semester Examination.

Candidates who fail to secure the prescribed minimum marks shall be required to reappear for the examination as per the regulations of the University.

Question Paper Pattern

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks).

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks).

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks).

Model Question Paper

Course Code: _____

B.A. (CBCS) DEGREE EXAMINATION

FIRST SEMESTER

JOURNALISTIC SKILLS

Time: Three Hours

Maximum Marks: 75

PART – A (10 × 1 = 10 Marks)

Choose the Correct Answer

1. Press is popularly known as the _____ Estate. **(CO1, K1)**
 - a) First
 - b) Second
 - c) Third
 - d) Fourth
2. A journalist who contributes articles without being a regular employee is called a _____. **(CO1, K1)**
 - a) Correspondent
 - b) Stringer
 - c) Freelancer
 - d) Editor
3. Which form of journalism combines literary techniques with reporting? **(CO1, K2)**
 - a) Development Journalism
 - b) New Journalism
 - c) Investigative Journalism
 - d) Civic Journalism
4. A fortnightly publication is published _____. **(CO1, K1)**
 - a) Once a week
 - b) Twice a month
 - c) Once a month
 - d) Once in two months
5. Which news value emphasizes immediacy of an event? **(CO2, K2)**
 - a) Proximity
 - b) Timeliness
 - c) Prominence
 - d) Conflict
6. Which structure is most commonly used in news writing? **(CO2, K3)**
 - a) Chronological Structure
 - b) Narrative Structure

- c) Inverted Pyramid
 - d) Feature Structure
 - 7. A headline primarily helps readers to _____. **(CO3, K4)**
 - a) Know the printing process
 - b) Identify advertisements
 - c) Understand the essence of a story quickly
 - d) Contact the editor
 - 8. Which department is responsible for generating revenue through advertisements? **(CO4, K4)**
 - a) Editorial Department
 - b) Circulation Department
 - c) Advertising Department
 - d) Printing Department
 - 9. Which page is generally opposite the Editorial Page? **(CO4, K5)**
 - a) Sports Page
 - b) Open Page (Op-Ed)
 - c) Business Page
 - d) Front Page
 - 10. Which of the following is the best example of opinion writing? **(CO3, K6)**
 - a) News Report
 - b) Press Release
 - c) Editorial
 - d) News Brief
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PART – B (5 × 5 = 25 Marks)

- 11. a) List and explain the principles of Journalism. **(CO1, K2)**
(OR)
b) List and explain the features of Journalism. **(CO1, K2)**
 - 12. a) Explain investigative journalism with suitable examples. **(CO1, K3)**
(OR)
b) Explain interpretative journalism with suitable examples. **(CO1, K3)**
 - 13. a) Describe the components of a news story. **(CO2, K3)**
(OR)
b) Explain the functions of news agencies in India. **(CO2, K3)**
 - 14. a) Analyze the responsibilities of the advertising department in a newspaper organization. **(CO4, K4)**
(OR)
b) Analyze the responsibilities of the business section in a newspaper organization. **(CO4, K4)**
 - 15. a) Evaluate the layout and design of a newspaper of your choice. **(CO3, K5)**
(OR)
b) Review the language and style of a newspaper of your choice. **(CO3, K5)**
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PART – C (5 × 8 = 40 Marks)

- 16. a) Discuss the role of the press in a democratic society. **(CO1, K3)**
(OR)
b) Elaborate the duties and responsibilities of a freelance journalist. **(CO1, K3)**

17. a) Explain the differences between investigative journalism and interpretative journalism. **(CO1, K3)**
(OR)
b) Discuss the role of development journalism in India with suitable examples. **(CO1, K3)**
18. a) Write a news story on an incident in your campus using the inverted pyramid structure. **(CO2, K3)**
(OR)
b) Discuss the importance of news values in news selection. **(CO2, K3)**
19. a) Analyze the content and components of an English daily you regularly read. **(CO4, K4)**
(OR)
b) Analyze the content and components of a Tamil daily you regularly read. **(CO4, K4)**
20. a) Create an editorial on "The Present Educational System". **(CO3, K6)**
(OR)
b) Develop a column article on "The Impact of COVID-19 on the Educational System". **(CO3, K6)**
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CO-wise Distribution

CO	Questions
CO1	1,2,3,4,11,12,16,17
CO2	5,6,13,18
CO3	8,15,20
CO4	7,9,10,14,19

Bloom's Taxonomy Distribution (UG)

Section	LOTS (K1-K3)	HOTS (K4-K6)
Part A	6 Marks	4 Marks
Part B	15 Marks	10 Marks
Part C	24 Marks	16 Marks
Total	45 Marks (60%)	30 Marks (40%)

B.A., JOURNALISM & MASS COMMUNICATION CREDIT DISTRIBUTION

First Year – Semester – I			
Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part-III	Core Course- I Introduction to Communication and Media	5	5
	Core Course – II Fundamentals of Journalism	5	5
	Generic Elective I 1. History and Evolution of Journalism (OR) 2. Socio-Political Issues in India	3	4
Part-IV	Skill Enhancement Course SEC-I -Basic Writing Skills	2	2
	Skill Enhancement Foundation Course-Presentation Skills	2	2
TOTAL		23	30
First Year – Semester – II			
Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	4
Part III	Core Course III–News Reporting	5	5
	Core Course IV–News Editing	5	5
	Generic Elective II 1. Digital Tools for Media (or) 2. Mass Media and Society	3	4
Part IV	Skill Enhancement Course SEC 2-Human Rights Reporting	1	2
	Skill Enhancement Course SEC-3- Journalistic skills	1	2
	NaanMuthalvan or Alternative Paper for Re-appears of NM- Mobile Journalism	2	2
TOTAL		23	30
Second Year – Semester – III			
Part	List of Courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Course –V Communication Theories	5	4
	Core Course –VI Writing for Media	5	4
	Generic Elective III 1. Publication Design (OR) 2. Media Graphics and Infographics	3	4
	Skill Enhancement Course SEC 4 Basic Photography	1	2
	EVS	2	2

Part IV	NaanMuthalvan or Alternative Paper for Re-appears of NM	2	2
TOTAL		24	30
Second Year – Semester – IV			
Part	List of Courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Course –VII Media Law and Ethics	5	4
	Core Course –VIII Advertising	5	4
	Generic Elective IV 1.Video Production(OR) 2. Gender and Media	3	4
Part IV	Skill Enhancement Course SEC 5 Business Journalism	1	2
	Value Education	2	2
	NaanMuthalvan or Alternative Paper for Re-appears of NM	2	2
TOTAL		24	30
Third Year – Semester – V			
Part	List of Courses	Credits	No.of Hours
Part III	Core Course IX Media and Society	4	5
	Core Course X Audio Journalism and Podcasting	4	5
	Core Course XI Tamil Journalism	4	5
	Core Course / Project with Viva Voce CC- XII 1. Magazine Journalism(OR) 2. Multimedia Project/ Lab Journal	3	5
	Discipline Specific Elective- V 1. Sports Journalism(OR) 2. Visual Journalism	3	4
	Discipline Specific Elective- VI 1. Science communication 2. Media Literacy and Fact Checking	3	4
Part IV	NaanMuthalvan or Alternative Paper for Re-appears of NM	2	2
	Internship / Industrial visit / Field Visit / Field Work / any other relevant Knowledge updating activity etc.,	2	-
TOTAL		25	30
Third Year – Semester – VI			
Part	List of Courses	Credits	No. of Hrs
	Core Course XIII Online Journalism	4	6
	Core Course XIV Development Communication	4	6

