

MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI

B.VOC IN JOURNALISM & MASS COMMUNICATION (CBCS)

(With effective from the academic year 2016-17 onwards)

Sem.	Subjects	Subject Title	Hrs./Week	Credits	Marks				
					Maximum			Passing Minimum	
					Int	Ext	Total	Ext	Total
I		General Component							
	GC-1	Introduction to Communication	6	6	25	75	100	30	40
	GC-2	Communicative English	6	6	25	75	100	30	40
			12	12					
		Skill Component							
	SKC-1	Principles of Journalism and Mass Communication	6	6	25	75	100	30	40
	SKC-2	Current Affairs	8	8	25	75	100	30	40
	SKC-3	Industrial Visit/record Submission	4	4	25	75	100	30	40
			18	18					
		Total	30	30					
II		General Component							
	GC-3	Radio and Television Journalism	6	6	25	75	100	30	40
	GC-4	Life Skills	6	6	25	75	100	30	40
			12	12					
		Skill Component							
	SKC-4	Photography Basics	6	6	25	75	100	30	40
	SKC-5	Practical- Photography	8	8	25	75	100	30	40
	SKC-6	Project – Photography	4	4	25	75	100	30	40
			18	18					
		Total	30	30					
III		General Component							
	GC-5	Theories of Communication	6	6	25	75	100	30	40
	GC-6	Introduction to Advertising	6	6	25	75	100	30	40
			12	12					
		Skill Component							
	SKC-7	Reporting	5	5	25	75	100	30	40
	SKC-8	Editing	5	5	25	75	100	30	40
	SKC-9	Lab Journal	8	8	25	75	100	30	40
			18	18					
		Total	30	30					

IV	General Component								
	GC-7	Introduction to Public Relations	6	6	25	75	100	30	40
	GC-8	Film Appreciation	6	6	25	75	100	30	40
			12	12					
	Skill Component								
	SKC-10	Videography	4	4	25	75	100	30	40
	SKC-11	Practical - Videography	8	8	25	75	100	30	40
	SKC-12	Project Digital Story Telling	6	6	25	75	100	30	40
			18	18					
		Total	30	30					
V	General Component								
	GC-9	Science Journalism	4	4	25	75	100	30	40
	GC-10	Environmental Studies	4	4					
	GC-11	Tamil Journalism	4	4	25	75	100	30	40
			12	12					
	Skill Component								
	SKC-13	Design and Graphics	6	6	25	75	100	30	40
	SKC-14	State Politics and Constitution	6	6	25	75	100	30	40
	SKC-15	Practical - Design and Graphics	6	6	25	75	100	30	40
			18	18					
	Total	30	30						
VI	General Component								
	GC-12	Environment Journalism	6	6	25	75	100	30	40
	GC-13	Development Communication	6	6	25	75	100	30	40
			12	12					
	Skill Component								
	SKC-16	Communication Media	5	5	25	75	100	30	40
	SKC-17	Practical - Communication Media	5	5	25	75	100	30	40
	SKC-18	Project Work	8	8	25	75	100	30	40
			18	18					
	Total	30	30						

Note: GC= General Components 72 credits; SKC-Skill Component :108 credits

INTRODUCTION TO COMMUNICATION

UNIT -I

Communication – definitions, scope, forms and purpose; Intra-personal , Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

UNIT –II

Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. - informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.

UNIT -III

Advertising: Definition- need and significance - overview of advertising industry advertiser, agency and media ; Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.

UNIT -IV:

Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.

UNIT –V:

Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

REFERENCES :

- Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- McQuail Dennis, “Communication Models”, Longman, London, 1981.
- John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
- Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
- Shukla,SK. ‘ Mass media and Communication’. Cybertech Publishing, New Delhi. 2006.
- Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.

COMMUNICATIVE ENGLISH

Unit I: Learning context

Concept of learning – Learning style –Grammatical framework – sentence framing – paragraph and texts

Unit II: Reading

Basic concept – Purposes of reading-Decoding-Reading materials – Barriers of reading

Unit III: Writing

Basic concept-Writing style-Terminology-stages-English spelling and punctuation – Written texts

Unit IV: Speaking

Language functions-Conversation- Features of spoken English – Types of English course: functional English, English literature, advance English – Phonetic

Unit V: Developing Communication Skills

Meaning –Classroom presence- Features of developing learning process- Practical skills and Listening- uses of communicative English

References

1. Raman,m.&S.Sharma (2011) communication skills,OUP,New Delhi: India
2. Lata,P.&S.Kumar(2011) communication skills,OUP,New Delhi: India,
- 3.Leech,G&J.Svartvik(2002) A communicative grammar of English,Pearson,India,
4. Sethi,J. and P.V. Dharmija (2007) A course in Phonetics and spoken English.Second edition, Prentice hall: New Delhi.

PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

Unit 1

Communication; Definition, Nature and Scope of Communication - Sociological and Psychological aspects of Communication

Unit 2

Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non - verbal Communication.

Unit 3

Communication models; Definition, Scope and Purpose of Models

Unit 4

Communication Theories; Cognitive Dissonance, Selective Exposure, Perception and Retention, Uses and Gratification Approach etc.

Unit 5

Traditional Media; Definition , Nature and Scope - Characteristics of Traditional Media.

References:

- Mass Communication and Journalism in India - D S Mehta
- Mass Communication in India - Kevak J Kumar
- Theories of Mass Communication - Uma Narula
- Mass Communication - Wilbur Schram

RADIO AND TELEVISION JOURNALISM

Unit-I

Radio as a medium of mass communication in today's context- Characteristics of radio- Limitations of radio.

Unit-II

Three Modes of transmission: AM, SW and FM- Different types of radio stations.

Unit-III

Radio journalism: Meaning & Definition- Qualities of an anchor/presenter- Importance of pronunciation & voice modulation- Radio format: Meaning & Importance- Radio news- Radio talks- Radio features.

Unit-IV

Understanding the medium – Nature & Importance- Objectives and principles of TV Broadcasting- Public & Private channel: Objective & reach- Distinguishing characteristics of TV as compared to other Media- Mode of transmission: Terrestrial, Satellite Television & Cable TV.

Unit-V

Basic principles of TV News Writing- Sources of TV News- Video Editor and Producer of TV News- Structure and working of News room of a Television- Production Centre- Duties and Functions of TV Reporter.

References:

1. H.R. Luthra- Indian Broadcasting, Publications Division.
2. Robert McLiesh- Radio Production, Focal Press.
3. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi.
4. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers.
5. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.

LIFE SKILL

(Common to All Courses)

UNIT- I ATTITUDE : Positive thinking – Goal setting – Problem Solving and Decision making – Leadership and Team Work.

UNIT- II COMMUNICATION SKILLS: Oral communication: Concept of English language – Fluency – Verbal communication in official and public situations.

UNIT-III COMMUNICATION SKILLS: Written Communication: Comprehension – Writing a formal letter like application for Job, enquiry, reply, complaint and such others – preparation of Resume, Curriculum Vitae.

UNIT- IV COMPUTING SKILLS – 1: Introduction to Computers, its various components and their respective functions – Memory storage devices – Microsoft (MS) Office – MS Word.

UNIT - V COMPUTING SKILLS – 2 Internet Basics – Origin of Internet – MODEM – ISP – Upload – Download – e-mail – Origin of worldwide web (www) Browsers – Search engines.

Reference book:

1. Life skill, Manonmaniam Sundaranar University Publications Division (2011)

PHOTOGRAPHY BASICS

Unit 1:

Basics of photography – Principles – functions - camera structure – Types of Film camera

Unit 2:

Description of color and B/W films- Film speed - Film loading and unloading - Indoor and outdoor lighting techniques. Background selection - Flash and its features.

Unit 3:

Camera parts & functions - Shutter speed, - Aperture – depth of field – Lens selection- wide angle, telephoto, zoom lens, prime lens- Tripod usage

Unit 4:

ISO how it affect exposure function - Depth of the field - Creative uses – manual mode- Auto mode- Types of angles and frames.

Unit 5:

Types of Digital Camera and its features – Memory Chip card - Creative shots – Settings in the Digital Camera - Handling methods – White balance Maintenance of camera.

Reference:

1. Photography for the 21st century by Katic Millar
2. Photographic lighting : Essential skills – by Mark Gaers & John Child
3. The basic book of Photography – Fifth edition – by Tom Gri
4. Basic Photography , Seventh edition – Michael Langford
5. Black & White photography : A basic manual by Hendry Keller
6. Photography 1 : A basic course for beginners – by James 1986
7. Mastering the basics of photography – by Susan Mccartne 2001.

