Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 1 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Vision and Mission of the Institution:

VISION

A world renowned INDUSTRY-INTEGRATED INSTITUTION that imparts knowledge, skill, and research culture in young men and women to suit emerging young India.

MISSION

To provide quality education at affordable cost, and to maintain academic and research excellence with a keen focus on INDUSTRY-INTEGRATED RESEARCH AND EDUCATION.

MOTTO

Meaningful INDUSTRY-READY education and research by all means

Vision and Mission of the Department:

Vision

In the new communication era, Communication Program aims to enable students to use media as a communication tool, to benefit from different disciplines and for them to gain a conceptual, intellectual, creative and innovative practical approach.

Mission

To provide high level, forward thinking and creative professionals to work in the field of Media and Communication.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 2 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Program Educational Objectives (PEO)

PEO1	:	Graduates of the Programme will have successful career in all communication and Media industries and can pursue higher education and research.
PEO2	:	Graduates of the Programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices.
PEO3	:	Graduates of the Programme will continue to develop their knowledge and skills throughout their career.
PEO4	:	Graduates of the Programme will continue to develop their technical perspective view to accomplish the new technical innovations.

Program Outcomes (PO):

PO1	:	Apply the knowledge of communication and media fundamentals to the solution of problems in Communication and media industry.
PO2	:	Identify, formulate, research literature, and analyze Media and Communication problems reaching substantiated conclusions using first principles of Media and Communication theories and practice.
PO3	:	Design solutions for complex media and Communication problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	:	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions related to Media and Communication
PO5	:	Create, select, and apply appropriate techniques, resources, and modern media and communication tools to Media and Communication activities with an understanding of the limitations.
PO6	:	Understand the impact of the professional media and communication solutions in societal and environmental contexts, and demonstrate the knowledge of media and communication and need for sustainable development.
PO7	:	Apply ethical principles and commit to professional ethics and responsibilities and norms of the media practice.
PO8	:	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	:	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 3 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Correlation between the POs and the PEOs

Program Outcomes		PEO1	PEO2	PEO3	PEO4
PO1	:	✓			
PO2	:		✓		
PO3	:		✓		
PO4	:			✓	
PO5	:				
PO6	:		✓	✓	
PO7	:		✓		
PO8	:		✓		
PO9	:				✓

Components considered for Course Delivery listed below:

1. Class room Lecture

2. Laboratory class and demo

3. Assignments

4. Mini Project

5. Project

6. Online Course

7. External Participation

8. Seminar

9. Internship

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 4 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓	✓		✓	✓	✓	✓	✓	✓
PO4				✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6		✓	✓	✓	✓		✓	✓	✓
PO7		✓	✓	✓	✓		✓	✓	✓
PO8	✓	✓	✓	✓	✓		✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   Page 5 of 60
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Board of Studies – M.A. Journalism and Mass Communication (PG)

Sem	Type	CREDIT	Hour	CIA	ESE	TOTAL
1	Core I – Communication Models and Theories	4	6	30	70	100
1	Core II - Reporting & Editing	4	6	30	70	100
1	Core III - Media, Laws and Ethics	4	6	30	70	100
1	Core Practical I - Editorial practice	4	6	40	60	100
1	Core Practical II - Photography	4	6	40	60	100
2	Core IV – Advertising and Marketing	4	5	30	70	100
2	Core V - Public Relations	4	5	30	70	100
2	Core VI - Media Management	4	5	30	70	100
2	Core VII – Environmental Journalism	4	5	30	70	100
2	Core Practical III - Print Production	4	5	40	60	100
2	Core Practical IV - Advertising	4	5	40	60	100
3	Core VIII – Radio Television Production	4	6	30	70	100
3	Elective I	4	6	30	70	100
3	Elective II	4	6	30	70	100
3	Core Practical V - – Radio Television Production	4	6	40	60	100
3	Core Practical VI – New Media Writing	4	6	40	60	100
4	Core IX - Communication Research	4	6	30	70	100
4	Elective III	4	4	30	70	100
4	Elective IV	4	4	30	70	100
4	Core Project I - Research Project	4	8	30	70	100
4	Internship#	2		50	-	50
4	Core Project – II Audio Visual Projects	8	8	40	160	200
		90	120	750	1500	2250

Only internal assessment.

Elective			
1	2	3	4
Event Management	Online Journalism	Video Editing	Film Appreciation
Consumer Behavior	Web 2.0	Visual Language	Script Writing
Media Market Research	e-Governance	Development	Cyber Securities

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 6 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13A	**Core I – Communication Models and Theories**	**4**	**2**	**-**	**4**	**Theory**

Course Outcome:

CO1	:	Capacity to critically examine and research on the aspects of communication for developmental aspects
CO2	**:**	Develop insights and in-depth aware to analyze the problems and communication gaps in the execution of technology
CO3	**:**	Create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
CO4	**:**	Ability to execute and plan required field works for the enhancement of communication development through collecting data for future references
CO5	**:**	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.

Goal: This paper will enable them to learn the major theories of Mass Communication. The course will prepare them apply these issues in relation to contemporary media environment.

Objective: The student is expected to acquire the dynamics and analytical aspects of Mass Communication.

UNIT– I: Communication and human development– Role and functions of mass media in society– Origin of mass communication theories - Paradigm shifts in Mass communication theories - Models of communication, Elements of Basic models in communication.

UNIT– II: NORMATIVE THEORIES - Authoritarian theory, Libertarian or free press media theory, Social responsibility media theory, Soviet/Communist theory. SOURCE THEORIES - Agenda setting theory, Gate-keeping theory.

UNIT– III:MESSAGE THEORIES – Diffusion of Innovations, Propaganda theory, Social Construction, Two-step flow of information. CHANNEL THEORIES – Gatekeeping, Technological Determinism, and Social Shaping of technology

UNIT– IV:AUDIENCE THEORIES – Uses and gratifications, Cultivation Analysis, Social Learning theory, Spiral of Silence, Hypodermic/Stimulus-Response/Magic Bullet, Diffusion of Innovations, Two step flow, Knowledge Gap, Uses andgratifications theory.

UNIT– V:INTERNATIONAL COMMUNICATION THEORIES – World Systems, Dependency, Structural Imperialism, Cultural Imperialism, Globalization, Hegemony, Public Sphere, Propaganda.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 7 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

NEW MEDIA THEORIES – New Media, Characters of New Media, The social form of new media, Social Presence Theory, Social Identity Theory.

BOOKS FOR REFERENCE:

1. Communication Theories and Models, Andal N, Himalaya Publications.
2. Theory of Communications, Armand Matta, Black Well Publications
3. Mass Communication in India, Keval J Kumar, Jaico Books
4. Mass Media Research,Wimmer, R. D., & Dominick, J. R., Cengage Learning.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	L	L	L	L	L	L
CO2	L	H	L	L	L	L	L	L	L
CO3	L	L	L	L	L	H	L	L	L
CO4	L	L	L	L	L	L	L	L	L
CO5	L	L	H	L	L	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 8 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13B	Core II - Reporting & Editing	6			4	Theory

Course Outcome:

CO1	:	To enhance the habit of newspaper reading and to motivate the students to stay updated.
CO2	:	To improve the writing skill, especially the writing method for print media.
CO3	:	Develops the core skills on writing for magazines and newspapers.
CO4	:	Cultivates the attribute of becoming a virtuous sub-editor
CO5	:	Arranges and organizes to design and publish a lab journal

Goal: This paper will enable an understanding of the medium of print journalism, its working, the writing forms and processes. It will also teach the working and organization of a print based organization, and the roles of various people in it.