Part III	Core Course XV MediaManagement	4	6
	Discipline Specific Elective - VII 1. Television and Broadcast Journalism(OR) 2. Media entrepreneurship	3	5
	Discipline Specific Elective -VIII 1.Practical Public Relations (OR) 2. Specialized Journalism	3	5
Part IV	NaanMuthalvan or Alternative Paper for Reappearers of NM	2	2
Part V	Extension Activity (NSS, NCC, YW, Sports etc.,)	1	-
TOTAL		21	30

TOTAL: 140 Credits

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	INTRODUCTION TO COMMUNICATION AND MEDIA	Core	5	-	-	-	5	5	25	75	100
Learning Objectives											
The objectives of this course are:											
• To introduce the fundamental concepts, principles and process of communication. • To familiarize learners with various forms and levels of communication. • To provide an understanding of traditional, mass and digital media systems. • To develop awareness of communication theories and media audiences. • To enable learners to understand the role of communication and media in contemporary society.											
UNIT	Contents										No. of Hours
I	Foundations of Communication • Communication: Meaning, Definition, Nature and Scope • Communication as a Process • Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise • Functions and Uses of Communication • Barriers to Effective Communication • Communication in Contemporary Society										18
II	Types and Forms of Communication • Intrapersonal Communication • Interpersonal Communication • Group Communication • Public Communication • Organizational Communication • Mass Communication • Verbal and Non-Verbal Communication • Digital and Virtual Communication										15
III	Media Systems and Communication Platforms • Introduction to Media and Media Systems • Print Media: Newspapers, Magazines and Periodicals • Broadcast Media: Radio and Television • Folk and Traditional Media • New Media and Digital Communication										15

	• Internet, Mobile Communication and Social Media Platforms • Characteristics, Functions, Advantages and Limitations of Different Media.	
IV	Communication Models and Media Perspectives • Lasswell's Model of Communication • Shannon and Weaver Model • Berlo's SMCR Model • Osgood and Schramm Model • Marshall McLuhan's Concept of "Medium is the Message" • Introduction to Uses and Gratifications Theory • Introduction to Agenda Setting Theory	15
V	Media Audience and Contemporary Media Environment • Concept and Nature of Audience • Active and Passive Audience • Readers, Viewers, Listeners and Users • Audience Behaviour and Media Consumption • Social Media and Participatory Culture • User Generated Content and Digital Communities • Emerging Trends in Communication and Media	12
	Total	75

Course Objectives:

On successful completion of the course, the student will be able to:

CO1: Explain the concepts, process, forms and functions of communication.

CO2: Describe various types of communication and media systems.

CO3: Apply communication concepts to understand traditional and digital media environments.

CO4: Analyze communication models, media audiences and emerging trends in contemporary media.

Text Books

1. McQuail, D., & Deuze, M. *McQuail's Media and Mass Communication Theory*. Sage Publications.
2. Kumar, K. J. *Mass Communication in India*. Jaico Publishing House.
3. Hanson, R. E. *Mass Communication: Living in a Media World*. Cengage Learning.
4. Turow, J. *Media Today: An Introduction to Mass Communication*. Routledge.

References

1. Pavlik, J. V. *Journalism in the Digital Age*. Columbia University Press.
2. Lule, J. *Understanding Media and Culture*. Flat World Knowledge.

3. Hartley, J., Burgess, J., & Bruns, A. *Media and Communication Studies: Introducing the Key Concepts*. Routledge.
4. Carah, N., & Louw, E. *Media and Society: Production, Content and Participation*. Sage Publications.
5. Kovach, B., & Rosenstiel, T. *The Elements of Journalism*. Crown Publishers.

MAPPING:

CO–PO Mapping Matrix

Introduction to Communication and Media	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	1	1	1	9
CO2	3	2	1	1	2	2	1	12
CO3	2	2	3	2	1	3	1	14
CO4	2	3	2	3	2	2	1	15
Total	10	8	7	7	6	8	4	50

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

CO–PSO Mapping Matrix

Introduction to Communication and Media	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	1	1	2	1	1	1	8
CO2	2	2	1	2	2	2	1	12
CO3	2	2	2	2	1	3	1	13
CO4	2	3	2	3	2	2	1	15
Total	7	8	6	9	6	8	4	48

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Fundamentals of Journalism	Core	5	-	-	-	5	5	25	75	100
Learning Objectives											
The objectives of this course are:											
• To introduce the concepts, principles and functions of journalism. • To familiarize learners with the evolution and contemporary practices of journalism. • To develop an understanding of news values, journalistic roles and responsibilities. • To provide knowledge about media institutions and news organizations. • To acquaint learners with emerging trends in journalism and digital news environments.											
UNIT	Contents										No. of Hours
I	Introduction to Journalism • Journalism: Meaning, Definition, Nature and Scope • Functions and Responsibilities of Journalism • Journalism and Democracy • The Fourth Estate • Freedom of the Press • Role of Journalism in Contemporary Society • Professional and Freelance Journalism										15
II	Evolution and Forms of Journalism • Growth and Development of Journalism • Journalism in India: Historical Overview • Print, Broadcast and Digital Journalism • Investigative Journalism • Interpretative Journalism • Development Journalism • Community Journalism • Citizen Journalism										15
III	Understanding News • Concept and Definition of News • News Values and Newsworthiness • Elements of News • Types of News • Hard News and Soft News • News Sources • Verification and Credibility in Journalism										15

IV	News Organizations and Media Institutions • Structure of News Organizations • Editorial Department • Newsroom Operations • News Agencies: PTI, UNI, Reuters, AFP and AP • Public Information Systems and PIB • Professional Organizations of Journalists • Contemporary Media Ownership Patterns	15
V	Journalism in the Digital Age • Digital Transformation of Journalism • Online News Platforms • Social Media and Journalism • Mobile Journalism (MoJo) • Artificial Intelligence and Journalism • Ethics and Challenges in Digital Journalism • Future Trends in Journalism	15
	Total	75
Course Outcomes:		
Upon successful completion of this course the students would be able to: CO1: Explain the concepts, principles and functions of journalism. CO2: Describe various forms of journalism and their role in society. CO3: Apply knowledge of news values, news sources and journalistic practices in media contexts. CO4: Analyze the structure, functions and emerging trends of contemporary news organizations and digital journalism		
Suggested Text Books 1. Kovach, B., & Rosenstiel, T. <i>The Elements of Journalism</i>. 2. Menon, M. <i>Basics of Journalism</i>. 3. Aggarwal, V. <i>Handbook of Journalism and Mass Communication</i>. 4. Burns, L. S. <i>Understanding Journalism</i>. References 1. Briggs, M. <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i>. 2. Rich, C. <i>Writing and Reporting News</i>. 3. Peters, J. <i>Journalism Fundamentals: Reporting, Writing and Editing</i>. 4. Pavlik, J. V. <i>Journalism in the Digital Age</i>. 5. Siegal, A. M., & Connolly, W. G. <i>The New York Times Manual of Style and Usage</i>.		