Practical - Photography

Submission of the following topic:

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals - Stale, Action
5. Still life
6. Architecture-interior-exterior
7. Action photography - Pan, freeze frame
8. Waterfalls-using slow and Fast shutter speed
9. Indoor photography - portrait - single, group
10. Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light

III SEMESTER

THEORIES OF COMMUNICATION (GC-5)

UNIT I

Communication: Definition, meaning, concept, elements, process- functions and scope- Types and forms of communication- Barriers to communication- 7 C's of communication.

UNIT II

Communication theory: Need & importance- Two Step and Multi Step Theory- Bullet Theory- Hypodermic needle theory.

UNIT III

Communication model: Need & importance- SMCR Model- Shannon and Weaver Model- Harold D. Lasswell Model.

UNIT IV

Information gaps as effects; The Uses and Gratification Approach; Comparative Media Systems : A free Market Model and its Alternatives - Defleur's Model of the American mass media system; White's Gatekeeper model; MCNELLY'S model of Newsflow; The concepts of Development Communication , Extension Communication and Satellite Communication. Mass Communication facilities in the Third World Countries.

UNIT V

Authoritarian Theory- Libertarian Theory- Social Responsibility Theory- Developmental Theory- Democratic Participant Theory.

SUGGESTED READINGS

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyers Communicating, Prentice Hall.
3. Allan and Barbara Pease- The Definitive Book of Body Language, Munjal Publishing House.
4. D.M. Silveira Personal Growth Companion, Classic Publishing.
5. De Fleur, M Theories of Mass Communication, 2nd Edition, New York; David Mc Kay.
6. McQuail Denis – Mass Communication Theory; An Introduction, Sage publication, London.
7. International Encyclopedia of Communication, Vol.1-2; Oxford University, Press New York, 1989.

INTRODUCTION TO ADVERTISING (GC-6)

UNIT I

Definition- Origin- Growth- Nature & Scope of Advertising- Roles of Advertising, Social, Communication, Marketing & Economic- Functions of Advertising.

UNIT II

Based on target audience- geographical area- Media & purpose- Corporate and Promotional Advertising- Web Advertising.

UNIT III

Latest trends in advertising- Ad Agency and its types- Structure of small, medium and big agencies, functions, services- legal aspects & ethical issues.

UNIT IV

Advertising consumer welfare- Advertising standard of living- Advertising & cultural values.

UNIT V

Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations- Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Print Media – Newspaper, Magazines.

SUGGESTED READINGS

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi.
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers.
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt.Ltd. Chennai.

REPORTING (SKC-7)

UNIT I

Qualities and responsibilities of a reporter; definition of news; news and views; news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest; reporting terminology

UNIT II

Basic structure of news; chronological versus inverted pyramid formats: strengths and limitations; 5Ws and 1H ingredients; types of leads; hard news, soft news and infotainment.

UNIT III

News Sources - handout, news conference, meet-the-press, international news agencies, Indian news agencies, internet, other media and beat - unexpected news sources.

UNIT IV

Interviewing-pre-interview homework, interviewing and writing interview-based reports.

UNIT V

Types of Reporting- basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting. Reporting science and environment.

SUGGESTED READINGS

1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007
2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008.
3. Fred Fedler and John Bender, Reporting for the Media, New York: Oxford University Press, 2001
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
5. Kumar, Kewal J - Mass Communication in India, Jaico Books, New Delhi.
6. Effective Feature Writing - C A Sheenfeld
7. AmbrishSaxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
8. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006

EDITING (SKC-8)

UNIT I

Newsroom Operation - qualities and responsibilities of a sub-editor - organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

UNIT II

Fundamentals of Editing – copytasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book.

UNIT III

Handling copies – handling reporters' and correspondents' copies, news agency copies, stringers' and agents' copies, citizen journalists' copies – editing handouts and press releases – translating stories from English to Malayalam and from Malayalam to English – trimming human interest stories – slashing the roundup – cutting the straight news.

