

**RATHINAM COLLEGE OF ARTS & SCIENCE: COIMBATORE-21.
(AUTONOMOUS)
MJMC DEGREE COURSE**

SCHEME OF EXAMINATION: CBCS PATTERN

(APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2013 – 2014)

SEMESTER-I

STUDY COMPONENTS	Dur.Hrs /week	Examination				CREDIT
		CIA	ESE	Total	Dur. Hrs	
SEMESTER-I						
Introduction to Communication	5	25	75	100	3	4
Reporting	4	25	75	100	3	4
Editing	4	25	75	100	3	4
Media history, laws and ethics	4	25	75	100	3	4
Media Management and Public Relations	5	25	75	100	3	4
Print Production-Practical	4	40	60	100	3	4
ELECTIVE-I	4	25	75	100	3	4
SEMESTER-II						
Advertising	5	25	75	100	3	4
Designing-Practical	5	40	60	100	3	4
Theories of Communication	5	25	75	100	3	4
Film Studies	5	25	75	100	3	4
Media Internship		20	80	100		4
ELECTIVE-II	5	25	75	100	3	4
Self study-Cross cultural communication	5	25	75	100	3	4
SEMESTER-III						
Radio-Television Production	6	25	75	100	6	4
New Media	5	25	75	100	3	4
Broadcasting	6	25	75	100	3	4
Photography Practicals	3	40	60	100	3	4
Printing and Packaging	5	25	75	100	3	4
ELECTIVE-III Development Communication	5	25	75	100	3	4
SEMESTER-IV						
Project work and Viva- voce				100*		5
Communication Research				100	3	5
TOTAL						90

LIST OF ELECTIVE PAPERS

ELECTIVE-1	a.Consumer Behaviour
	b.
ELECTIVE -2	a. Web Journalism
	b. Online Journalism
ELECTIVE-3	a. Development Communication
	b. e- governance

SEMESTER 1
INTRODUCTION TO COMMUNICATION

Goal: This paper will introduce the students to key concepts in communication and Mass Communication. The students will learn the process, elements, models and levels of communication. This paper will enable them to learn the major theories of Mass Communication.

Objective: The course will prepare them apply these issues in relation to contemporary media Environment. The student is expected to acquire the dynamics and analytical aspects of Mass Communication

UNIT I : COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Interpersonal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political communication; New Communication technologies and the emerging trend: global and Indian context.

UNIT II :
Process of Communication – Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication- concept of Gate keeping: Gate keepers in mass media.

UNIT III :
Language and communication; Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics; Language as a barrier in multi-lingual societies and cross cultural communication – translation - problems and solutions.

UNIT IV:
Communication systems in Indian context: Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.

UNIT V :
Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

BOOKS FOR REFERENCE:

Mass Communication : An introduction , Bittner, John. Prentice-Hall, New Jersey. 1980.

Human communication Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.

Taxonomy of Concepts in Communication, Blake & Haroldsen, Hasting House, NY .1979.

Communication Models“. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.

REPORTING

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 and news gathering. 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 – Objectivity, editorial freedom vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative – Freelancing.

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, techniques, preparation and writing interview story.

UNIT III :

Reporting government and other agencies: Central, State and Local Governments, Rural reporting –Beats and Special Coverages. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

UNIT IV

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: dos and donts.

UNIT V:

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

Work shop: News and feature writing workshops have to be conducted periodically besides regular field based reporting assignments and media internship which will be evaluated.

BOOKS FOR REFERENCE:

News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.

The Complete Reporter.(4th ed.). Harris, Julian et. Al.,Macmillian, NY. 1981.

Interpretative Reporting.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.

EDITING

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 and news gathering. 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

Organization of editorial department in a newspaper - functions of editorial department ; duties, responsibilities and qualifications of editorial staff : Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions , path of a copy, morgue.