MAPPING:

CO–PO Mapping Matrix

	• Diversity in Indian Society: Caste, Class, Religion and Region • Social Change: Tradition, Modernity and Globalization • Population Trends and Human Development • Urbanization and Migration • Social Inequality and Inclusion • Contemporary Social Challenges	
II	Democracy, Governance and Public Policy • Constitutional Values and Democratic Principles • Secularism and Communal Harmony • Federalism and Linguistic Diversity • Reservation Policies and Social Justice • Governance and Public Welfare Programmes • Contemporary Issues in Education and Employment	12
III	Family, Gender and Social Justice • Family and Social Institutions • Women's Rights and Empowerment • Gender Equality and Social Inclusion • Child Rights and Child Protection • Juvenile Delinquency and Drug Abuse • Consumer Rights and Citizen Responsibilities	12
IV	Health, Environment and Sustainable Development • Public Health Challenges in India • Health Awareness and Government Initiatives • Mental Health and Well-being • Environmental Issues: Pollution, Climate Change and Biodiversity • Sustainable Development Goals (SDGs) • Role of Media in Health and Environmental Awareness	12
V	Politics, Media and Contemporary Issues • Political Processes in India • Political Parties and Electoral Politics • Social Movements and Public Participation • Media and Public Opinion • Social Media, Digital Activism and Political Communication • Misinformation, Fake News and Responsible Citizenship	12
	Total	60
COURSE OUTCOMES		
Upon successful completion of the course, the students will be able to:		
CO1: Explain major social, cultural and developmental issues affecting contemporary India.		

CO2: Analyze democratic institutions, governance mechanisms and public policy issues in India.

CO3: Apply knowledge of social justice, health, environmental and gender issues to understand societal challenges.

CO4: Evaluate the role of media and digital platforms in shaping socio-political discourse and public opinion.

Text Books

1. Bhargava, R. (2023). *Politics and Ethics of the Indian Constitution*. Oxford University Press.
2. Guha, R. (2022). *India After Gandhi: The History of the World's Largest Democracy* (Revised Edition). HarperCollins.
3. Das, G. (2024). *India Unbound: From Independence to the Global Information Age*. Penguin Random House.
4. Jayapalan, N. (2021). *Social and Cultural History of India*. Atlantic Publishers.
5. Khilnani, S. (2023). *The Idea of India*. Penguin Books.

References

1. Sen, A. (2021). *The Argumentative Indian: Writings on Indian History, Culture and Identity*. Penguin Books.
2. Shah, G. (2022). *Social Movements in India: A Review of Literature*. Sage Publications.
3. Yadav, Y. (2023). *Making Sense of Indian Democracy*. Orient BlackSwan.
4. Dreze, J., & Sen, A. (2023). *An Uncertain Glory: India and Its Contradictions*. Princeton University Press.
5. NITI Aayog. (2024). *Sustainable Development Goals India Index Report*. Government of India.
6. Ministry of Statistics and Programme Implementation (MOSPI). (2024). *Social Statistics Division Reports*. Government of India.
7. United Nations Development Programme (UNDP). (2024). *Human Development Report*. United Nations.
8. Thussu, D. K. (2023). *Media and Politics in Contemporary India*. Routledge.
9. Kumar, K. J. (2022). *Mass Communication in India*. Jaico Publishing House.
10. Jeffrey, R. (2022). *India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press*. Oxford University Press.
11. Castells, M. (2021). *Networks of Outrage and Hope: Social Movements in the Internet Age*. Polity Press.
12. Couldry, N., & Hepp, A. (2021). *The Mediated Construction of Reality*. Polity Press.

13. Government of India. *India Year Book* (Latest Edition). Publications Division.
14. Economic and Political Weekly (EPW) – Selected articles on contemporary socio-political issues.
15. Press Information Bureau (PIB) releases and policy documents related to governance, welfare schemes, health and environment.

Useful Online Resources

1. <https://www.india.gov.in>
2. <https://pib.gov.in>
3. <https://www.niti.gov.in>
4. <https://mospi.gov.in>
5. <https://hdr.undp.org>
6. <https://sdgs.un.org>
7. <https://www.epw.in>
8. <https://prsindia.org>

MAPPING:

CO–PO Mapping Matrix

Socio-Political Issues in India	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	2	1	1	3	1	1	12
CO2	2	3	2	2	3	1	1	14
CO3	2	3	3	2	3	1	1	15
CO4	2	3	2	3	2	2	1	15
Total	9	11	8	8	11	5	4	56

Level of Correlation

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO–PSO Mapping Matrix

Socio-Political Issues in India	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	2	2	3	1	1	12
CO2	1	3	2	2	3	1	1	13
CO3	1	3	3	2	3	1	1	14
CO4	1	3	2	3	2	2	1	14
Total	4	11	9	9	11	5	4	53

Level of Correlation

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	History and Evolution of Journalism	Generic Elective	4	-	-	-	3	4	25	75	100
Learning Objectives											
• To introduce the historical evolution of communication and journalism across the world. • To familiarize learners with the development of printing, newspapers and journalism as a profession. • To provide an understanding of the growth of Indian journalism and its role in social and political movements. • To acquaint students with the evolution of Tamil journalism and regional language press. • To enable learners to understand the transformation of journalism in the digital era.											
UNIT	Contents									No. of Hours	
I	Early Communication and the Origins of Journalism • Evolution of Human Communication • Oral Traditions and Early Information Systems • Invention of Writing and Writing Materials • Manuscripts and Early Documentation • Development of Printing Technology • Printing Revolution and Dissemination of Information									12	
II	Growth of Journalism in the World • Gutenberg and the Printing Revolution • Emergence of Newspapers in Europe • Development of Modern Journalism • Penny Press and Mass Circulation Newspapers • Joseph Pulitzer and New Journalism • Growth of Professional Journalism • Journalism in the Twentieth Century									12	
III	Evolution of Journalism in India • Introduction of Printing in India • Early Newspapers in India • James Augustus Hicky and Bengal Gazette • Raja Ram Mohan Roy and Social Reform Journalism • James Silk Buckingham and Press Freedom • Contribution of Missionaries to Indian Printing and Journalism • Growth of Vernacular Press									12	

IV	Journalism and the Indian Freedom Movement • Nationalist Journalism in India • Role of Journalism in the Freedom Struggle • Contributions of Mahatma Gandhi, B.G. Horniman, S. Sadanand and Other Leaders • Press and Colonial Policies • Important Newspapers and Journals of the Nationalist Period • Journalism in Post-Independence India	12
V	Tamil Journalism and Contemporary Developments • Origin and Growth of Tamil Journalism • Early Tamil Newspapers and Journals • Contributions of Swadesamitran, India, Navasakthi and Other Publications • Tamil Journalism and Social Reform Movements • Dravidian Movement and Tamil Press • Journalism in the Digital Age • Online Journalism, Social Media and Emerging Trends	12
	Total	60
Course Outcomes		
Upon successful completion of the course, the students will be able to: CO1: Explain the historical development of communication, printing and journalism across the world. CO2: Describe the major milestones in the evolution of journalism and newspaper development. CO3: Analyze the contribution of Indian journalism and nationalist movements to social and political transformation. CO4: Evaluate the growth of Tamil journalism and the transition of journalism into the digital era.		
Text Books 1. Parthasarathi, R. <i>Journalism in India</i>. Sterling Publishers. 2. Nagarajan, S. <i>History of Press in India</i>. S. Chand & Company. 3. Mehta, D. S. <i>Mass Communication and Journalism in India</i>. Allied Publishers. 4. Raghavan, G. N. S. <i>The Press in India: A New History</i>. Gyan Publishing House. 5. Kesavan, B. S. <i>History of Printing and Publishing in India</i>. National Book Trust. References		