UNIT IV

Headlining - headline functions – headline language. Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

UNIT V

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

SUGGESTED READINGS

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
3. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
4. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
5. Parthasarthy Rangaswami. Basic Journalism. McMillan India Ltd.
6. T.J.S. George: Editing – A Handbook for Journalists.
7. William Strunk & E. B. White – Elements of Style.
8. Kamath, M.V. The Journalist's Handbook.

PRACTICAL - LAB JOURNAL (SKC 9)

Each student shall submit four single-page printed A3-size newspapers prepared individually as part of reporting assignments and shall edit and design the front page of a newspaper of the same.

IV SEMESTER

INTRODUCTION TO PUBLIC RELATIONS (GC-7)

UNIT I

Public Relations: Meaning, Definition & Concept- Objective of Public Relations- Need, nature and scope of Public Relations- History and growth of PR in India- How PR is different from advertising, publicity and propaganda.

UNIT II

Tools and techniques of Public Relations- Press Release: Importance and need- Media relations - press conference and press tours.

UNIT III

Communication with public- Internal and External- Community Relation-House journal- Annual report- Corporate film- Speech writing, minutes and official memo.

UNIT IV

Dealer Relation: PR for Hospitals- PR for Charitable Institutions- PR for Political Parties- crisis management.

UNIT V

Organizational set-up of PR agency and department- Effect of Public Relations- Role of PR in government organization- Role of PR in public sector- Role of PR in private Sector.

SUGGESTED READINGS

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, NewDelhi.
2. JR Henry and A. Rene Marketing Public Relations, SurjeetPublications,New Delhi.
3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford.
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall.
5. Kaul J.M. Public Relation in India, NoyaPrakash, Calcutta Pvt. Ltd.

FILM APPRECIATION (GC-8)

UNIT I

Evolution of cinema – origin of cinema and its development into a distinctive visual Narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers' actuality shots to the present digital trends; film as an art, industry and political propagandist

UNIT II

Language of cinema – elements of visual composition; visual space; balance; contrast; depth of field; mis-en-scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sounds, music and dialogue delivery

UNIT III

Basics of film editing – the principles of editing and its functions; evolution of montage theory

UNIT IV

Major film movements – German expressionism; Italian neo-realism; French new wave; the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies

UNIT V

Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement

SUGGESTED READINGS

1. Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva
2. Gerald Mast (1985), A Short History of the Movies, Oxford, OUP
3. Arthur Asa Berger (1998), Seeing is Believing: An Introduction to Visual Communication, New York, Mayfield
4. Rudolf Arnheim (1957), Film as Art, Los Angeles, University of California Press
5. Susan Hayward (2005), Cinema Studies: Key Concepts, London, Routledge
6. Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press
7. Joseph V. Mascelli (1965), The Five C's of Cinematography, Los Angeles, Silman James Press

VIDEOGRAPHY (SKC-10)

UNIT I

Introduction to T.V technology-Picture formation, T.V Scanning: Horizontal & Vertical, Frame & field rate, Television standards: NTSC, PAL, SECAM.

UNIT II

Principle of Video Camera Primary & secondary colours, Working principle of video camera, CCD cameras: Three CCD, single CCD colour, camera, Parts of a video camera Different controls on video camera, Power switch, preheat, white balance, gain, iris, pedestal etc.

UNIT III

Balancing of Colours of a video camera. Colour temperature, White balance: Process and need, Camera filters, Camera control unit (CCU) Video camera lenses.

UNIT IV

Perspective, Types and use-normal lens, telephoto lens, wide-angle lens, Zoom lens, Tripod, types of tripod heads, dolly, trolley & other, accessories, Different types of camera angles and use.

UNIT V

Camera movements – types & use, Different Types of Television Cameras-ENG camera EFP camera, Studio cameras, Special cameras: underwater camera, Endoscopic, camera, Aerial photography camera, Types of microphones used on video camera.

SUGGESTED READINGS

1. Video Camera techniques by Gerald Millerson
2. Grammar of the shot by Roy Thomson
3. Basics of Video Production by Der Lyur & Graham
4. Single camera video production by Robart B. Murburger
5. Television Production by Zettl Herbert

PRACTICAL- VIDEOGRAPHY (SKC 11)

Use a digital video camera to capture images using the following camera techniques: rule of thirds, leading look, leading lines, close-up, establishing shot, cut-away, basic shot sequence, tilt, pan, and zoom. key light, fill light, backlight, background light,

PROJECT – DIGITAL STORY TELLING (SKC-12)

Digital storytelling can be a powerful resource for learning as it helps students develop visual, information and digital literacy's. Engaging students in the production of digital stories or other video genres can captivate and motivate students to learn more in-depth about the subjects they study. Students need to create a visual story using visuals in any form to convey a message/information/idea.