Objective: Assignments will introduce the fundamentals of reporting, newsgathering and editing. In the fundamentals of reporting and editing, students are expected to notice the difference between news agency, periodical and magazine reporting. It is also objective of the paper to introduce them Interviewing techniques and tips for conducting the interview.

UNIT I: Newspaper organization: structure – Reporting section: Work of a Chief Reporter, News editor, Sub Editors Correspondents and reporters. Duties, responsibilities, rights and privileges. Functions of editorial department.

UNIT II: Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style: Lead- Importance, types of lead; body of the story; attribution, objectivity. Interviews types.

UNIT III: Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards. Covering public meetings and speeches: dos and don'ts.

UNIT IV: Rural reporting – Beats and Special Coverage. Reporting Legislature - Proceedings, Powers and Privileges of the House. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting.

UNIT V: News Agencies –Wire editing News selection. Opinion page – Editorial writing: Purpose, Types of editorials, editorial writers and editorial freedom**.** Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

References:

1. News Reporting &Editing;JagoishChandar, Anmol Pub
2. Handbook Of Reporting & Communication Skills; Gupta Sc, Media Pro. & Pub Bombay
3. News Reporting & Editing; Ganesh T.K, Gnosis Pub

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 9 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

4. News Reporting And Editing In Digital Age; Ganesh T.K, Authors Presss Delhi
5. Computer Assisted Reporting; Aditya Sengupta, Mac Milan
6. News Reporting And Editing; Shrivastava, Lowa State
7. Hand Book Of Writing, Reporting, Sorting And Editing; Tiwari K, VikasPub,Delhi

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	L	L	L	L	L	L	L
CO2	H	L	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L	L	H
CO4	L	L	L	H	L	L	L	L	L
CO5	H	L	L	L	L	L	L	L	L

Semester: I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13C	Core III - Media, Laws and Ethics	6			4	Theory

Course Outcome:

CO1	:	To examine the ideologies of laws of media in the contemporary space.
CO2	:	To sought knowledge on the history of media laws and acts.
CO3	:	Provides insight understanding of the laws and regulations in media.
CO4	:	Delivers the principles and guidelines of Information technology and cyber-crime bylaws.
CO5	:	Discernment of the connectedness between the press and society

Goal: This course will introduce students to the ethical discourse and practices surrounding media messages and will lead to an awareness of the position that selected laws take on these issues. These ethical issues may vary with the ethical relativity of diverse cultures, location and subject positions.

Objective: Students are expected to have an awareness of and critical engagement with ethical issues which inform media practices in the society and the world that they inhabit.

UNIT I : Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Copy right law, The Working Journalists acts of 1955, 1956, and 1958; Contempt of court act 1971.

UNIT II : The India Telegraph Act , The design Act, 1911, The Patents Act, 1957. Law of defamation; Libel and Slander; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Broadcasting Services Regulation Bill, 2006, Cinematograph Act 2006.

UNIT III : Right to information (Information Bill); Laws of Human Rights – Child labour Acts – Indecent Representation of woman (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Copy right Act 1957.

UNIT IV : Cyber Laws – Information Technology Act, 2000; Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance;.

UNIT V: Press as fourth estate, press and society, professional code of ethics, violations (cases), Influencing factors, self - regulation; Press council: powers and responsibilities; other agencies regulating the press, problems.

REFERENCE:
1. Mass Media Law, Don Pember, Prentice Hill, New Jercy

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 11 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

2.   Media Law And Ethics, Neelamalar, Phi Learning

3.   Media Ethics, ParanjoaGuha, Cengage Learning

4.   Hand Book Of Journalism And Mass Media, B N, Vikas Publishing House

5.   Mass Media & Public Issues, Gopal Bargava, Mac Mila

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	H	L	L	L	L	L	L	L
CO2	L	H	L	L	L	L	L	L	L
CO3	L	L	L	L	L	H	L	L	L
CO4	H	L	L	L	L	L	L	L	L
CO5	L	L	H	L	L	L	L	L	L

Semester: I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13P	**Core Practical I - Editorial practice**			**6**	**4**	**Practical**

Course Outcome:

CO1	:	An ability to utilize editing and proofreading symbols accurately
CO2	:	An ability to Copyedit with a high degree of accuracy and speed for consistency of style, grammar, and syntax
CO3	:	To create Proofread typewritten material with a high degree of accuracy and speed
CO4	:	To apply house styles and other styles as appropriate
CO5	:	To manage electronic files effectively for print production

LIST OF PRACTICALS:

- Reading of newspapers in the class particularly the front page and the local news pages.
- Writing reports on crime related incidents from leading Newspapers.
- Writing reports on civic problems incorporating information from civil organization based on interview.
- Rewriting news stories from newspapers converting them for magazine.
- Filing report after attending one press conference after going to the field.
- Writing two editorials.
- Assigning the qualities/attributes of a good editor.
- Finding out facts/opinion/hearsay in at least five stories published in newspaper
- Prepare a lab Journal in a Tabloid format. (Bilingual / monthly magazine / Team project)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	H	H	H	H	H	L	L
CO2	H	H	H	H	H	L	L	L	L
CO3	L	H	H	H	H	H	L	L	L
CO4	L	L	H	H	H	L	L	L	L
CO5	H	H	H	H	H	H	H	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   Page 13 of 60
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC13Q	**Core Practical II - Photography**			**6**	**4**	**Practical**

Course Outcome:

CO1	:	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
CO2	:	Capabilities to meet the required market requirements in media outlets as an employer or a client
CO3	:	Ability to get updated about the modern and updated visual languages and pictorial representation on the basis of the context and other socio-cultural aspects
CO4	:	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
CO5	:	To develop the skills of analyzing the principles formats and technologies that involved in a visual culture of photography

Goal: The course aims at introducing young students irrespective of their parent disciplines to photography and how they can understand their cameras better and get more from them. It also acts as a foundation course for students to understand concepts of composition and framing and how the image engages with text and sound.

Objective: The course is designed as a hands-on program to enable the student to take better pictures and also to be able to use the still image as an important tool of communication to underline and make a comment, espouse a cause or pitch an idea. It is truly an era of images and as Sontag would say a photograph is many things and is also consumed as such.

PRACTICALS:

1. Composition
2. Texture and Pattern
3. Stilllife
4. Flora
5. Portrait - Children
6. Silhouette
7. Lighting (Key, Fill, Back, Background)
8. Shutter Speed Techniques (Fast, Slow)
9. News Photography
10. Photo Essay\ Photo Feature
11. Candid Photography
12. Bulb Mode
13. Multiple Exposures

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	L	L	H	L	L	L
CO2	L	L	H	L	L	L	L	L	L
CO3	H	L	L	L	H	L	L	L	H
CO4	L	H	L	L	L	L	H	L	L
CO5	L	H	L	H	L	L	L	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 15 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23A	Core IV – Advertising and Marketing	5			4	Theory

Course Outcome:

CO1	:	To understand the structure of the advertising industry
CO2	:	To create an advertising message and fully integrate the creative process
CO3	:	To be able to identify, analyze, and understand the advertising environment.
CO4	:	An ability to incorporate practical concept and to build the standard of advertising norms.
CO5	:	An ability todevelop a skill based expertise in the field of Advertising Industry.

Goal: Advertising and Marketing industry are supportive to each other, as a result of which advertising profession has received much importance and recognition in the contemporary society. Students do need grounding in Advertising and how they works for the overall benefit of an Marketing industry.

Objective: The course not only prepares the students for their graduation, but paves the way for further advanced study of Advertising and Marketing. This course will give the students a theoretical grounding in Ad and they will learn various practical aspects of the same.