1. Stephens, M. *A History of News*. Oxford University Press.
2. McNair, B. *Journalism and Democracy*. Routledge.
3. Trammell, J. B. *The Rise of the Fourth Estate*. Rowman & Littlefield.
4. Carey, J. W. *The Development of Journalism*.
5. Sambandan, M. S. *Tamil Ithazhiyal Suvadugal*. Tamilar Pathippagam.
6. Mazumdar, A. *Indian Press and Freedom Struggle*. Orient Longman.
7. Kovach, B., & Rosenstiel, T. *The Elements of Journalism*.
8. Pavlik, J. V. *Journalism in the Digital Age*. Columbia University Press

MAPPING:

CO–PO Mapping Matrix

History and Evolution of Journalism	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	2	2	1	1	11
CO2	3	2	1	2	2	1	1	12
CO3	2	3	2	2	3	1	1	14
CO4	2	3	2	3	2	2	1	15
Total	10	9	6	9	9	5	4	52

CO-PSO Mapping Matrix

History and Evolution of Journalism	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	1	1	2	2	1	1	9
CO2	1	2	1	2	2	1	1	10
CO3	2	3	2	2	3	1	1	14
CO4	2	2	2	3	2	2	1	14
Total	6	8	6	9	9	5	4	47

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BASIC WRITING SKILLS	SEC-I (Skill Enhancement Course)	2	-	-	-	2	2	25	75	100
Learning Objectives											

- To strengthen written and oral communication skills in English and Tamil.
- To develop the ability to write clearly, accurately and effectively for academic and media purposes.
- To improve vocabulary, language usage and sentence construction.
- To develop reading, writing, listening and speaking skills required for communication.
- To prepare learners for media writing and professional communication.

UNIT	Contents	No. of Hours
I	Fundamentals of Language and Communication • Importance of Language in Communication • Elements of Effective Communication • Principles of Good Writing • Clarity, Accuracy and Brevity • Common Barriers in Written Communication • Introduction to Academic and Media Writing	6
II	Vocabulary and Language Skills • Vocabulary Building Techniques • Synonyms, Antonyms and Homophones • Word Formation: Prefixes and Suffixes • Idioms and Phrases • Technical and Media-related Terminology • Spelling and Usage	6
III	Grammar and Sentence Construction • Parts of Speech • Types of Sentences • Sentence Structure and Formation • Subject–Verb Agreement • Common Grammatical Errors • Punctuation and Capitalization	6
IV	Writing Techniques • Paragraph Writing • Coherence and Cohesion • Paraphrasing and Summarizing • Quotation and Attribution • Active and Passive Voice • Editing and Proofreading Techniques	6
V	Practical Writing Skills • Essay Writing • Report Writing	6

	• Note Making and Note Taking • Reading, Writing, Listening and Speaking (RWLS) Skills • Formal and Informal Communication • Writing for Digital Platforms	
	Total	30

Course Outcomes
Upon completion of this course the learner will be able to: CO1: Demonstrate effective written and oral communication skills in English and Tamil. CO2: Apply grammatical rules, vocabulary and writing techniques in communication contexts. CO3: Develop coherent and accurate written content for academic, professional and media purposes. CO4: Evaluate and improve their communication skills through editing, proofreading and effective language use
Text Books
1. O'Brien, T. (2022). <i>Effective Communication and Writing Skills</i>. Rupa Publications. 2. Eastwood, J. (2023). <i>Oxford Practice Grammar</i>. Oxford University Press. 3. Kidwai-Sherwani, A. R. (2019). <i>Writing Skills: Methods and Practices</i>. Viva Books. 4. McCarthy, M., & O'Dell, F. (2022). <i>English Vocabulary in Use</i>. Cambridge University Press.
References
1. Zinsser, W. (2022). <i>On Writing Well</i>. HarperCollins. 2. Clark, R. P. (2023). <i>Writing Tools: 55 Essential Strategies for Every Writer</i>. Little, Brown. 3. Strunk, W., & White, E. B. (2022). <i>The Elements of Style</i>. Pearson. 4. Casagrande, J. (2021). <i>The Best Punctuation Book, Period</i>. Ten Speed Press. 5. Rivers, W., & Mathews, C. (2021). <i>Writing for the Media</i>. Oxford University Press. 6. Cunning, R. (2022). <i>Techniques of Media Writing</i>. Routledge.

MAPPING:

Basic Writing Skills	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	2	1	2	11
CO2	2	2	2	1	1	1	1	10
CO3	3	2	3	2	1	2	1	14
CO4	2	3	2	3	1	1	1	13
Total	10	8	8	7	5	5	5	48

Level of Correlation between COs and Pos: 0 – No Correlation 1 – Low 2 – Medium 3 – High

Basic Writing Skills	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	2	2	1	2	11

	• AI Tools for Presentation Design.	
III	Public Speaking and Delivery Skills • Verbal and Non-Verbal Communication • Voice Modulation • Body Language • Stage Presence • Speech Delivery Techniques • Managing Audience Interaction	6
IV	Professional and Media Presentations • Seminar Presentations • Academic Presentations • News Presentation • Press Briefings • Press Conferences • Interview Presentations • Virtual Meetings and Webinars	6
V	Leadership and Crisis Communication • Team Presentations • Facilitation Skills • Group Discussions • Public Consultation Meetings • Crisis Communication • Managing Questions and Feedback • Presentation Ethics	6
	Total	30
Course Outcome		
Upon completion of this course the learner will be able to: CO1: Explain the principles and techniques of effective presentations. CO2: Apply presentation planning and design skills using visual communication tools. CO3: Demonstrate effective public speaking and professional communication skills. CO4: Evaluate and deliver presentations confidently in media, academic and professional settings.		
Text Books		

1. Reynolds, G. (2020). *Presentation Zen: Simple Ideas on Presentation Design and Delivery* (3rd ed.). New Riders.
2. Duarte, N. (2019). *Slide:ology: The Art and Science of Creating Great Presentations* (Revised ed.). O'Reilly Media.
3. Gallo, C. (2020). *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience* (Updated ed.). McGraw-Hill Education.
4. Acker, M. (2023). *Speak With No Fear: Go from a Nervous, Sweaty Speaker to an Excited, Energized Presenter*. Courageous Publishing.
5. Lucas, S. E. (2023). *The Art of Public Speaking* (14th ed.). McGraw-Hill Education.