V SEMESTER

SCIENCE JOURNALISM (GC 9)

UNIT I

Relevance of Science journalism-growth of science journalism- qualities of science reporter – science reporting – social role of the science communicator – illustrations.

UNIT II

Use of scientific data-accuracy in reporting S&T – Interpretation of scientific data information on science and technology for common man.- science journalism in a developing country.

UNIT III

Rewriting scientific information- features on S&T – ethics in science reporting.Science news defined – Nature of science news –news values and science news – human interest in science news.

UNIT IV

Specialized reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups – for children: use of magazines, pictures posters, banners, age related tracts – field testing language and style – entertainment with education

UNIT V

Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – Its role in promoting science communication.

Books for Reference

1. Writing science for mass media – Burkett D.W
2. Science in marketing – Hildenbrand and joel
3. Science communication and development – vilanilam J.V
4. Environmental communication and the public sphere – Cox Robert

ENVIRONMENTAL STUDIES (GC 10)

UNIT I

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems, renewable and non-renewable energy sources, use of alternate energy sources, Role of an individual in conservation of natural resources. · Equitable use of resources for sustainable lifestyles.

UNIT II

Ecosystems · Concept of an ecosystem · Structure and function of an ecosystem · Producers, consumers and decomposers · Energy flow in the ecosystem · Ecological succession · Food chains, food webs and ecological

UNIT III

Biodiversity and its conservation · Introduction – Definition: genetic, species and ecosystem diversity Bio geographical classification of India · Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values · Biodiversity at global, national and local levels · India as a mega-diversity nation · Hot-spots of biodiversity · Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts · Endangered and endemic species of India · Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

UNIT IV

Environmental Pollution Definition · Causes, effects and control measures of: a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear pollution · Solid waste management: Causes, effects and control measures of urban and industrial wastes. · Role of an individual in prevention of pollution · Pollution case studies · Disaster management: floods, earthquake, cyclone and landslides

UNIT V

Social Issues and the Environment Climatic change, global warming, acid rain, ozone depletion. Wasteland reclamation Consumerism and Waste products, use and through plastics Environment Protection Act Air (Prevention and Control of Pollution) Act Water (Prevention and Control of Pollution) Act Wildlife Protection Act Forest Conservation Act Population Explosion — Family Welfare Programme Human Rights

REFERENCE BOOKS:

1. G.S. Vijayalakshmi, A.G. Murugesan and N. Sukumaran. 2006. Basics of Environmental Science, Manonmaniam Sundaranar University Publications, Tirunelveli , pp.160.
2. Agarwal. K.C. 2001. Environmental Biology, Nidi Publications Limited, Bikaner.
3. A.K.De. 1999. Environmental Chemistry, Wiley Eastern Limited, India.
4. Jadhav,H. and Bhosale, V.M.1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi. pp284.
5. Odum, E.P.1971.Fundamentals of Ecology, W.B.Saunders Co., USA. pp.574.

TAMIL JOURNALISM (GC 11)

UNIT I

The Origin of the press in India, Indian Language press – History of newspaper in North western provinces – Zoobdut-ool-Ukh – News paper published from Delhi, Marathi press, Gujarati press, Kannada press – Telugu Press – Malayalam press.

UNIT II

Origin of Tamil press, 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, Tamil Magazine, Rajavriithi Bodhini, Dinavartamani, American Mission Press.

UNIT III

Political consciousness and Swadesamitran, Desabhatan, Development of style in the language, Tamil Nadu, First one-pice paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism, Viduthalai.