UNIT II

Principles of editing – editorial space – news value - copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; Rewriting;. Headlines: Importance, functions of headlines, typography and style, language, types of headlines; readability and legibility. Picture editing: Importance of pictures, selection of news pictures, cutlines, cropping methods. Style sheet / manual.

UNIT III

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection , Problems of Translation.

UNIT IV

Opinion page: Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

UNIT –V

Profiles, Guest columns, Letters to the editor, Syndicated columns, Sponsored columns. Columnists – advertisements - newspaper layout and design.- Review of editorial page of newspapers. (Note: Regular practical excercises and workshops in editing using the appropriate softwares to be conducted.)

BOOKS FOR REFERENCE:

Newspapers Handbook" (3rd ed.) Keeble, Richard. Routledge, London.2001.

News Editing in theory and practice". Banerji, Bagchi & Co., New Delhi . 1992.

Art of editing". Baskette & Sissors, MacMillian, NY, 1977.

MEDIA HISTORY, LAWS AND ETHICS

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 :

World Press: A brief comparative account of the press systems in the USA, UK, Japan and China: Leading dailies and news agencies – ownership pattern – newspaper design and format – content and style – new technologies and developments.

UNIT II

Indian Press: Pre - Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamil press, Vernacular press act 1878, Raja ram Mohan Roy, Indian National Congress, Swedesamitran, and other publications.

UNIT III

Characteristics of the English press: Times of India, The Tribune, Patriot, Hindustan Times, the Hindu, The Indian Express and Deccan Herald. Press after independence; News Agencies, Press Commissions; Tamil press: Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content, style and design.

UNIT IV

Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958.; wage board for journalists ; Contempt of court act 1971. The newspaper (Price & Page) Act 1971. Right to information Bill.

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. Debate on entry of foreign press in India; future developments and issues.

BOOKS FOR REFERENCE:

Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991. Press and Public: who reads what when where and why in American newspapers .Bogart, Leo etal. Lawrence Erlbaum Associates, New Jersey. 1981.

WRITING AND EDITING LAB JOURNAL-PRACTICAL

Goal: The students will learn to use the design software being used for print media. The course will enable the students to compose text and design templates for print production. This paper will also teach the students skills in photojournalism and basic concepts like composition, depth of field, aperture and shutter speed.

Objective: Students will learn the foundations of newspaper making and specialized reporting and trends in journalism. Paper will supplement the Reporting and Editing for Print paper of the course.

Editing pages

Writing paragraphs

News writing

Feature writing

Photo editing

News Editing

Introducing editing soft wares

BOOKS FOR REFERENCE:

Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989

Professional Journalism, by M.V. Kamath, Vikas Publications

Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press

Journalism: Critical Issues, by Stuart Allan, Open University Press

MEDIA MANAGEMENT AND PUBLIC RELATIONS

Goal: To create basic ideas for students in media management and Public Relations.

Objective: Generating interest in careers related to the Media management and PR industry.

UNIT Media corporates: manufacturing of messages, Characteristics of media companies, Structure and ownership of media industries; Media audiences, Media credibility, Media responsibilities, Public perception of media.

UNIT II

Media as products: Planning and decision making process: goal setting, strategy, action plan. Organizing workflow, elements, functions, forms, and innovation. Budget process; Marketing: marketing mix, product life cycle, market analysis, product development, production and pricing, distribution, promotion strategy: legal issues.

UNIT III

Public Relations: Definitions, elements of PR, evolution of PR, PR as a profession, Functions: public opinion, propaganda, and publicity. PR practice in global and Indian context . PR firms in India.

UNIT IV

Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media. PR campaign: process, elements, research. Case studies and exercises in campaign preparation.

UNIT V

PR in private and public sectors, educational institutions and in Government – a critical review. PR policies, professional organizations in PR , code of ethics – Future developments – Case studies.

BOOKS FOR REFERENCE:

Media management in India Dibakar Panigrahy , & Biswasroy, Kanishka pub, New Delhi 1993.

Management concepts and practices Tim Hannagan, Macmillan, 1995.