References

1. Carnegie, D. (2022). *The Quick and Easy Way to Effective Speaking*. Simon & Schuster.
2. Thich Nhat Hanh. (2013). *The Art of Communicating*. HarperOne.
3. Weissman, J. (2020). *Presenting to Win: The Art of Telling Your Story* (2nd ed.). FT Press.
4. Duarte, N. (2012). *HBR Guide to Persuasive Presentations*. Harvard Business Review Press.
5. Anderson, C. (2016). *TED Talks: The Official TED Guide to Public Speaking*. Mariner Books.
6. Barker, A. (2021). *Improve Your Communication Skills* (7th ed.). Kogan Page.
7. Comfort, J., Revell, R., & Stott, C. (2021). *Effective Presentations*. Oxford University Press.
8. McKay, M., Davis, M., & Fanning, P. (2018). *Messages: The Communication Skills Book* (4th ed.). New Harbinger Publications.
9. Heath, C., & Heath, D. (2017). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.
10. Alley, M. (2013). *The Craft of Scientific Presentations* (2nd ed.). Springer

MAPPING

CO–PO Mapping Matrix

Presentation Skills	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	1	1	2	10
CO2	2	2	2	1	1	3	2	13
CO3	3	2	2	2	2	1	3	15
CO4	2	3	2	3	2	2	3	17
Total	10	8	7	7	6	7	10	55

CO–PSO Mapping Matrix

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	1	0	2	2	1	2	9
CO2	1	1	0	1	1	3	2	9

CO3	2	2	1	2	2	2	3	14
CO4	2	2	1	3	2	2	3	15
Total	6	6	2	8	7	8	10	47

Level of Correlation between COs and PSOs:

0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	NEWS REPORTING	Core	5	-	-	-	5	5	25	75	100
Learning Objectives											
• To develop news gathering and reporting skills. • To familiarize learners with reporting techniques across media platforms. • To train students in interviewing and information verification. • To develop beat reporting and specialized reporting competencies. • To prepare learners for digital and mobile journalism practices.											
UNIT	Contents										No. of Hours
I	Fundamentals of News Reporting • Concept and Definition of News • News Values • Qualities and Responsibilities of a Reporter • Types of Reporters • Role of Reporters in Contemporary Journalism • Ethics in Reporting										14
II	News Writing and News Structure • Elements of News Writing • 5W's and 1H • Inverted Pyramid Structure • Leads and Types of Leads • Hard News and Soft News • News Story Construction										15
III	News Gathering and Sources • News Sources • Verification of Information • Press Releases and Press Notes • Press Conferences • Public Records and Documents • News Agencies: PTI, UNI, Reuters, AFP and AP • Digital Sources and Social Media Sources										16
IV	Interviewing Techniques										14

	• Principles of Interviewing • Types of Interviews • Interview Preparation • Conducting Interviews • Telephone and Online Interviews • Writing Interview-Based Stories • Ethical Issues in Interviewing	
V	Specialized and Digital Reporting • Political Reporting • Crime Reporting • Court Reporting • Business Reporting • Science and Environment Reporting • Mobile Journalism (MoJo) • Reporting for Online and Social Media Platforms • AI-assisted Reporting and Verification	16
	Total	75

Course Objectives:

On successful completion of the course, the student will be able to:

CO1: Explain the principles, roles and responsibilities of news reporting.

CO2: Apply news writing structures and reporting techniques in media practice.

CO3: Demonstrate skills in gathering, verifying and presenting news from diverse sources.

CO4: Analyze and produce reports for specialized beats and digital media platforms.

Text Books

1. Mencher, M. (2023). *News Reporting and Writing* (13th ed.). McGraw-Hill Education.
2. Rich, C. (2022). *Writing and Reporting News: A Coaching Method* (9th ed.). Cengage Learning.
3. Frost, C. (2024). *Reporting for Journalists* (4th ed.). Routledge.
4. Saxena, A. (2022). *Fundamentals of Reporting and Editing*. Kanishka Publishers.
5. Verma, M. K. (2021). *News Reporting and Editing*. APH Publishing Corporation.

References

1. Kovach, B., & Rosenstiel, T. (2021). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (4th ed.). Three Rivers Press.
2. Harcup, T. (2023). *Journalism: Principles and Practice* (5th ed.). Sage Publications.

3. Briggs, M. (2024). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (5th ed.). CQ Press.
4. Itule, B. D., Anderson, D. A., & Simon, J. (2022). *News Writing and Reporting for Today's Media* (9th ed.). Routledge.
5. Yopp, J. J., McAdams, K. C., & Thornburg, R. M. (2021). *Reaching Audiences: A Guide to Media Writing* (8th ed.). Routledge.
6. Randall, D. (2022). *The Universal Journalist* (6th ed.). Pluto Press.
7. Burgh, H. D. (2020). *Investigative Journalism* (3rd ed.). Routledge.
8. Pavlik, J. V. (2021). *Disruption and Digital Journalism: Assessing News Media Innovation in a Time of Dramatic Change*. Routledge.
9. Silverman, C. (Ed.). (2023). *Verification Handbook: A Definitive Guide to Verifying Digital Content for Journalism*. European Journalism Centre.
10. Bradshaw, P. (2024). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age* (3rd ed.). Routledge.

MAPPING:

News Reporting	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	2	1	1	10
CO2	2	2	3	1	1	2	1	12
CO3	2	3	3	2	2	2	1	15
CO4	2	3	2	3	2	3	1	16
Total	9	9	9	7	7	8	4	53

Level of Correlation between COs and POs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

News Reporting	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	1	1	3	1	2	11
CO2	2	2	1	1	2	2	2	12
CO3	3	3	2	2	2	2	2	16
CO4	3	3	2	2	2	3	2	17
Total	9	10	6	6	9	8	8	56

Level of Correlation between COs and PSOs: 0 – No Correlation 1 – Low 2 – Medium 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	NEWS EDITING	Core	5	-	-	-	5	5	25	75	100
Learning Objectives											
• To introduce the principles and practices of news editing in contemporary media. • To develop skills in copy editing, headline writing and newsroom management. • To familiarize learners with editorial standards, stylebooks and ethical editing practices. • To train students in editing content for print, broadcast and digital media platforms. • To equip learners with the use of digital tools and technologies in modern newsrooms.											
UNIT	Contents										No. of Hours
I	Introduction to News Editing • Meaning, Nature and Scope of News Editing • Newsroom Structure and Functions • Roles and Responsibilities of Editor, News Editor, Sub-editor and Copy Editor • News Flow and News Processing • Editorial Desk Operations • Editorial Leadership and Decision Making										15
II	Principles and Techniques of Editing • Fundamentals of Editing • Accuracy, Clarity, Brevity and Objectivity • Fact Checking and Verification • Stylebooks and Editorial Guidelines • Language and Grammar in News Editing • Ethical and Legal Considerations in Editing										15
III	Copy Editing and Content Management • Editing News Reports • Handling Agency Copies and Press Releases • Editing Human Interest Stories • Editing Feature Articles • Editing for Print and Digital Platforms • Content Management Systems (CMS)										15

IV	Headline Writing and Visual Editing • Functions of Headlines • Principles of Headline Writing • Types of Headlines • Writing Headlines for Print and Online Media • Captions, Pull Quotes and Cutlines • Visual Presentation of News • SEO-Friendly Headlines for Digital Media	15
V	Editorial Writing and Digital Newsrooms • Editorials: Meaning, Purpose and Structure • Types of Editorials • Feature Writing and Opinion Writing • Editorial Page Management • Proofreading and Copy Preparation • AI Tools in News Editing • Future Trends in News Editing and Digital Newsrooms	15
	Total	75

Course Outcomes
Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student will be able to: CO1: Explain the structure, functions and workflow of news editing and newsroom operations. CO2: Apply editing principles to improve clarity, accuracy, objectivity and readability of media content. CO3: Demonstrate skills in copy editing, headline writing and content management for print and digital media. CO4: Analyze editorials, features and contemporary newsroom practices using professional and ethical standards.