UNIT IV

Non-Brahmin movement, Dinasari, Daily Thanthi saga, Nava India, Contribution of Subramanya Bharathi and India, Vital contribution of Tamil prose and poetry, Swatantra Sanghu, Gandhi, Four-Anna Patriots, Role of Tamil weeklies in journalism

UNIT V

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals ; Portrayal of Women, Children, Dalits and other marginalized communities in the Tamil Media

Reference Books:

1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-99, OUP,
2. Rajan, Nalini, "21st Century Journalism in India", Sage. (ISBN: 9780761935629)
3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824-331-8 2011

DESIGN AND GRAPHICS (SKC 13)

UNIT I

Pagination - typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion and unity

UNIT II

Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility; dos and don'ts of good layout

UNIT III

Traditional and contemporary make-up concepts-Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

UNIT IV

Special effects – wraparounds and skews, photo cutouts, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures

UNIT V

Design and pagination software's – QuarkXpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

Books for Reference

1. Floyd K. Baskette, The Art of Editing
2. Tim Harrower, The Newspaper Designer's Handbook, McGraw Hill
3. Newspaper Layout and Design, Daryl R Moen
4. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
5. Contemporary Newspaper Design, John D. Berry (Ed.)
6. Elements of Newspaper Design, Steven E. Ames
7. News Editing, Bruce H. Westley, Houghton Mifflin

STATE POLITICS AND CONSTITUTION (SKC 14)

UNIT I

State Government and Politics: Nature and Scope, State Reorganization
India – Issues in Federalism Emergence of *Tamailnadu, Tamilnadu*
Government: Governor, Chief Minister and Cabinet. Legislature, Speaker
and Judiciary Local Self Government: Administration Issues

UNIT II

Political Parties and Pressure Groups, Trends and Patterns in Electoral
Politics, Socio Political Movements, Socio-Economic aspects of Tamilnadu
Politics, Caste, Class, Religion and Region, Comparisons with other States.

UNIT III

Making of the Constitution: A brief analysis of National Movement.
Constitutional, Development with reference to Government of India Act
1909,1919,1935 and Indian Independence Act 1947. The Constituent
Assembly of India.

UNIT IV

Directive Principles of State Policy – Fundamental Duties, The Union
Executive – the President and the Vice-President – The Council of Ministers
and the Prime Minister – Powers and functions, The Union legislature – The
Parliament – The Lok Sabha and the Rajya Sabha, Composition, powers and
functions – the role of the Speaker

UNIT V

Government of the State- The Governor – the Council of Ministers and the
Chief Minister – Powers and
Functions, The State Legislature – composition, powers and functions. The
Indian Judicial System – the Supreme Court and the High Courts –
composition, Jurisdiction and functions, Judicial review, Judicial activism,
Independence of Judiciary In India.

REFERENCE BOOKS:

- P. Chatterjee States and Politics in India (1997)
- G. Shah Social Movements and the State (2000)
- P. Brass Politics of Indian since Independence (1994)
- G. Austin Working a Democratic Constitution: The Indian Experience (2000)

PRACTICAL- DESIGN AND GRAPHICS (SKC 15)

Students need to do the following exercise and submit the record for evaluation.

- Create, edit and format text and paragraphs.
- Place multiple images in a document.
- Use InDesign Photoshop/ Corel Draw/Illustrator drawing tools.
- Work with multiple pages, margins and columns.
- Work with master page.
- Work faster by customizing the program to their particular style.
- Change the size of a single page.
- Publish their work as PDF.
- Check error before printing.
- Work with InDesign Photoshop/ Corel Draw/Illustrator interface.
- Design a compete brochure and magazine.

VI SEMESTER

ENVIRONMENT JOURNALISM (GC 12)

UNIT I

Environment and development: What is environment? Basic concepts and perspectives, global local issues. Environment and society, relation with development, economy and health, sustainable development Need of environment journalism, future prospective.

UNIT II

National perspective: India's national environment policy, background, principles, instruments institutions involved. Center versus states, national and local issues, Role of NGOs, advocacy for environment protection, people's rights and environment, traditional practices and modern ways to protect environment, public awareness

UNIT III

Climate change: Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact global warming on local level.

UNIT IV

Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

UNIT V

Environment and Energy: Energy security, energy and development, hydro and coal power generation, it's impact on environment patterns of energy consumption, transmission losses and efficient use. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

SUGGESTED READING:

1. Specialised publications about environment like Down To Earth.
2. Watching programmes on Discovery, National Geographic.
3. Watching documentaries about environment etc.