UNIT I: Introduction to Advertising and its Role of Advertising- Advertising Agency: Structure and functions, Types of Agencies , Corporate, Public service, Life -style and Trade.

UNIT II: Types of Advertisements: a) Media Wise – Print, Radio, T.V, Films b) Outdoor and Indoor - Bus Panels, Hoardings, Direct Mail, Exhibitions, Public Service Advertising, Character of Public service advertising, Persuasive communication. Advertiser and Agency partnership Marketing: – What is marketing – The concepts of marketing.- E-Marketing

UNIT III: Advertising forms; Ad production, appeals, visuals and other creative elements. Audiovisual commercials: procedure and techniques. characteristics, cost and effectiveness. Media planning strategy and methods.

UNIT IV: Analysis marketing opportunities, selecting target consumers, developing marketing mix, Marketing Research as an aid to marketing, Marketing Research Process – Sales forecasting – Techniques, Marketing: marketing mix, product life cycle, market analysis, product development, production and pricing, distribution, promotion strategy: legal issues.

UNIT V: Advertising Campaign, Integrated marketing communication, Creative strategy, Appeals, Target market, Media Planning, Marketing Mix, Advertising Budget, Advertising research. Psychology in advertising - Custom and Traditions - Modeling in Advertisements- Latest trends in advertising, Consumer Behaviour. Advertising standards council of India, Marketing ethics, Ethics in Advertising and promotion, new media Advertising Ethics.

REFERENCE:

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 16 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

1. Advertising Management By Thomas Guinn, Elservier
2. Business Marketing Management By Michael Hutt, Thomson Usa
3. MarkatingManagment An Indian Perspective By Vijay Prakash, The Fee Press
4. Advertising Cn Sontakki,
5. Mass Communication Principles And Concepts - Hasan,

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	H	H	H	H	H	H	L	L
CO2	H	L	H	L	H	L	L	L	L
CO3	L	H	H	H	H	L	L	L	L
CO4	H	L	L	L	H	L	H	L	L
CO5	H	L	H	L	H	H	H	L	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 17 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23B	**Core V - Public Relations**	**5**			**4**	**Theory**

Course Outcome:

CO1	:	To Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives
CO2	:	To coordinate, contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements.
CO3	:	To Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline.
CO4	:	To produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.
CO5	:	To Use research results and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships.

Goal: This paper will introduce the students the key concepts about Public Relation. This paper will enable them to learn the major purpose of Public relation in the society

Objective: The course not only prepares the students for their graduation, but paves the way for further advanced study about PublicRelations.

UNIT I: FundamentalsofPublicRelations,communication, Definition of Public Relations, there communicationprocessesBasic function of Publicrelations. Various types of communication like interpersonal, group and mass communication

UNIT II: Public Relations and corporate communication technique. ThetechniqueofPublicRelationsandcorporatecommunicationslikeorganizingpressconferences,oneononeint erviews,selectpressbriefing,floatingofpressreleases,writingindepthanalysisonsubjectsconcerning theorganization.

UNIT III: Internalcommunication, The principles of effective internal communication using mediums like intra net, house journals,newsletters, wall postersetc. Journalism and communication/media management Journalism as a basic tool of Public relation and corporatecommunications

UNIT IV: Relationship / liaison with the print media, news agencies, audio visual media, audio(radio)media,digital media. WritingtechniquesinPublicRelations&corporatecommunications, Writingofpressreleases,featurewritingforhousejournal,writingfornewsletters,writingcopyforadvertisements,

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 18 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

messages   for   senior   management,   speeches,
Websitesearchingskills,regularupdatingofthewebsitewithnews,activities,mandatorydisclosures,tendersetc

UNIT V: MediaPlanning: Selection, purchases and evaluation of media like newspapers, magazines, tabloids, andaudiovisualmedia. Dissemination of advertising campaigns, statutory advertisement, appointments andadvertorials. Documentation in Public relations & corporatecommunications Collection, collation, study and analysis of media coverage (press as well as audiovisual)

REFERENCE:

Public Relation in India - Vilanilam

The Public Relation Hand Book - Alison Theakar

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	H	L	L	H	L	L	L
CO2	H	H	H	H	L	L	L	L	L
CO3	H	H	L	L	H	L	H	L	H
CO4	H	H	L	L	H	L	H	L	H
CO5	H	H	H	H	H	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 19 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23C	**Core VI - Media Management**	**5**			**4**	**Theory**

Course Outcome:

CO1	:	To facilitate effective completion of both individual and collaborative interactive media projects.
CO2	:	To Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
CO3	:	To Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
CO4	:	To Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and development principles and applying conceptual and theoretical frameworks.
CO5	:	To apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.

Unit I : Media Management a brief Introduction, Project Management in Media-Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting etc.

Unit II Programming Strategies, TRP, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs arid selling space and time. Different kinds of contracts and legal arrangements, Project Management.

 Unit III Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, State of the Media Industry today.

Unit IV Media Management and Organization, Function of an Media Organization, Media as Business and Social Institution. Media entrepreneurship

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

Books For Reference:

- Media & Society By Gupta Dk , Isha Books Delhi.
- The Media Interview By Philip Pell, Vistya Inter
- Media A Management By Yader K.P,Authorise
- Manging Media Convergence By Kenneth . C, Tata Mc Grew Hill

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.　　　　　　　*Page 20 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

- Advertising Management By Thomas Guinn, Elservier
- Business Marketing Management By Michael Hutt, Thomson Usa
- MarkatingManagment An Indian Perspective By Vijay Prakash, The Fee Press

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	L	L	L	H	H	H	H
CO2	L	L	H	L	H	L	H	L	L
CO3	H	L	L	L	H	L	H	H	H
CO4	H	H	H	L	L	L	L	L	L
CO5	H	H	L	H	H	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 21 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23D	Core VII – Environmental Journalism	5			4	Theory

Course Outcome:

CO1	:	Ability to create Human environment interaction in the globalized world
CO2	:	Ability to apply Sustainable development ideals to state of environment/natural resources
CO3	:	Ability to create Environmental change assessment
CO4	:	Ability to collaborate Science and environmental journalism
CO5	:	Ability to create Social Media and Environmental Reporting

GOAL: This paper is designed to offer the practical and theoretical training in journalism needed by those with an interest in science and environmental issues to communicate their subject to the student.

OBJECTIVES: This course will introduce you to Environmental Journalism; help you find the most accurate, credible, and timeliest information on science and issues; and ground you in the essentials of environmental reporting – discerning uncompromised expert sources, using descriptive storytelling to relate real-world impact, and tapping the primary databases and other tools commonly used by environmental reporters.

Unit 1- Environment and development:Basic concepts and perspectives, global local issues. Environment and society, relation with development, economy and health, sustainable development.

Unit 2- Climate change:Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations.

Unit 3- Biodiversity:biodiversity importance and impact. Wild life, endangered species, need conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, style format, India specific issues.

Unit 4- 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 5- 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. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 22 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

REFERENCE:

- *The Carbon War: Global Warming and the End of the Oil Era* - Global warming by Jeremy Leggett 1999
- *The Discovery of Global Warming by* Spencer R. Weart 2003
- *Ten Technologies to Save the Planet by Chris*Goodall 2008
- *The End of Oil: On the Edge of a Perilous New World by* Paul Roberts 2004

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	L	L	H	H	L	L	L
CO2	L	L	L	L	L	L	L	L	L
CO3	L	L	L	L	L	L	L	L	L
CO4	L	L	L	L	L	L	L	L	L
CO5	L	L	L	L	L	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 23 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23P	**Core Practical III - Print Production**			**5**	**4**	**Practical**

Course Outcome:

CO1	:	To evaluate the advantages/disadvantages of one-, two-, and four-colour printing in order to choose or recommend the most appropriate method for a particular job.
CO2	:	To describe and utilize the basic digital file construction process for print and web. Ability to differentiate between the major printing processes to choose the appropriate method for a job.
CO3	:	Ability to describe various proofing processes and their purpose.
CO4	:	Ability to differentiate between colour models as they apply to print and web production.
CO5	:	Ability to utilize appropriate terminology when dealing with clients, peers, and suppliers.