Text Books

1. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2023). *The Art of Editing* (12th ed.). Bedford/St. Martin's.
2. Saxena, A. (2022). *Fundamentals of Reporting and Editing*. Kanishka Publishers.
3. Verma, M. K. (2021). *News Reporting and Editing*. APH Publishing Corporation.
4. Frost, C. (2024). *Reporting for Journalists* (4th ed.). Routledge.
5. Buckman, R. W. (2022). *Editing for Journalists*. Routledge.

References

1. Saller, C. F. (2016). *The Subversive Copy Editor* (2nd ed.). University of Chicago Press.
2. Harcup, T. (2023). *Journalism: Principles and Practice* (5th ed.). Sage Publications.
3. Kovach, B., & Rosenstiel, T. (2021). *The Elements of Journalism* (4th ed.). Three Rivers Press.
4. Randall, D. (2022). *The Universal Journalist* (6th ed.). Pluto Press.
5. Associated Press. (2024). *The Associated Press Stylebook*. Basic Books.
6. Silverman, C. (2023). *Verification Handbook*. European Journalism Centre.
7. Bradshaw, P. (2024). *The Online Journalism Handbook* (3rd ed.). Routledge.
8. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.
9. World Association of News Publishers. *The News Manual*.
10. Poynter Institute Resources on Editing and Newsroom Leadership.

MAPPING:

CO–PO Mapping Matrix

News Editing	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	2	1	2	11
CO2	2	2	3	1	3	2	1	14
CO3	2	2	3	2	2	3	1	15
CO4	2	3	2	3	2	2	1	15
Total	9	8	9	7	9	8	5	55

Level of Correlation between COs and POs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO-PSO Mapping Matrix

News Editing	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	1	2	10
CO2	2	2	1	1	3	2	2	13
CO3	3	2	1	1	2	2	2	13
CO4	2	3	2	2	2	2	1	14
Total	9	8	5	5	9	7	7	50

Level of Correlation between COs and PSOs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Externa	Total
	DIGITAL TOOLS FOR MEDIA	Generic Elective	4	-	-	-	3	4	25	75	100
Learning Objectives											
• To familiarize learners with contemporary digital tools used in media and communication industries. • To develop basic competencies in productivity software, online communication and digital publishing. • To introduce learners to graphic design, presentation and content creation tools. • To equip students with skills required for digital content production and media workflows. • To enable learners to use digital platforms responsibly for communication and media purposes.											
UNIT	Contents										No. of Hrs
I	Introduction to Digital Media Technologies • Evolution of Computers and Digital Technologies • Computer Hardware and Software • Operating Systems and Cloud Computing • Digital Storage and Data Management • Internet and Network Technologies • Digital Transformation of Media Industries										12
II	Productivity and Office Applications • Word Processing and Document Creation • Spreadsheets and Data Organization • Presentation Software										12

	• Collaborative Online Tools • Cloud-Based Productivity Platforms • AI-assisted Productivity Tools	
III	Internet, Online Communication and Digital Publishing • Internet Fundamentals • Search Techniques and Information Retrieval • E-mail Communication and Netiquette • Websites, Blogs and Content Management Systems • Online Publishing Platforms • Digital Security and Privacy	12
IV	Graphic Design and Visual Communication Tools • Principles of Digital Design • Canva and Online Design Platforms • Introduction to Adobe Photoshop • Introduction to Adobe Illustrator • Infographics and Visual Storytelling • Image Editing for Media	12
V	Digital Content Creation for Media • E-magazines and Digital Publications • Presentation Design for Media Professionals • Podcast and Video Publishing Platforms • Social Media Content Creation • AI Tools for Content Generation • Emerging Trends in Media Technologies	12
	Total	60
Course Outcomes		
Upon successful completion of this course, the students will be able to: CO1: Explain the fundamentals of digital technologies and computer applications used in media. CO2: Apply productivity, communication and publishing tools for media-related tasks. CO3: Demonstrate skills in digital design, content creation and online publishing. CO4: Evaluate and utilize emerging digital tools and technologies for media communication.		

Text Books

1. Shelly, G. B., & Vermaat, M. E. (2023). *Discovering Computers and Digital Technology*. Cengage Learning.
2. Arora, S. (2023). *Computer Applications in Business and Media*. BPB Publications.
3. Vaughan, T. (2022). *Multimedia: Making It Work* (10th ed.). McGraw-Hill.
4. Parker, R. C. (2021). *Looking Good in Print and Digital Media*. Paraglyph Press.
5. Briggs, M. (2024). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press.

References

1. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.
2. Bradshaw, P. (2024). *The Online Journalism Handbook* (3rd ed.). Routledge.
3. Weinmann, E., & Lourekas, P. (2022). *Photoshop Visual QuickStart Guide*. Peachpit Press.
4. Cohen, S. (2022). *Adobe InDesign Visual QuickStart Guide*. Peachpit Press.
5. Alexander, M., & Kusleika, R. (2022). *Excel Bible*. Wiley.
6. Newman, N. (2024). *Journalism, Media and Technology Trends and Predictions*. Reuters Institute.
7. Briggs, A., & Burke, P. (2021). *A Social History of the Media*. Polity Press.
8. Kumar, K. J. (2022). *Mass Communication in India*. Jaico Publications.

MAPPING:

CO–PO Mapping Matrix

Digital Tools and Applications for Media	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	2	1	1	1	1	3	1	10
CO2	2	2	3	1	1	3	1	13
CO3	2	2	3	2	1	3	2	15
CO4	2	3	2	3	1	3	1	15
Total	8	8	9	7	4	12	5	53

Level of Correlation between COs and POs:

0 – No Correlation 1 – Low 2 – Medium 3 – High

CO–PSO Mapping Matrix

Digital Tools and Applications for Media	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	1	0	1	1	3	1	8
CO2	2	1	1	1	1	3	1	10
CO3	3	1	1	1	1	3	2	12
CO4	2	2	1	2	1	3	1	12
Total	8	5	3	5	4	12	5	42

Level of Correlation between COs and PSOs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MASS MEDIA AND SOCIETY	Generic Elective	4	-	-	-	3	4	25	75	100
Learning Objectives											
• To introduce learners to the nature, functions and significance of mass media in society. • To familiarize students with various forms of traditional and digital media. • To examine the relationship between media, culture and social institutions. • To understand the influence of media on public opinion, behaviour and social change. • To develop critical awareness of media's role in contemporary society.											
UNIT	Contents									No. of Hours	
I	Understanding Mass Media • Meaning, Nature and Characteristics of Mass Media • Evolution of Mass Media • Print, Broadcast and Digital Media • Functions of Mass Media • Media as an Institution • Media and Democracy									12	
II	Media, Culture and Society • Media and Culture • Media and Socialization • Media Representation of Gender, Class and Communities • Popular Culture and Media • Media and Cultural Change • Globalization and Media									12	
III	Media Audiences and Public Opinion • Concept of Audience • Active and Passive Audiences • Audience Behaviour and Consumption Patterns									12	

	• Public Opinion Formation • Media Literacy • Participatory Media and User Generated Content	
IV	Media Effects and Social Change • Media Effects Theories • Media and Education • Media and Political Participation • Media and Development • Media and Social Movements • Digital Media and Social Change	12
V	Contemporary Media Issues and Case Studies • Social Media and Society • Misinformation, Fake News and Disinformation • Privacy and Surveillance • Artificial Intelligence and Media • Ethical Issues in Media • Case Studies: ○ Media and Elections ○ Media and Disaster Communication ○ Social Media Campaigns ○ Digital Activism Movements	12
	Total	60

Course Outcomes
Upon successful completion of this course, the students will be able to: CO1: Explain the nature, functions and significance of mass media in contemporary society. CO2: Analyze the relationship between media, culture and social institutions. CO3: Apply concepts of audience behaviour, media effects and public opinion to contemporary media situations. CO4: Evaluate the influence of traditional and digital media on social change and public discourse.