DEVELOPMENT COMMUNICATION (GC 13)

UNIT I

DEVELOPMENT: Concept, concerns, paradigms of development; Concepts in development: Measurement of development, Development versus growth, Human development, Development as freedom; Models of development: Basic needs model, Nehruvian model, Gandhian model, Panchayati Raj; Developing countries versus developed countries; UN Millennium Development Goals.

UNIT II

DEVELOPMENT COMMUNICATION: Concept and approaches; Paradigms of development: Dominant, dependency, and alternative paradigms; Development communication approaches: Diffusion of innovation, Empathy, Magic multiplier; Alternative Development Communication approaches: Sustainable development, Participatory Development, Inclusive development, gender and development; Development Support Communication: Definition, genesis, area woods triangle.

UNIT III

Mass media as a tool for development; Development support communication in India in the areas of agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

UNIT IV

Right to Information (RTI); Cyber media and development: e-governance; e-chaupal; National Knowledge Network; ICT for development; Narrow Casting.

UNIT V

DEVELOPMENT COMMUNICATION AND MEDIA: Strategies for designing messages for print; Role, performance record of each medium – print, radio, TV, video, traditional media. Community radio communication and development; Television programmes for rural india, Using new media technologies for development; Critical appraisal of development communication programmes and govt. schemes: SITE, Kheda etc.

REFERENCE BOOKS:

1. Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000 31
2. Srinivas R. Melkote and H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
3. Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
4. Dr. Anil Kumar: Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
5. UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
6. World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
7. Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
8. AmartyaSen: Development as freedom, Alfred A Knopf, New York, 1999.

COMMUNICATION MEDIA (SKC 16)

UNIT I

Defining new media, terminologies and their meanings – Digital media, new media, online media et. al.; Information society and new media; Technological determinism; Computer-mediated-communication (CMC), Networked Society.

UNIT II

BASICS OF NEW MEDIA FRAMEWORKS – GENRES AND ENVIRONMENTS
Understanding new media ecologies; Trans-medial storytelling; Genres – Digital art; Digital Cinema – New Media Fiction and Documentary; Gaming and player culture, virality and memes; Guerrilla media; Curating media: festival, media spaces.

UNIT III

SOCIOLOGY OF THE INTERNET AND NEW MEDIA Social construction of technology; Utopian-Dystopian Interface; Digital inequalities – Digital Divide and Access, Economy of New Media – Intellectual value; Digital media ethics; New media and popular culture.

UNIT IV

CRITICAL NEW MEDIA Who controls new media; Questions surrounding net neutrality and related issues; Surveillance and the state; Cyber security and issues of privacy; the Internet and public sphere: politics and public sphere in the digital age.

UNIT V

PARTICIPATORY CULTURE Convergence culture: social media and participatory media culture, digital fandom and online communities; Gender and new media Digital media and identities;

REFERENCE BOOK:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
5. Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
6. Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.
7. Bosker, "Randi Zuckerberg: Anonymity online has to go away" Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]
8. Jenkins, Henry. (2006). Convergence culture: Where old and new media collide. New York, NY: NYU Press.

PRACTICAL - COMMUNICATION MEDIA (SKC 17)

Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc. related to the COMMUNICATION MEDIA Paper.

PROJECT WORK (SKC 18)

VIDEO: One video of two minute duration. The video should be shot in a documentary format and can be on a thematic area decided by the course teacher. Any video recording tool with at least 5MP (including mobile phone cameras) resolution may be used for shooting. Editing may be done using any suitable open source video editing software downloaded from the internet.

AUDIO MESSAGE: Create three two-minute audio messages (advertisement or a social service message or an RJ link) on a thematic area decided by the course teacher using two or more of the following components: voice piece, interview, vox-pop, commentary, music and ambient sound. Audio recording can be done using computer headsets, mobile phone voice-recorders, or other available voice recorder.

NEWS REPORTING: At least one news report every week throughout the semester with pictures on major happenings in the community.

PHOTO FEATURES: At least two photo-features in the semester on a thematic area decided by the course teacher. The photographs may be clicked using consumer or professional digital cameras or mobile phones with at least 5 MP resolution.

GRAPHIC AD: Create and design a social service ad in graphic mode using Scribus on a thematic area decided by the course teacher.

PERSONAL BLOGS: Each student is required to create and maintain a personal blog using free blog services such as Wordpress or Blogspot. All the above activities should be incorporated in this blog.