Goal: Enabling the students to know the basics behind designing and printing.
Objective: Helps the students to generate interest in lay out, designing and printing genres.

Newspaper Production:
1. Design a newspaper page with **formal balance**.
2. Design a newspaper page with **informal balance**.
3. Design a newspaper page emphasizing **contrast** in shape, size, color etc.,
4. Design a newspaper page emphasizing **proportion** of shape, size etc.,
5. Design a newspaper page emphasizing **texture**.
6. Design a newspaper page emphasizing **harmony**.
7. Design the **front page** of a newspaper
8. Design the **special page** of a newspaper (eg. Editorial page, sports page, etc.)
9. Design a newspaper (not less than eight sides).

Magazine Production:
1. Design a Magazine page with **formal balance**.
2. Design a Magazine page with **informal balance**.
3. Design a Magazine page emphasizing **contrast** in shape, size, color etc.,
4. Design a Magazine page emphasizing **proportion** of shape, size etc.,
5. Design a Magazine page emphasizing **texture**.
6. Design a Magazine page emphasizing **harmony**.
7. Design a Magazine Cover page
8. Design a Magazine Content page
9. Design a general Magazine (not less than eight Pages).

(Note: Questions for the comprehensive practical examination should cover both categories of the print medium as given above distributed equally)
Mapping of Course Outcomes with Program Outcomes:

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 24 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	L	L	H	L	L	L	L
CO2	L	L	H	H	H	H	L	L	L
CO3	L	L	L	L	L	L	L	L	L
CO4	L	L	L	L	H	L	L	L	L
CO5	L	L	L	L	H	L	H	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 25 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC23Q	**Core Practical IV - Advertising**			**5**	**4**	**Practical**

Course Outcome:

CO1	:	An Ability to develop the creative practical Knowledge in advertising.
CO2	**:**	An ability to develop advertising skills in the core area
CO3	**:**	An ability to produce practical knowledge in advertisement and to promote the product
CO4	**:**	An ability to develop a skill based expertise in the field of Advertising Industry

List of Practical:

1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design an advertisement for a consumer product
6. Design a retail advertisement.
7. Design a corporate advertisement
8. Design a public service advertisement
9. Design an advertisement with emotional appeal
10. Design an advertisement with humor as appeal

(Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above).

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	**H**	**H**	**L**	**L**	**H**	**L**	**L**	**L**	**L**
CO2	**H**	**H**	**H**	**H**	**H**	**H**	**H**	**H**	**L**
CO3	**H**	**L**	**L**	**L**	**H**	**H**	**L**	**L**	**L**
CO4	**L**	**L**	**L**	**L**	**L**	**L**	**H**	**H**	**L**

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 26 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC33A	**Core VIII – Radio Television Production**			**5**	**4**	**Practical**

Course Outcome:

CO1	:	A brief knowledge on broadcasting and the history of Radio in India.
CO2	:	Installation of radio station and the technical writing involved in broadcasting.
CO3		Characteristics of the Television medium, its dissemination and Telecasting methods.
CO4		Process involved in telecasting production and setting up the channel.
CO5		Determine the factors that influenced the social and cultural impacts.

Goal: In the contemporary broadcast media Industry a journalist is not only the content provider, he is bound to work as Content Manager. If he will not be able to understand functional aspects of Idea, Screen & technology, it will be tough for him to execute in given peripheries.

Objective: Enabling the students to understand working of a broadcast media organization, Capable to produce programme for broadcast media and to utilize equipment and conversion of Idea to screen.

UNIT-I: Radio – a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc. Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

UNIT-II: Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines.Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries.

UNIT-III: Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT – IV: Television station – structure and functioning; Planning and production of TV programmes: pre-production process – Developing Ideas, Scripting, Story Board, and Planning Budget – Production: Camera - Single Camera Production and Multi Camera Production, lenses, shots, lighting principles and techniques, audio control. Post production process: Editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT – V: Social and cultural impact of Indian TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, Research methods and techniques, trends in audience research.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 27 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

REFERENCES :

- 'Radio and TV Journalism' by Shrivastava. K.M., Stering Pub., 1989.
- 'Television in India' by A.N. Acharya, Manas Publications, New Delhi,1987.
- 'The story of Mass media' by Gurmeet Singh Mann.Harnam pub., New Delhi, 1987.
- 'Professional Broadcasting : a brief introduction' by John Bittner, Prentice Hall, 1981.
- Writing for Television, radio and New media.(8th ed.) Hilliart, Robert. Wadsworth Pub.Belmont.2004.
- Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford, 2006.
- 'Directing Television and Film' (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.
- "Broadcast Journalism : Techniques of radio and television news' (4th edn.) by Andrew Boyd,Focal Press,1997.
- Television Handbook(3rd ed.) Bignell, Jonathan and Orlebar.Routledge, London.2005.
- Transnational Television:Cultural identity and change. Butcher, Melissa. Sage, London.2003.
- 'Making sense of television: The psychology of audience interpretation' (2nd edn.) by SoniaLivingstone, Routledge, 1990.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	L	L	L	L	L	L	L	H	L
2	L	L	H	L	L	L	L	L	L
3	H	L	L	L	L	L	L	L	L
4	L	L	L	L	L	L	L	L	L
5	L	L	L	L	L	L	L	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21. *Page 28 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC33P	**Core Practical V – Radio Television Production**			**4**	**4**	**Practical**

Course Outcome:

CO1	:	Developing and creating unique content for the aural and visual medium.
CO2	:	Enhancing the ability to write creative scripts and stories.
CO3	:	Planning and budgeting for various radio and television program formats.
CO4	:	Research planning process for a documentary//feature/drama
CO5	:	Creating content for social messages, radio documentary or feature programs.

Exercises/Assignments:

1. Preparation of a video brief
2. Developing an idea into story
3. Script and story board
4. Production schedule
5. Budget
6. Shooting script
7. Electronic News Gathering

Radio Journalism:

1. OB recordings
2. Writing exercises
3. Interviews-simulated and actuality
4. Research and scripting of radio documentary/feature/drama
5. Production of radio discussions
6. Presentation of various types of programmes
7. Production of social messages (max 30 seconds)
8. Production of radio documentary/feature
9. Preparation of audience profile

Web Journalism:

1. To create and maintain blogs
2. Distinguish between news, views, opinions, advertisements
3. Learning HTML, creating a simple web page.
4. Students in groups should create a dynamic website in Dreamweaver with each one given a different assignment regarding the components of website.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 29 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	H	L	H	H	H	H	H
CO2	L	L	L	L	L	L	L	L	L
CO3	H	L	L	H	H	L	L	L	L
CO4	H	L	L	H	H	L	L	L	L
CO5	H	H	L	H	H	H	H	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 30 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC33Q	**Core Practical VI – New Media Writing**			**4**	**4**	**Practical**

Course Outcome:

CO1	:	An Ability to develop the creative writing Knowledge in New Media.
CO2	:	An ability to develop Media skills in the core area of creative writing
CO3	:	An ability to produce content for writing a news article or feature writing
CO4	:	An ability to create good content writing skills
CO5	:	An ability to develop a skill based expertise in the field of New Media Writing

Goal: To introduce students to the strands of various writing for mass media.