Essentials of management. Koontz & Weihrich, Tata McGraw Hill. 1990.

Effective Public Relations. Cutlip et al., Prentice Hall, New Jersey, 1982.

Handbook of Public Relations. Stephenson, Howard. Mc Graw Hill Pub., Illinois. 1971

PRINT PRODUCTION-PRACTICAL

List of Practicals

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.)

Magazine Production:

9. Design few pages (not less than eight sides) of a **general magazine**. 10. Design few pages (not less than eight sides) of a **sports magazine**. 11. Design few pages (not less than eight sides) of a **cinema magazine**. 12. Design few pages (not less than eight sides) of a **women's magazine**. 13. Design few pages (not less than eight sides) of a **children's magazine**. 14. Design few pages (not less than eight sides) of an **investigative magazine**. 15. Design few pages (not less than eight sides) of a **special interest magazine**. (Note: Questions for the comprehensive practical examination should cover both categories of the print medium as given above distributed equally)

CONSUMER BEHAVIOUR –ELECTIVE

Goal: To help the students understand the consumer behaviour.

Objective: Enabling the students to perform research on various topics related to consumer behaviour.

UNIT I

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Development of the Marketing Concept-The Marketing concept, Implementing the Marketing Concept, Segmentation, Targeting, Positioning

UNIT II

The Marketing Mix, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers in India, Benefits of consumerism

UNIT III

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Input-Process-Output.

UNIT IV

Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences - Social Class, Culture, Reference Groups, Family Levels of Consumer Decision Making - Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making (economic, passive, cognitive, emotional) Situational Influences- The Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behavior (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States)

UNIT V

Individual Influences on Consumer Behavior: Motivation, Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy Maslow's Hierarchy of Needs, Critical evaluation of marketing hierarchy and marketing applications, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motive,

Personality : Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory),

Perceptions : Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization), Consumer Imagery, Product positioning and repositioning

BOOKS FOR REFERENCE:

Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E

Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004

Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004

Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books

SEMESTER 2

ADVERTISING

Goal: Advertising and 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 a grounding in Advertising and how they works for the overall benefit of an organization.

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

UNIT I

Advertising as Communication , Marketing Mix , Status of Advertising industry in India, Socio economic effects of Advertising, Advertising in Global marketing context; Leading advertisers (national and international); Advertising theories: Hierarchy of needs, Stimulus - Response theory;

UNIT II

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life -style and Trade. Strategies, merits and demerits; Critical analysis of ads.

UNIT III

Advertising Agency: Structure and functions, Types of Agencies , Agency selection , Advertiser - Agency – Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

UNIT IV

Advertising forms; Ad. production: Copy: copy platform, copy format , elements, appeals, visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials.

UNIT V

Research: Measuring advertising effectiveness - Pre and post test , Research methods and techniques , Media and Market research. Cross - cultural and Lifestyle research, Trends in Advertising research in India. Professional Bodies: Advertising Agencies Association,

Advertising Standards Council, Press Council. Professional Ethics, issues and problems;
Global marketing and advertising in future. (Practical for production of print advertisements,
Radio and TV Commercials will be conducted regularly and the same will be evaluated.)

BOOKS FOR REFERENCE:

Fundamentals of Advertising, Otto Kleppner, Prentice Hall, New Jersey, 1980.

Ogilvy on advertising. David Ogilvy.

The Practice of Advertising 3rd Edn. Norman Hart, Heinemann Pub. London.1990.

Global Marketing and advertising: Understanding Cultural paradoxes“ Marieke de Mooij,Sage, New Delhi, 1998.

Advertising world wide (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.

DESIGNING- PRACTICAL

Goal: Enable the students to bring out their talents and skills in designing.

Objective: To mould the students as outstanding designers in print, audio and multimedia genres.

Elements of multimedia. Features of multimedia, applications. Multimedia file formats, standards, data compression techniques, typo graphs, fonts, font formats, hypertext, communication protocols.