Text Books

1. Croteau, D., & Hoynes, W. (2024). *Media/Society: Industries, Images and Audiences* (7th ed.). Sage Publications.
2. Berger, A. A. (2023). *Media and Society: A Critical Perspective*. Rowman & Littlefield.
3. Lule, J. (2024). *Understanding Media and Culture: An Introduction to Mass Communication*. FlatWorld.
4. McQuail, D., & Deuze, M. (2020). *McQuail's Media and Mass Communication Theory* (7th ed.). Sage Publications.
5. Kumar, K. J. (2022). *Mass Communication in India*. Jaico Publications.

References

1. Couldry, N., & Hepp, A. (2021). *The Mediated Construction of Reality*. Polity Press.
2. Castells, M. (2022). *Networks of Outrage and Hope* (3rd ed.). Polity Press.
3. Fuchs, C. (2021). *Social Media: A Critical Introduction* (3rd ed.). Sage Publications.
4. Hesmondhalgh, D., & Toynbee, J. (2023). *The Media and Social Theory*. Routledge.
5. Van Dijck, J., Poell, T., & De Waal, M. (2021). *The Platform Society*. Oxford University Press.
6. Jenkins, H., Ford, S., & Green, J. (2023). *Spreadable Media*. NYU Press.
7. Thussu, D. K. (2023). *International Communication*. Bloomsbury.
8. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.

MAPPING:

Mass Media and Society	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	2	1	1	10
CO2	2	3	2	2	3	1	1	14
CO3	2	3	2	2	2	2	1	14
CO4	2	3	2	3	2	2	1	15
Total	9	10	7	8	9	6	4	53

Level of Correlation between COs and POs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO–PSO Mapping Matrix

Mass Media and Society	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	1	1	2	2	1	1	9
CO2	1	3	2	2	2	1	1	12
CO3	1	3	2	2	2	2	1	13
CO4	1	3	2	3	2	2	1	14
Total	4	10	7	9	8	6	4	48

Level of Correlation between COs and PSOs:
 0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	HUMAN RIGHTS REPORTING	SBE	2	-	-	-	1	2	25	75	100
Learning Objectives											
• To familiarize learners with the concept, evolution and significance of human rights. • To introduce the role of media in promoting and protecting human rights. • To develop awareness about human rights violations and reporting mechanisms. • To train students in ethical and responsible reporting of human rights issues. • To enable learners to create media content that supports human dignity, equality and social justice.											

UNIT	Contents	No. of Hours
I	Understanding Human Rights • Meaning and Concept of Human Rights • Evolution of Human Rights • Human Dignity, Equality and Justice • Universal Declaration of Human Rights (UDHR) • Human Rights in the Indian Constitution • National Human Rights Commission (NHRC)	6
II	Human Rights Issues in Contemporary Society • Rights of Women • Rights of Children • Rights of Persons with Disabilities • Rights of Minorities and Marginalized Communities	6

	• Labour Rights and Migrant Workers • Human Trafficking and Child Labour	
III	Media and Human Rights • Role of Media in Human Rights Protection • Human Rights Advocacy through Media • Human Rights Campaigns • Public Awareness and Social Change • Citizen Journalism and Human Rights • Digital Platforms and Human Rights Communication	6
IV	Reporting Human Rights Issues • Principles of Human Rights Reporting • Sources of Human Rights Information • Interviewing Victims and Vulnerable Groups • Verification and Documentation • Conflict-sensitive Reporting • Ethical Issues in Human Rights Journalism	6
V	Contemporary Challenges and Case Studies • Human Rights in the Digital Age • Privacy and Surveillance • Online Hate Speech • Gender-based Violence and Media Coverage • Environmental Rights and Climate Justice • Case Studies on Human Rights Reporting	6
	Total	30
COURSE OUTCOMES:		
Upon successful completion of this course, the students will be able to:		
CO1: Explain the concepts, principles and legal foundations of human rights.		
CO2: Identify major human rights issues affecting contemporary society.		
CO3: Apply ethical reporting practices while covering human rights-related issues.		
CO4: Analyze media coverage of human rights issues and evaluate its impact on society.		
Text Books		
1. Shaw, I. S., & Franks, S. (2020). <i>Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions</i> . Routledge. 2. Bunce, M., & Franks, S. (2018). <i>Human Rights and Journalism</i> . Routledge.		

3. Nirmal, C. S. (2021). *Human Rights in India*. Oxford University Press.
4. Paramasivam, T. (2020). *Human Rights: Concepts and Applications*. New Century Book House.
5. Amnesty International. (2022). *Human Rights Education Handbook*.

References

1. Hunter, M. (2011). *Covering Human Rights: A Handbook for Journalists*. Commonwealth Secretariat.
2. Dadge, D., Stanley, E., & Henne, G. (2018). *Reporting Human Rights*. Routledge.
3. United Nations. (2023). *Universal Declaration of Human Rights*.
4. NHRC India Publications and Reports.
5. Council of Europe. (2022). *Human Rights and the Media Handbook*.
6. International Federation of Journalists. (2022). *Covering Human Rights: A Journalist's Guide*.
7. UNESCO. (2023). *Media Development and Human Rights Resources*.
8. Thussu, D. K. (2023). *International Communication*. Bloomsbury.

MAPPING:

CO–PO Mapping Matrix

Human Rights Reporting	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	3	1	1	11
CO2	2	2	2	1	3	1	1	12
CO3	2	3	3	2	3	1	1	15
CO4	2	3	2	3	2	2	1	15
Total	9	9	8	7	11	5	4	53

Level of Correlation between COs and POs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO-PSO Mapping Matrix

Human Rights Reporting	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	1	2	2	1	3	1	1	11
CO2	1	3	3	1	3	1	1	13
CO3	2	3	3	2	3	1	1	15
CO4	1	3	2	3	2	2	1	14
Total	5	11	10	7	11	5	4	53

Level of Correlation between COs and PSOs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	JOURNALISTIC SKILLS	SBE	2	-	-	-	1	2	25	75	100
Learning Objectives											
To develop fundamental writing skills required for journalism and media professions. • To familiarize learners with basic news, feature and opinion writing techniques. • To strengthen headline writing, language usage and newsroom writing practices. • To develop the ability to identify, organize and present information effectively. • To prepare learners for advanced courses in reporting, editing and media writing.											