Objective: To make students skilful in writing News stories, features, Scripts, copywriting and content writing.

LIST OFPRACTICAL:
1. Writing a News article on current affairs in Inverted pyramid style. (Newspaper)
2. Feature writing on Education (Newspaper).
3. Copywriting for a Consumer product.
4. Writing a magazine feature on Cinema or Fashion
5. Writing for a Radio Script for a Talk Show or interview.
6. Writing a Television Script for an educational programme.
7. Content writing for a website home page.
8. Writing for a Radio Script for 30 seconds Public Service Announcement (PSA).
9. Writing a TV Script for an automobile advertisement.
10. Writing a Script for a 1 minute Short Film.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	L	L	L	L	L	L	L
CO2	L	L	L	L	L	L	L	L	H
CO3	L	L	L	L	L	L	H	L	L
CO4	L	L	L	L	L	H	L	L	L
CO5	L	L	L	L	H	L	L	L	L

Semester: IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43A	**Core IX - Communication Research**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Goal: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarized in the previous semesters such as basics to Communication, Media and Cultural Studies.

Objective: The student is expected to get equipped with complex and sophisticated approaches to media research and learn quantitative and qualitative methods and apply them to media research.

UNIT I: Development of mass media research around the world–Phases of media research–Mass Communication research in India–Thrust areas in Media research–present media context – evolution of new media and the audiences – Need for media analysis - Concepts and theories in Media studies.

UNIT II: Research procedure: Steps in doing research – Media Research problems – Review of media studies – sources of secondary data - Research questions and Hypothesis – Types of hypothesis - Sampling Procedure - probability and non-probability sampling techniques – merits and demerits of each – determinants of Sample size – Sampling error.

UNIT III: Primary Data: Types of data – nominal, ordinal, interval and ratio – Data collection methods and tools: Questionnaire – Types of questions – construction of a questionnaire – administration; Interview schedule and techniques – Focus group – observation techniques; Measurement of variables: Scales – Attitude scales: Procedure and application of Thurstone, Likert, Semantic Differential scales – Methods of testing Validity and Reliability of measurements.

UNIT IV: Research Design: Experimental and Non - experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research - Cross sectional and Longitudinal research designs - factorial design - Content Analysis procedure and methods - Case study approach.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 32 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

UNIT V: Data Analysis: Data classification, coding and tabulation – Graphic representation of dataBasic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi - square, Student „t‟ test, correlation techniques, Analysis ofVariance; Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics inconducting research.

BOOKS FOR REFERENCE:

- Research methods in mass communication by stempell and westley, Prentice Hall, 1981.
- Communication Theories: origins, methods and uses‟ by severin and tankard, Hastings house Publishers, 1979.
- Mass Media Research An Introduction by Roger wimmer& Joseph Dominick. (3rd edn.)Wadsworth Pub.991.
- Handbook of radio & TV Broadcasting Ed–by James Fletcher,VanNostrand Reinhold company, London 1981.
- Studies in Mass communication & technology Ed, by Art Thomas, Ablex Publishing company,1984.
- Qualitative methodologies for Mass communication research Ed by Klaus Bruhn Jensen and Nicholas W.Jankowski ,Routledge, London, 1991

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 33 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43V	**Core Project I - Research Project**			**4**	**4**	**Project**

Course Outcome:

CO1	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
CO2	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
CO3	:	Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
CO4	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO5	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Project :

A research project extensively in the field of media is to be carried out.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 34 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43X	**Internship**			**2**	**2**	**Internship**

Course Outcome:

CO1	:	Students will be able to understand the basic idea of how industry works
CO2	:	Students will be able to understand and evaluate key the roles played in industry
CO3	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
CO4	:	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Internship:

A Internship extensively in the field of media is to be carried out for 30days.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	H	H	H	H	H	L	L
CO2	H	L	H	H	H	H	H	H	H
CO3	H	H	H	H	L	H	H	H	H
CO4	H	H	H	H	H	H	H	L	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 35 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Semester: IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC43W	**Core Project – II Audio Visual Projects**			**8**	**8**	**Project**

Course Outcome:

CO1	:	Ability to Use software, hardware and exchange formats effectively in the area of audio visual technology
CO2	:	Ability to discuss the requirements of broadcast media and workflow, including criteria of its existing examples
CO3	:	Ability to plan and manage projects intended for broadcasting
CO4	:	Ability to utilize problem solving skills in the implementation of audio visual solutions
CO5	:	Ability to prepare material for Internet broadcasting

Exercises/Assignments:

1. Preparation of a video brief
2. Developing an idea into story
3. Script and story board
4. Production schedule
5. Budget
6. Shooting script
7. Electronic News Gathering

Radio Journalism:

1. OB recordings
2. Writing exercises
3. Interviews-simulated and actuality
4. Research and scripting of radio documentary/feature/drama
5. Production of radio discussions
6. Presentation of various types of programmes
7. Production of social messages (max 30 seconds)
8. Production of radio documentary/feature
9. Preparation of audience profile

Web Journalism:

To create and maintain blogs
Distinguish between news, views, opinions, advertisements
Learning HTML, creating a simple web page.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 36 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Students in groups should create a dynamic website in Dreamweaver with each one given a different assignment regarding the components of website.

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	H	H	H	H	H	L	H
CO2	H	H	H	H	H	L	H	H	H
CO3	H	H	H	L	H	H	H	H	H
CO4	H	L	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 37 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

ELECTIVE

ELECTIVE -I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3EA	**EVENT MANAGEMENT**	**6**			**4**	**Theory**

Course Outcome:

CO1	:	Understanding of what an event and its types are.
CO2	:	Concepts involved in event management and the coverage of media.
CO3	:	Creation of unique and contemporary events for different sectors.
CO4	:	Purpose of organizing exhibitions and its economic impacts.
CO5	:	Promotions and developments in trading.

Goal: To enable students understand the concepts involved in event management.

Objective: Students to understand the basic event and to apply the techniques in event management and also to solve practical problems in the real life situations.

UNIT I Introductionto Events: Define; Event Characteristics Demand for Events; When do we need events; Types of events; Structure of events Supply and Suppliers; Distribution;

UNIT II Event management principles ; Event Process; Brief; Concept; Budgets ;Schedule of items; The suppliers Media coverage of events; Media Coverage of an event; Themes; Creative;

UNIT III Property Creation; implications of special events; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding

UNIT IV Exhibitions; A little history; introduction and define ;Why Visit An Exhibition; Other common reasons; The Economic Impact of Exhibitions; A cost effective way of exhibiting; ways to build a dream team; 10 steps to create the great indoors

UNIT V India Trade Promotion Organization (ITPO) ;PragatiMaidan-Fair Worthy At All Times ; Exhibitions in India; Promotion Through Department Stores.

REFERENCES:

1. Dynamics of public relations in Indian software and ITES sector ; Chawla, Ruchi (2204)

2. Attributes of PR in the multiplex industry; Kawathekar, Parag (2004) ☐ ☐ Brand enhancement through corporate social responsibility (2004)

3. Event production : lights and sound; Niyogi, Ishani (2004)

4. Celebrity political endorsement ; Parikh, Sejal (2004)

5. Role of public relation in social marketing Singh, Shruti (2004)

Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
1	L	L	L	H	L	L	L	L	L
2	L	L	L	L	L	L	L	L	L
3	L	L	H	L	L	L	L	L	L
4	L	L	L	L	L	L	L	H	L
5	L	L	L	L	L	L	L	L	H

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3EB	**Consumer Behavior**	**6**			**4**	**Theory**

Course Outcome:

CO1	:	Ability to identify the major influences in consumer behavior
CO2	:	Ability to distinguish between different consumer behavior influences and their relationships
CO3	:	Ability to establish the relevance of consumer behavior theories and concepts to marketing decisions
CO4	:	Ability to implement appropriate combinations of theories and concepts
CO5	:	Ability to recognize social and ethical implications of marketing actions on consumer behavior

Goal: To enable students understand the concepts involved in consumer behavior.