Digital still photography, image authoring and editing tools, application wise Photoshop, image file format, jpg, TIFF, GIF, contrast, brightness, Hue, slicing, aspect ratio, gray scale, filters, image enhancing designing technique. Video in multimedia, analog and digital signals, video for N and web, video shooting, capturing, editing techniques, video storage format:

Sound in multimedia, characteristic of sound, acoustics, recording techniques, and mixing, mastering, audio storing formats.

BOOKS FOR REFERENCE:

- 1.Multimedia Systems, John F. Koegel Buford, Pearson Education India, 2009
- 2.Multimedia and communication technology:Steave L Leath

THEORIES OF COMMUNICATION

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.

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

UNIT I

Media and Society – Media Industry, Social, Political and Cultural influence, Information Society Media Privatization, Media Audiences, Media and social change.

UNIT II

Communication Theory: Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's Helical model, Westley and Maclean model. Powerful media thesis, Limited effects tradition.

UNIT III

Media Uses and Effects: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; Knowledge gap hypothesis.

UNIT IV

Social Learning theory: Learning positive and negative social behavior, attitudes. Cultivation Analysis: Process and effects – , prosocial and antisocial content; users perception and attitudes, media portrayal, effects on children; Agenda setting: media agenda, public opinion, media gatekeepers, other sources of media control – case studies.

UNIT V

Innovation Diffusion: Process of diffusion, variables, innovation adoption process, factors of influence: application of the model in Indian context. Cultural studies approach; Political economy of media: Marxists and Critical approaches; Visual culture and issues of representation; human rights and media; New media concepts and applications.

BOOKS FOR REFERENCE:

1. Communication models“ by McQuail, Denis and Sven Windahl.; Longman, New York1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. Culture, society and media“ by Michael Gurevitch et al, (Ed). Routlege, London. 1998.
4. Theories of Mass Communication“ by Mattelart et al., Sage, London. 1998.
5. Essentials of Mass Communication” by Asa Berger, Sage, New Delhi, 2000.

FILM STUDIES

Goal: The course aims to give a rigorous base to students who wish to study cinema, film production, and film appreciation in their post graduation. The students will get the opportunity to watch films and also see clips of several films in class.

Objective: This paper will help the students to gain theoretical frameworks for research in aesthetics in their postgraduate program. A distinct knowledge of world cinema and Indian cinema.

UNIT - I

A brief account of Indian cinema – Film as a medium of communication and social change- Growth of Tamil cinema – contributions of Tamil cinema to social and political awareness – Film industry status – Technologies in film production – Digital projection.

UNIT - II

Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture – film genre – Popular, Parallel and Documentary films – concepts in film.

UNIT- III

Film production: Theme and story line – script writing – characterization – visualization
– equipment and other inputs – Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods
– audio and video special effects.

UNIT- IV

Film appreciation – Film criticism - writing a film review – content analysis – deconstruction of film –Changes in Tamil movie industry in past one decade. South Indian cinema culture.

UNIT V

Regulations for the film industry – Problems of film industry: Piracy - Government's Initiatives and policies – Film institutes and organizations, The male chauvinism inside cine ma unit: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards .

BOOKS FOR REFERENCE:

Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.

ELECTIVE 2

WEB 2.0

Goal: Bringing the students in forefront of this mass mediated world through advanced media techniques.

Objective: To make the students experienced in web 2.0, blogging etc and to generate interest in web field.

UNIT 1

Define "Web2.0", Explore a variety of Web 2.0 technologies, how Web 2.0 technologies are transforming education?

UNIT 2

Explore blogs and how they may be used for learning, Explore educational blogs, Create a blog site. Discuss the implications of blogs in today's classroom.

UNIT 3

Explore Wikis and identify how they are used as collaborative tools for learning, Investigate and analyze Wiki sites, how to create own Wiki.