UNIT	Contents	No. of Hours
I	Fundamentals of Journalistic Writing • Principles of Journalistic Writing • News and Newsworthiness • News Values • Qualities of Good Journalistic Writing • Accuracy, Clarity, Brevity and Objectivity • Writing for Different Audiences	6
II	News Story Construction • Elements of a News Story • 5Ws and 1H • Types of Leads • Inverted Pyramid Structure • News Story Development • Attribution and Quotations	6
III	Feature and Human Interest Writing • Meaning and Characteristics of Features • News Story vs Feature Story • Types of Features • Human Interest Stories • Personality Profiles • Trend and Background Features	6
IV	Opinion and Interpretative Writing • Editorial Writing • Columns and Opinion Articles • Reviews and Commentary • Letters to the Editor • Persuasive Writing Techniques • Ethical Considerations in Opinion Writing	6
V	Headlines and Digital Writing	6

	• Functions of Headlines • Types of Headlines • Headline Writing Techniques • Use of Action Verbs • Writing for Online Platforms • SEO-Friendly Headlines and Social Media Captions	
	Total	30

Course Outcomes	Course Outcomes
Upon successful completion of this course the students would be able: To CO1: Explain the principles and techniques of journalistic writing. CO2: Apply news writing structures and writing conventions in media content. CO3: Demonstrate skills in feature writing, opinion writing and headline creation. CO4: Analyze and produce journalistic content suitable for print and digital media platforms.	
Text Books 1. Rich, C. (2022). <i>Writing and Reporting News: A Coaching Method</i> (9th ed.). Cengage Learning. 2. Mencher, M. (2023). <i>News Reporting and Writing</i> (13th ed.). McGraw-Hill Education. 3. Hicks, W. (2022). <i>English for Journalists</i> (4th ed.). Routledge. 4. Harcup, T. (2023). <i>Journalism: Principles and Practice</i> (5th ed.). Sage Publications. 5. Frost, C. (2024). <i>Reporting for Journalists</i> (4th ed.). Routledge.	
References 1. Randall, D. (2022). <i>The Universal Journalist</i> (6th ed.). Pluto Press. 2. Kovach, B., & Rosenstiel, T. (2021). <i>The Elements of Journalism</i> (4th ed.). Three Rivers Press. 3. Clark, R. P. (2023). <i>Writing Tools: 55 Essential Strategies for Every Writer</i>. Little, Brown. 4. Briggs, M. (2024). <i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i>. CQ Press. 5. Bradshaw, P. (2024). <i>The Online Journalism Handbook</i> (3rd ed.). Routledge. 6. Cotter, C., & Perrin, D. (2023). <i>The Routledge Handbook of Language and Journalism</i>. Routledge. 7. Silverman, C. (2023). <i>Verification Handbook</i>. European Journalism Centre. 8. Associated Press. (2024). <i>The Associated Press Stylebook</i>. Basic Books.	

MAPPING:

CO–PO Mapping Matrix

Journalistic Skills	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	3	1	1	1	2	1	1	10
CO2	2	2	3	1	2	2	1	13
CO3	2	2	3	2	2	2	1	14
CO4	2	3	2	3	2	2	1	15
Total	9	8	9	7	8	7	4	52

Level of Correlation between COs and POs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO–PSO Mapping Matrix

Journalistic Skills	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	1	1	2	1	1	9
CO2	2	2	1	1	2	2	1	11
CO3	3	2	1	2	2	2	1	13
CO4	3	3	2	2	2	2	1	15
Total	10	8	5	6	8	7	4	48

Level of Correlation between COs and PSOs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

Alternative Papers for Non Muthalvan reappearers for Semester II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MOBILE PHOTOGRAPHY	For Naan Muthalvan Arrear Holders (Sem 2)	--	-	-	-	2	--	--	100	100
Learning Objectives											
The objectives of this course are: • To introduce the fundamentals and evolution of mobile photography. • To develop skills in capturing, editing and publishing photographs using smartphones. • To familiarize learners with mobile photography applications and AI-powered imaging tools. • To understand the role of mobile photography in journalism, social media and digital storytelling. • To create awareness about ethical, legal and social issues related to mobile photography.											
UNIT	Contents									No. of Hours	
I	Introduction to Mobile Photography • Evolution of Mobile Photography • Smartphones as Visual Communication Tools • Types of Smartphone Cameras • Camera Interface and Settings • Image Resolution and Formats • Mobile Photography Trends									--	
II	Techniques of Mobile Photography • Composition and Framing • Rule of Thirds • Lighting Techniques • Angles and Perspectives • Portrait, Landscape and Action Photography									--	

	• Mobile Photography for News and Events	
III	Mobile Photography Applications and AI Tools • Mobile Camera Applications • Photo Editing Applications • Filters and Effects • AI-assisted Photography • HDR Photography • Computational Photography • Cloud Storage and Photo Management	--
IV	Mobile Journalism and Digital Publishing • Mobile Journalism (MoJo) • Photo Storytelling • Capturing News with Smartphones • Visual Content Creation for Social Media • Photo Sharing Platforms • Live Reporting and Instant Publishing	--
V	Ethics, Law and Emerging Trends • Ethics of Mobile Photography • Privacy and Consent • Copyright and Intellectual Property Rights • Mobile Photography and Citizen Journalism • AI-generated Images and Authenticity • Augmented Reality (AR), Virtual Reality (VR) and Future Trends	--

Course Outcomes
CO1: Explain the evolution, principles and applications of mobile photography.
CO2: Apply mobile photography techniques and editing tools to create effective visual content.
CO3: Demonstrate skills in mobile journalism, digital storytelling and social media publishing.
CO4: Analyze ethical, legal and technological issues associated with mobile photography.
Text Books
1. Kelby, S. (2023). <i>The Smartphone Photography Book</i> (3rd ed.). Rocky Nook.

2. Weitz, J. (2022). *Smartphone Photography for Everybody*. Amherst Media.
3. Westlund, O., & Quinn, S. (2021). *Mobile Journalism: Emerging Professional Practices*. Routledge.
4. Roberts, S. (2021). *The Art of Mobile Photography*. Pixel Communications.
5. Burum, I., & Quinn, S. (2023). *MOJO: The Mobile Journalism Handbook*. Routledge.

References

1. Frost, C. (2024). *Reporting for Journalists* (4th ed.). Routledge.
2. Briggs, M. (2024). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press.
3. Friend, D., & Singer, J. (2021). *Online Journalism Ethics*. Routledge.
4. Pavlik, J. V. (2021). *Disruption and Digital Journalism*. Routledge.
5. National Press Photographers Association (NPPA). *Code of Ethics*.
6. Reuters Institute. *Digital News Report* (Latest Edition).
7. Adobe Mobile Creative Resources.
8. UNESCO. *Journalism, Fake News and Disinformation Handbook*.

MAPPING:

CO–PO Mapping Matrix

Mobile Photography	PO1	PO2	PO3	PO4	PO5	PO6	PO7	Total
CO1	2	1	1	1	1	3	1	10
CO2	2	2	2	1	1	3	1	12
CO3	3	2	2	2	1	3	2	15
CO4	2	3	2	3	3	2	1	16
Total	9	8	7	7	6	11	5	53

Level of Correlation between COs and POs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

CO–PSO Mapping Matrix

Mobile Photography	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	Total
CO1	2	1	0	1	1	3	1	9
CO2	2	1	0	1	1	3	1	9
CO3	3	2	1	1	1	3	2	13
CO4	2	2	1	2	3	2	1	13
Total	9	6	2	5	6	11	5	44

Level of Correlation between COs and PSOs:

0 – No Correlation | 1 – Low | 2 – Medium | 3 – High