Objective: The purpose of this course is to introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy. Discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.

UNIT I Introduction to Consumer Behaviour and Consumer Research: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process

UNIT II Marketing Segmentation and Positioning: Introduction, Requirements for Effective Segmentation, Bases for Segmentation, Determining How Many Segments to Enter, Product Positioning: An Introduction, Positioning Strategy, Positioning Approaches, Positioning Errors Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research

UNIT III Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research

UNIT IV Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions

UNIT V Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 40 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

REFERENCES:

- J. F. Engel, R.D. Blackwell, P.W. Miniard, Consumer Behavior,
- The Dryden Press Edition, 8th, 1995 P. Kotler, Marketing Management Analysis: Planning and Control, Prentice Hall Edition, 9th, 1997

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	L	L	L	L	L	L	L
2	L	L	H	H	L	L	L	L	L
3	L	H	H	L	L	L	L	L	L
4	L	H	H	L	L	L	L	L	L
5	L	L	L	H	L	L	H	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 41 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3EC	**Media Market Research**	**6**			**4**	**Theory**

Goal: To make students understand the basics in film marketing and distribution.

Objective: To make students understand the issues and challenges involved in marketing.

CO1	:	Ability to understand the current Media marketing trend
CO2	:	Capability to work efficiently in media field with the understand on marketing concepts.
CO3	:	Developing in students an aesthetic understanding of media marketing and technical proficiency in areas such as personal selling and public relation
CO4	:	Improves their understanding on concept of the product based marketing share and determing the USP of the product.

UNIT- I: The role of marketing in the film industry: What you need to know BEFORE You shoot - developing a release strategy - checklist for preparing your film for buyers -how to generate consumer & distributor interest for your film - what are your films exhibition options (theatres, TV, DVD, internet)? - What are deliverables?

UNIT -II: The history and development of mainstream film marketing -Theatrical- pros &cons of a theatrical release - theatrical bookers & four walling - how much does it cost to Have my film in theatres? - Profits, or total loss? - The myths of a theatrical run- what"snon-theatrical (PPR)?

UNIT -III: Stars and marketing; genres and marketing

UNIT- IV: Marketing and new media- Internet- streaming video, Podcasts,

UNIT -V: Alternative approaches to marketing film: exploitation, cult and art cinema Current approaches to film marketing - cultural and economic contexts

BOOKS FOR REFERENCE:

1. Ackland, C.A. 2003. Screen Traffic: Movies, Multiplexes, and Global Culture, North Carolina: Duke University PressBosko, S. 2003.
2. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese ProdDurie, Pham & Watson, 2000.
3. Marketing and Selling Your Film Around theWorld, Cal: Silman-James Press Tuuk, T. 1997.
4. Movie Marketing: Opening the Picture & Giving It Legs, Cal

Rathinam College of Arts & Science(Autonomous), Coimbatore-21. *Page 42 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	H	L	L	H	L	H	L
CO2	L	L	L	L	L	L	L	L	L
CO3	H	L	H	L	H	H	L	L	L
CO4	H	L	H	L	L	H	L	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 43 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

ELECTIVE-II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3ED	**Online Journalism**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	Ability to understand communication, expression, and storytelling in a media, organizational, interpersonal and social context
CO2	:	Capability of determining the students with an understanding of the history, social and cultural roles of media in society.
CO3	:	Developing in students an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development.
CO4	:	Improves their understanding of the use of the web and online digital tools for journalism, as well as emerging online safety issues and digital developments.

Goal: Generating interest in online journalism.
Objective: To make the students aware of the wide scope of career in online media and its future.

UNIT I: Introduction to online journalism, portals, blog writing, social media, e-zines, e-journals, e-newspaper, you tube, web 3.0.

UNIT II: Essentials of writing for web, hypertext, web archives, search options, search engines, optimizations, multimedia content development.

UNIT III: Writing and reporting live, use of mobile devices in online journalism, interactive Communication, user-generated content, content uploading, content management system.

UNIT IV: Citizen Journalism, professional ethics, IPR, free and open source software, creative commons, privacy copyright act.

UNIT V: Internet and convergence; culture, subjectivity and net; cyber-crime and regulations

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 44 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

- ➢ Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010
- ➢ The Multimedia Journalist, George Jennifer, Oxford University Press, 2012
- ➢ Video Journalism for the Web, Lancaster Kurt, Routledge, 2012
- ➢ Multimedia Journalism,Kumar Arvind, Anmol Publications, 2011

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	H	L	L	H	L	H	L
CO2	L	L	L	L	L	L	L	L	L
CO3	H	L	H	L	H	H	L	L	L
CO4	H	L	H	L	L	H	L	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 45 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3EE	**Web 2.0**	**6**			**4**	**Theory**

Course Outcome:

CO1	:	Ability to Increase accessibility awareness by experiencing an online screen reader.
CO2	:	Ability to use Leverage Web 2.0 applications to support ELLs.
CO3	:	Ability to Create and edit a Wiki.
CO4	:	Ability to demonstrate personal broadcasting for school usage.
CO5	:	Ability to evaluate new Web 2.0 tools for educational use and Assess potential solutions for Web 2.0 accessibility issues.

Goal: Generating interest in online portals.
Objective: To make the students aware of the wide scope of career in online media and its future.

UNIT I: Web 2.0 Overview and Social networks Examine Web 2.0 concepts and trends. Join the class social network. Introduce yourself via Voice Thread.

UNIT II: Blogs and RSS Examine blogging, a leading global method of information exchange. Study and subscribe to an RSS feed.

UNIT III: Personal Broadcasting: Podcasts and Videos Select, evaluate and create podcasts and/or videos for classroom use.

UNIT IV: Social Computing and the Power of Crowds Analyze social computing in the context of folksonomies. Reflect on social software. Create a lesson plan for integrating social computing (del.icio.us, or any other form of social tagging or social networking) in a lesson or a class project.

UNIT V: Geotagging Create and explore geotagged objects and consider their educational possibilities. Wiki Culture and Collaborative Documents Create and contribute to a wiki and a collaborative document. Use a wiki in a lesson plan.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 46 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

- Academhack. (2008, January 23). Twitter for academia. academhack Tech Tools for Academics
- Anderson, P. (2007, February). What is web 2.0? Ideas, technologies and implications for education. Bristol, England: JISC Technology and Standards Watch.
- Robertson, K. (2008). 21st century learners: ELL students and technology
- A., Smith, R. S., & Stone, S. (2010). Horizon report. Austin, TX: The New Media Consortium.

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	L	H	L	H	H	H	H	H
CO2	L	L	L	L	L	L	L	L	L
CO3	H	L	L	L	H	H	L	H	L
CO4	L	L	L	L	L	L	L	L	L
CO5	H	L	L	H	H	H	H	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 47 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC3EF	**E- Governence**	**6**			**4**	**Theory**

Course Outcome:

CO1	:	Identify the concept and need of e-Governance Projects
CO2	:	Analyze advantages and disadvantages of e-government programs
CO3	:	Identify major issues and strategies behind e-government programs
CO4	:	Ability to Compare the different e-governance projects and analyze the maturity among models
CO5	:	Ability to Prioritize types of e-government services

Goal: To make students understand the concepts of E-Governance policies and data warehousing / data mining.