UNIT 4

Define and describe a podcast and vodcast. Locate and describe at least one educational podcast

UNIT 5

Explore the use of RSS feeds in education, Explore and analyze Social Bookmarking sites, create a Social Bookmarking site

BOOKS FOR REFERENCE:

Web 2.0, concepts and applications. Gary. B. Shelly, Mark Frydenburg

Web 2.0. New Tools-New schools. Gwen SolomonLynne Schrun

ELECTIVE 2-

ONLINE JOURNALISM

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.

BOOKS FOR REFERENCE:

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

CROSS CULTURAL COMMUNICATION-SELF STUDY

Goal: Teaching the communication process across different cultures.

Objective: Making the students aware of the importance of having good communication skills to counter the cultural barriers.

Discuss basic concepts, conceptual frameworks, and some broader contexts of intercultural communication.

Analyze and discuss examples of cross cultural conflicts in a variety of situations.

Develop an understanding of barriers to effective intercultural communication; Develop Intercultural sensitivity in terms of beliefs, values, and norms; and Develop an understanding of intercultural competence.

BOOKS FOR REFERENCE:

Thomas, Carolyn, & Simonds, C. (2007). InterculturalCommunication: A Text with Readings.
New York: Pearson.

Asante, M., Miike, Y., & Yin, J. (Eds). (2008). The Global InterculturalCommunication Reader.New York: Routledge.

RADIO TELEVISION PRODUCTION

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

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 Radio as a tool of development.

Unit-II

Future of Radio: FM, Online Radio, Visual radio, Satellite radio Community Radio: Concept & Importance Interactive broadcasting, educational broadcasting News caster, Commentator, Presenter, Anchoring, Announcing, Compiling

Unit-III

Types of Television Programme Visualizing ideas & Story Board Idea Development & Research for Production Different formats of television programs: news, interview, discussion, PSA Unit.

UNIT - IV

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition T.V. shooting technique: Shot classification, Framing, Movement Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field

UNIT - V

Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc Light: Key, back & Fill Documentary Production: History, Importance Audio mixing and SFX.Importance of Editing

BOOKS FOR REFERENCE:

Technique of Radio Production: Robert McLeish: Focal Press London
Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
Indian Broadcasting:H.R.Luthra: Publication Division New Delhi
Radio drama-Theory and Practice: Tim Crook London
Broadcast news writing, Reporting and Producing: Ted White: Focal Press

NEW MEDIA

Goal: The students would be encouraged & evaluated on the basis of a written assignment, a project that they undertake for social & community engagement which must include a new media campaign including Web 2.0 tools including social media.

Objective: prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.

UNIT-I

Online Communication and Internet . Online Communication.Meaning and definition
Features of Online Communication.

UNIT 2

Internet .Characteristics .Networking, ISP and browsers .Types of websites Video conferencing, Webcasting.

UNIT-3

Digital media and communication, ICT and digital divide .Information Society, New World In formation Order and E-governance .Convergence : Need, nature and future of convergence
Emerging Trends: Mobile Technology, Social Media .

UNIT-4

Traditional vs Online Journalism-difference in news consumption, presentation and uses.
Online Writing & Editing: do's and don'ts.

UNIT 5

Cyber Crimes & Security: Types and Dimension .Cyber Laws & Ethics and the difficulty in enforcing them Elements & Principles of Web Designing .Basic Programming for Web Designing-- HTML

BOOKS FOR REFERENCE:

New Media by John v. pavlik (Coulmbia University Press,2001)
Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
Manovich, Lev. (2001) The Language of New Media. MIT Press.
Lister Martin. (2009). New Media – A critical Introduction. Routledge.

BROADCASTING

Goal: The paper has been made keeping in mind that students of various disciplines will be opting for it. It has thus taken a collage approach to broadcast media teaching and learning. It covers relevant topics like public service broadcasting in India.

Objective: The students should be well versed with the aesthetic of sound and visual production. Should be able to shoot and write, edit broadcast formats.

UNIT 1

Introduction to Radio as a Mass- Medium Types of News Bulletins Compilation of News: Pool copy, Compiling News Bulletins Radio Programme production: Basic Equipments Concept of MW, SW and FM Microphone: Importance, Types, Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.

