

**RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**  
Scheme of curriculum for M.A. Journalism and Mass Communication  
for the Batch admitted during 2017 - 2018

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

<b>Sem</b>	<b>Type</b>	<b>CREDIT</b>	<b>Hour</b>	<b>CIA</b>	<b>ESE</b>	<b>TOTAL</b>
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
		<b>90</b>	<b>120</b>	<b>750</b>	<b>1500</b>	<b>2250</b>

# Only internal assessment.

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

Semester: 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>COMMUNICATION THEORIES AND MODELS</b>	6			4	Theory

**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, 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 and gratifications theory.

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

Semester: 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>REPORTING AND EDITING</b>	6			4	Theory

**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, news gathering 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: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges. Editorial department in a newspaper - functions of editorial department: duties, responsibilities of editorial staff, Chief editor, News editor, Sub Editors.

**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 donts.

**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
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, Iowa State
7. Hand Book Of Writing, Reporting, Sorting And Editing; Tiwari K, VikasPub,Delhi

Semester: 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>MEDIA LAWS AND ETHICS</b>	6			4	Theory

**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 Jercey
2. Media Law And Ethics, Neelamalar, Phi Learning
3. Media Ethics, Paranjua Guha, Cengage Learning
4. Hand Book Of Journalism And Mass Media, B N, Vikas Publishing House
5. Mass Media & Public Issues, Gopal Bargava, Mac Mila

Semester: 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>EDITORIAL PRACTICE</b>			6	4	Practical

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

**Objective:** To make students skillful in writing News stories, features, copywriting and content writing.

**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)

Semester: 1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>PHOTOGRAPHY</b>			6	4	Practical

**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

Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>Advertising and Marketing</b>	5			4	Theory

**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:**

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

Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>PUBLIC RELATIONS</b>	5			4	Theory

**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:** Fundamentals of Public Relations, communication, Definition of Public Relations, there communications processes Basic function of Public relations. Various types of communication like interpersonal, group and mass communication

**UNIT II:** Public Relations and corporate communication technique. The technique of Public Relations and corporate communications like organizing press conferences, one on one interviews, select press briefing, floating of press releases, writing in depth analysis on subjects concerning the organization.

**UNIT III:** Internal communication, The principles of effective internal communication using mediums like intra net, house journals, newsletters, wall posters etc. Journalism and communication/media management Journalism as a basic tool of Public relation and corporate communications

**UNIT IV:** Relationship / liaison with the print media, news agencies, audio visual media, audio (radio) media, digital media. Writing techniques in Public Relations & corporate communications, Writing of press releases, feature writing for house journal, writing for newsletters, writing copy for advertisements, messages for senior management, speeches, Website searching skills, regular updating of the website with news, activities, mandatory disclosures, tenders etc

**UNIT V:** Media Planning: Selection, purchases and evaluation of media like newspapers, magazines, tabloids, and audio visual media. Dissemination of advertising campaigns, statutory advertisement, appointments and advertorials. Documentation in Public relations & corporate communications 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



Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>Media Management</b>	5			4	Theory

**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 and 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, Vista Inter
- Media A Management By Yader K.P,Authorise
- Manging Media Convergence By Kenneth . C, Tata Mc Grew Hill
- Advertising Management By Thomas Guinn, Elsevier
- Business Marketing Management By Michael Hutt, Thomson Usa
- MarkatingManagment An Indian Perspective By Vijay Prakash, The Fee Press

Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>Environmental Journalism</b>	5			4	Theory

**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.

#### 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 ChrisGoodall 2008
- *The End of Oil: On the Edge of a Perilous New World* by Paul Roberts 2004

Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>PRINT PRODUCTION</b>			5	4	Practical

**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)

Semester: 2

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	<b>Advertising</b>			5	4	Practical

**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).