Objective: To provide the knowledge of good governance using information and communication technologies and case studies of different countries.

Unit 1. Introduction
E-Governance: Needs of E-Governance, Issues in E-Governance applications and the Digital Divide; Evolution of E-Governance, Its scope and content; Present global trends of growth in E-Governance: Other issues.

Unit 2. Models of E-Governance
Introduction; Model of Digital Governance: Broadcasting/ Wilder Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive-service Model/Government-to-Citizen-to-Government Model (G2C2G); Evolution in E-Governance and Maturity Models: Five Maturity Levels, Characteristics of Maturity Levels, Key areas, Towards Good Governance through E-Governance Models.

Unit 3. E-Governance Infrastructure and Strategies
E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness; Evolutionary Stages in E-Governance.

Unit 4. Data Warehousing and Data Mining in Government
Introduction; National Data Warehouses: Census Data, Prices of Essential Commodities; Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors.

Unit 5. Case Studies
Nepalese Context: Cyber Laws, Implementation in the Land Reform, Human Resource Management Software; India: NICNET, Collectorate, Computer-aided Administration of Registration Department (CARD), Smart Nagarpalika, National Reservoir Level and Capacity Monitoring System, Computerization in Andra Pradesh, EkalSevaKentra, SachivalayaVahini, Bhoomi, IT in Judiciary, E-

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 48 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Khazana, DGFT, PRAJA, E-Seva, E-Panchyat, General Information Services of National Informatics Centre; E-Governance initiative in USA; E-Governance in China; EGovernance in Brazil and Sri Lanka.

Text / Reference books:

1. E-Governance: Concepts and Case Studies, C.S.R. Prabhu, Prentice-Hall of India Private Limited, 2004.
2. Backus, Michiel, e-Governance in Developing Countries, IICD Research Brief, No. 1, March 2001.

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	H	H	L	L	L	L	H	H	H
CO2	H	H	H	H	L	L	L	L	L
CO3	L	L	L	L	L	H	H	H	H
CO4	L	H	L	H	L	H	L	L	L
CO5	H	L	L	L	H	H	H	H	H

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 49 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

ELECTIVE-III

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EA	**Video Editing**	**4**			**4**	**Therory**

Course Outcome:

CO1	:	Ability to Better understand techniques editors use to construct stories.
CO2	:	Ability to Have a thorough working knowledge of a non-linear editing software.
CO3	:	Ability to do professional style color correction.
CO4	:	Ability to Know how to create high quality motion graphics.
CO5	:	Ability to Understand video formats and principles

Goal: To introduce the concepts in editing.

Objective: To make them learn the importance of editing and features in editing software.

UNIT-I: Basics of Non linear editing - An introduction to the different methods of video Editing- The history and evolution of the development of video editing - The various components used in both linear and non-linear video editing, on line & off line editing

UNIT-II: Dimensions of film editing, continuity editing, alternative to continuity editing. Dramatic Continuity, *The Technique of Film and Video Editing, fundamentals* of editing, artistic and aesthetic principles and practices of editing, Discontinuity, Close up, Minimalism, Deep Focus, and Long takes, breaking 180degree rule, Pillow shots, editing for narrative clarity. Advertising & Promotional video

UNIT-III: Creating a Project, from Start to Finish, Action Sequence / Cross Cutting / Parallel Cutting Effects and Color Correction, Motion Effects Multicam Editing, Filter and Transition Effects, Clips and Markers-Transitions, Narrative concepts of Titles, Advanced Editing Techniques-Titles and Credits, Montage.

UNIT-IV: Basic Audio Editing - Audio Mixing - Audio Effects, Music & Dialogue Editing, Advanced Editing, Internal Audio, track laying, Sound track design with images, Classical Hollywood narrative in sound era: Hitchcock

UNIT-V: Exporting-Project Management Preparing and Encoding Your Video for Delivery, Compression - Bit Rates- Key Frames- Design an Encoding Specification- Analysis of film sequences from editing point of view

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 50 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

- A Field Guide to Digital Video and Film Editing by Michael Rubin

- On Film Editing: An Introduction to the Art of Film Constructionby Edward Dmytryk

- Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Knowby Gael Chandler

- The Technique of Film and Video Editing: History, Theory, and Practiceby Ken Dancyger
- Technique of Film Editing, Reissue of 2nd Edition by Karel Reisz

- Cut by Cut, 2nd edition: Editing Your Film or Video by Gael Chandler

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L	L	L	H	H	L	H	H
CO2	H	L	L	L	L	H	H	L	H
CO3	H	L	L	L	L	H	H	L	H
CO4	L	L	L	L	H	H	L	L	L
CO5	L	L	L	L	L	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 51 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EB	**Visual Language**	**4**			**4**	**Therory**

Course Outcome:

CO1	:	Discuss the visual principles involved in media communication and their appropriateness to the delivery of a commercial message.
CO2	:	Describe the role of the image-maker in the media in relation to history and culture
CO3	:	Use a range of image-making skills, techniques, processes, conventions and technologies to create and produce media images that convey meaning for different audiences.
CO4	:	Evaluate the usefulness of visual information across a range of media
CO5	:	Identify the creative opportunities and limitations of a non-literal symbolic language to convey meaning.

Goal: To understand the basic fundamentals of Visual Language..

Objective: The Module teaches the ability to critically evaluate work as it progresses, how to creatively extend viable initial designs, and how to successfully conclude the process with highly original solutions.

UNIT-I: An introduction to the basic language of composition, layout, colour, typography and scale.

UNIT-II: An understanding of the conceptual framework of creativity and the variety of approaches to generating original solutions.

UNIT-III: The application of Graphic Design to different contexts, from traditional print and published media, to digital and social media platforms.

UNIT-IV: How the methods of Visual Communication relate to Graphic Design, and how the industry is changing due to emerging technologies and markets.

UNIT-V: Rapidly changing Graphic Design industry, new research methods and ways of generating ideas creatively, conceptual development.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 52 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 1 July 2002
- Hoffman, Armin; Graphic design manual, Principles and Practice. Arthur Niggli Publisher, Multilingual edition. October 1, 2001
- Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press (1 August 2001)

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	L	H	L	H	L	L	H	L
CO2	L	L	L	L	L	L	L	L	L
CO3	L	L	H	L	H	L	L	H	L
CO4	H	H	H	H	H	L	L	H	H
CO5	L	L	L	H	L	L	L	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   Page 53 of 60
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EC	**Development Communication**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	Capacity to critically examine and research on the aspects of communication for developmental aspects
CO2	:	Develop insights and in-depth aware to analyze the problems and communication gaps in the execution of technology
CO3	:	Create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
CO4	:	Ability to execute and plan required field works for the enhancement of communication development through collecting data for future references
CO5	:	To develop the skills of using technology to communicate effectively in various settings and contexts for cultural and developmental aspects.

Goal: The aim of this paper is to provide the student with a theoretical overview of the conceptof development and how it relates to empirical experience in developing countries and the areas within.

Objective: The objective of this paper is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries.The paper will cover areas of participation in communication and content covering various media.

UNIT - I: Definition and meanings of Development – Role of Communication in Development – Concepts and Theories - Communication for Development in Third World countries – Developments in different sectors in India – Communication infrastructure and new media growth - communication as a tool for social and economic change.

UNIT - II: Communication Technologies and human development – Mass media and dissemination development news – Communication networks and movements for development – Communication for literacy and empowerment - Mass media and rural development – Community media and development - Challenges and issues.

UNIT – III: Information and Communication Technology in Development – Technology transfer – strategic management in developing countries – New media for socio economic growth – access and control issues – Govt. and private agencies in development campaigns.