UNIT 2

History of Radio.Radio Programme Formats.Latest trends of RadioFunctions & Characteristics of Radio

UNIT 3

Programme Planning. Broadcasting guidelines. AIR code. Scripts for various Radio Programme.Conceptualization and Ideation: Show Designing.

UNIT 4

The growth of radio during different ages. Yuvvani for Unemployed youth .AIR (Prasar Bharti)

Commercialization of Radio. Reach, Access, impact.

UNIT 5

Types of radio and its reach. Entertainment Radio. Community Radio . Internet Radio

Satellite Radio.

BOOKS FOR REFERENCE:

Broadcasting in India, P.C. Chatterjee, Sage New Delhi.

Broadcast Journalism, Boyd Andrew, Focal Press London.News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.

PHOTOGRAPHY PRACTICALS

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.

Objecting: 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.

Understanding Lighting- indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light. Types of Film- Sensitivity, Temperature, Speed etc.

Reversal Films. Manipulation of Colour and Light. Black and White and Colour Photography- Negatives, Colour materials, Processing and Printing. Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques- motion pictures etc., manipulation of image, framing & trimming.

Some Basic Principles. Aesthetics. Basics of Photo-Journalism, Photo-features, Photo-essays, Writing captions, Visual story telling. Photography for advertising- Consumer and Industrial. Planning a shoot-studio, location, set props and casting.

PRACTICALS:

1. Composition of Lens
2. Composition of objects
3. Different types (angles) of shots
4. Different types of lighting
5. Still life
6. Portraits
7. Landscape
8. News photography
9. Fashion photography
10. Product photography
11. Nature photography

12.Photo Essay

13.Photo Feature

BOOKS FOR REFERENCE:

Michael Langford: Basic Photography, Focal Press.

Michael Langford: Advanced Photography, Focal Press.

Mitchell Bearley & John Hedgeese: New Introductory Photography Course, Read consumer Book Ltd.

35 mm Photographer Hand book, Pan Books.

Goal: In this skill based paper the students will learn to design and produce a newspaper broadsheet.

Objective: The students will learn to use the design software being used for print media. The course will enable the students to compose text and design templates for print production.

UNIT 1

Tools for word processing, typography, font family, type editing, Introducing Page maker. Printing and Packaging techniques.

UNIT 2

Printing formats, styles of printing, packaging styles, significance of packaging in the consumer world, Creating text, editing and formatting text, text as objects, editing on the page and with the story editors, colouring, gracing, colour super group.

UNIT 3

Quark express —features and applications, text and graphics management, clip art, painting, page making techniques.

UNIT 4

Graphics and images-files and outlining and colours, graphics and page layout, manipulating with the control palette, arranging objects, introduction to printing.

UNIT 5

Hand on sessions.

BOOKS FOR REFERENCE:

Packaging Essentials: 100 design principles for creating packages, Sarah Roncarelli
Experimental Formats & Packaging, Daniel Mason
Dtp Course Book Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd
Simplified Dtp Course Book
Singh Vishnu.P CompuTech Publications Limited, 2008
Pagemaker In Easy Steps, Scott Basham, Dreamtech Press, 2000
QuarkXpress 8: Essential Skills for Page Layout and Web Design
Kelly Kordes Anton, John Cruise Peachpi,t Press, 2009

ELECTIVE 3

DEVELOPMENT COMMUNICATION

Goal: The aim of this paper is to provide the student with a theoretical overview of the concept of 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 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:

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

Richard Heeks (2006). Implementing & Managing government: An International Text. Sage. New Delhi.

SEMESTER 4

COMMUNICATION RESEARCH

Goal: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarised 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.

UNIT V:

Data Analysis: Data classification, coding and tabulation – Graphic representation of data Basic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi - square, Student „t“ test, correlation techniques, Analysis of Variance; Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conducting 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, Van Nostrand 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