UNIT - IV: Globalisation – international political economy – IT policies – implementation of IT projects – private participation – competition – Public information and services through IT – development projects in Tamilnadu – Diffusion of innovation and adoption through media – cases.

UNIT – V:E- Government: Concept and functioning of e – governance – system and operational control and management of e-government – public and private participation - information and services to the

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 54 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

rural poor – e - govt. Projects in Tamilnadu – policies and programmes of e governance in India – problems of access and use and challenges for the future.

BOOKS FOR REFERENCE:

ICTs and Indian Economic Development, Sage, New Delhi, AshwaniSaith, M Vijayabaskar (2005).

Implementing & Managing government: An International Text. Sage, New Delhi, Richard Heeks (2006).
Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	H	H	L	H	L	L	L	L	L
CO2	H	H	L	H	L	L	L	L	L
CO3	H	H	H	H	H	H	H	H	H
CO4	L	H	L	H	H	H	H	H	H
CO5	L	L	L	L	L	L	L	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 55 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

ELECTIVE-IV

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4ED	**Film Appreciation**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	To understand the language of semiotics, lighting and music in film.
CO2	:	To know about the significance of film personalities in Indian cinema
CO3	:	To have the knowledge about international and national film culture
CO4	:	To stay updated with the current trends in Indian cinema
CO5	:	To learn the literature and its impact in Indian cinema

Unit I

Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography and Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music - Feature Films and Short Films Documentaries Introduction to Indian Cinema History of Indian Cinema - DadasahebPhalke, Bombay Talkies, mythologicalsetc History of Indian Cinema (contd.) Cubism, Realism, Neo-realism Other arts and cinema - theater, painting

Unit II

Importance accorded to song and dance Actors and personality cults Mythological FilmsFormula in Cinema - Masculine Charisma Melodrama in Indian Cinema

Unit III

'B' Movies High Culture vis a vis low culture Satire Cult Remakes Japanese Cinema British Cinema Iranian Cinema Chinese/Korean Cinema Latin American Cinema Regional Cinema in India

Unit IV

Major turning points and trends in cinema Major turning points and trends in cinema Parallel cinema in India Parallel cinema in India

Unit V

Cinema and Literature - Adaptive books to the screen NRI cinema Language in Indian Cinema - English Bollywood movies Impact of the multiplex system

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 56 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

Film: From Watching to Seeing (2nd Edition) by Bill Goodykoontz

Website to refer

http://nptel.ac.in/

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	L	L	H	L	H	L	H	L
CO2	L	L	L	H	L	L	L	L	L
CO3	L	H	L	H	H	L	H	L	L
CO4	H	H	L	H	H	L	H	H	H
CO5	L	H	L	H	L	L	H	L	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 57 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EE	**Script Writing**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	**To have the basic knowledge about story writing.**
CO2	:	**To learn the formats of writing effectively**
CO3	:	**To apply creativity in designing. formatting and creating the scripts.**
CO4	:	**To write a unique script using the elements of script writing.**
CO5	:	**To enhance lateral and creative thinking in script writing.**

Goal: To make students understand about film and television screenplay structure.

Objective: To make students create story with plots and subplots.

UNIT-I: The basic idea & synopsis, Storytelling Genres and story types Description.– plot driven, character driven, high-concept, star-driven, buddy movies, ensemble movies, independent vs. studio. True stories, drama, comedy, thriller, mystery. Combining genres. Idea presentation, treatments.

UNIT-II: Writing Dialogue, Real vs. "fake" dialogue, Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot, Non Linear structures and Multiple narrative. Narrative Styles- fiction

UNIT-III: Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point Of view; Use of sound in Script, Action, Setting, Theme, Characterization, Structuring, Learning from tradition, The Importance of Conflict, screen grammar & elements of film-making.

UNIT-IV: Action sequences, Story board, Creating Dimensional Characters, Creating back story, Turning points, plot points, reversals, Plot and storytelling Devices: ticking clocks, flashbacks, foreshadowing, setups and payoffs, suspense vs. surprise, the importance of the first scene of the movie

UNIT-V: The structure of scenes, Linear and lateral thinking – holistic visual thinking. Creativity and creative process, Techniques of imagination Final set pieces/climax-Final twist Definitive ending, Ambiguous ends.

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 58 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

BOOKS FOR REFERENCE:

➢ Screenplay structure--a quick reference by Barry Pearson, The Foundations of Screenwriting Syd Field,
➢ Aristotle's Poetics for Screenwriters: Storytelling Secrets from the Greatest Mind in Western Civilization by Michael Tierno.
➢ Story: Substance, Structure, Style and the Principles of Screenwriting byRobert McKee
➢ Writing Screenplays That Sell: The Complete, Step-By-Step Guide for Writing and Selling By Michael Hauge.
➢ The Hero with a Thousand Faces (The Collected Works of Joseph Campbell)
➢ The Art of Dramatic Writing: Its Basis in the…by Lajos Egri, Gilbert Miller
➢ Alternative Scriptwriting: Beyond the Hollywood Formulaby Ken Dancyger and Jeff Rush

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	H	L	H	L	L	L	L	L
CO2	L	L	L	L	L	L	L	L	L
CO3	L	H	H	L	H	L	H	L	L
CO4	L	H	L	H	H	L	H	L	L
CO5	H	H	L	H	H	H	H	H	L

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 59 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
17MJC4EF	**Cyber Securities**	**4**			**4**	**Theory**

Course Outcome:

CO1	:	To introduce the terms involved in cyber crimes.
CO2	:	To know the management process involved in cyber security.
CO3	:	Defines the strategies and planning in cyber security
CO4	:	Describes the plans, policies and laws related to cyber security.
CO5	:	Creates awareness and training about the RMF and security issues.

Unit – I

Introduction to Cyber Crimes: Cyberspace, Principles of Cybersecurity, The interrelated components of the computing environment, Cybersecurity models, Variations on a theme: computer security, information security, and information assurance

Unit –II

Cybersecurity Management Concepts, Security governance, Management models, roles, and functions

Unit – III

Enterprise Roles and Structures, Information security roles and positions, Alternative enterprise structures and interfaces. Strategy and Strategic Planning The information security lifecycle, architecting the enterprise

Unit – IV

Security Plans and Policies, Levels of planning, Planning misalignment, The System Security Plan (SSP), Policy development and implementation. Laws and Regulatory Requirements .Security Standards and Controls, Security standards and controls, Certification and accreditation (C&A)

Unit – V

Risk Management , Principles of risk , Types of risk , Risk strategies , The Risk Management Framework (RMF).Security Education, Training, and Awareness , Human factors in security , Developing and implementing a security training plan , Cross-domain training (IT and other security domains)

Rathinam College of Arts & Science(Autonomous), Coimbatore-21.   *Page 60 of 60*
Admitted in M.A. Journalism and Mass Communication from the academic year 2017-2018 & Onwards
Regulations 2017

Book for Reference:

- E-Book - Own Your Space, Linda McCarthy, Denise Weldon – Siviy, Page Press, Compliments of Microsoft
- Charles P. Pfleeger and Shari L. Pfleeger. Security in Computing (3rd edition). Prentice-Hall. 2003. ISBN: 0-13-035548-8.Cyber Security by Godbole, Wiley India
- Computer Security by Gollman Wiley India

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	**P02**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**
CO1	L	H	L	H	L	L	L	L	L
CO2	L	L	H	H	L	L	L	L	L
CO3	H	H	L	H	H	H	H	L	H
CO4	H	L	H	H	L	L	H	L	L
CO5	H	H	H	H	H	H	H	H	H