

**DEPARTMENT OF COMMUNICATION**

**RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

Rathinam TechZone, Pollachi Road, Eachanari, Coimbatore – 641021



**Syllabus for**

**MA Journalism and Mass Communication**

**(I, II, III, IVSemester)**

**2024-2025 Batch on-wards**

### Vision and Mission of the Institution:

#### **VISION**

To emerge as a world renowned institution that is integrated with Industry to impart knowledge, skills, Research Culture and Values in youth who can accelerate the overall development of India.

#### **MISSION**

To impart superior quality education at affordable cost, nurture academic, and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability

#### **CORE PURPOSE**

Transform the youth into National Asset.

#### **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.

#### **Program Educational Objectives (PEO)**

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<b>PEO1</b>	:	Pursue a career as a globally competent and universally employable professional in core and related fields in diverse sectors who accelerates the overall development of India.
<b>PEO2</b>	:	Pursue lifelong learning opportunities including graduate degrees to improve and expand domain specific and professional skills.
<b>PEO3</b>	:	Advance personally and professionally by accepting professional and societal responsibilities, and pursuing leadership roles.

### Mapping of Institute Mission to PEO

Institute Mission	PEO's
To provide quality education at affordable cost, build academic and research excellence maintain eco-friendly and robust infrastructure, and	PEO1, PEO2
To create a team of well qualified faculty who can build global competency and employability among the youth of India.	PEO1, PEO2

### Mapping of Department Mission to PEO

Department Mission	PEO's
Imparting critical thinking	PEO 1, PEO 2
Enhancing research skills	PEO 1, PEO 2
Developing professionalism	PEO 2, PEO 3,
Viable technical knowledge and core competency	PEO 1. PEO 3

### Program Outcomes (PO):

<b>PO1</b>	:	Demonstrate knowledge competency in core discipline
<b>PO2</b>	:	Apply the appropriate knowledge and suitable skills in solving the complex problems
<b>PO3</b>	:	Conduct investigations of complex problems through various scientific approaches
<b>PO4</b>	:	Design solutions for complex and open ended real-life or real-time problems
<b>PO5</b>	:	Use appropriate and advanced tools for wide range of practices with an understanding on its associated limitations
<b>PO6</b>	:	Work effectively and responsibly as a member or a leader in a team
<b>PO7</b>	:	Express complex concepts within the profession and with society at large
<b>PO8</b>	:	Understand the professional roles and responsibilities

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<b>PO9</b>	:	Analyze social and environmental aspects of the professional practices
<b>PO10</b>	:	Practice higher moral and ethical standards during the discharge of professional duties
<b>PO11</b>	:	Incorporate finer finance and business practices in all professional engagements
<b>PO12</b>	:	Identify and address their professional development through lifelong learning

### Program Specific Outcomes (PSO)

<b>PSO1</b>	:	✓ Able to perform trend analysis and performance of any media sector
<b>PSO2</b>	:	✓ Able to predict Future market trend and performance in media sector
<b>PSO3</b>	:	✓ Able to provide consultancy related market trends and performance of Media sector

### Correlation between the PO/PSO and the PEOs

Program Outcomes		PEO 1	PEO 2	PEO 3
<b>PO1</b>	:	3	1	3
<b>PO2</b>	:	3	2	3
<b>PO3</b>	:	1	2	3
<b>PO4</b>	:	3	1	3
<b>PO5</b>	:	3	3	2
<b>PO6</b>	:	2	3	3
<b>PO7</b>	:	2	3	1
<b>PO8</b>	:	3	2	1
<b>PO 9</b>	:	2	2	3
<b>PO 10</b>	:	3	2	1
<b>PO 11</b>	:	2	1	1
<b>PO 12</b>	:	3	2	2
<b>PSO1</b>	:	2	3	1
<b>PSO2</b>	:	3	2	2
<b>PSO3</b>	:	2	3	3
<b>PSO4</b>	:	3	2	2

### Components considered for Course Delivery listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. MiniProject
5. Project

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6. Online Course
7. External Participation
8. Seminar
9. Internship

## Mapping of POs with Course Delivery:

Program Outcome	Course Delivery								
	a	b	c	d	e	f	g	h	i
PO1	3	3	1	1	2	1	3	3	1
PO2	3	3	2	3	3	1	1	2	3
PO3	3	3	1	3	1	1	1	2	3
PO4	2	3	2	3	3	1	1	3	1
PO5	3	2	1	3	1	3	3	3	3
PO6	2	3	1	3	3	1	2	3	3
PO7	2	3	1	3	1	1	2	3	3
PO8	2	2	1	2	3	3	2	3	3
PO9	1	1	2	3	3	3	2	3	3
PO10	2	1	2	3	2	2	2	2	2
PO11	1	1	2	2	2	3	3	3	3
PO12	1	2	3	2	2	2	3	3	3
PSO1	2	3	1	3	2	3	1	3	3
PSO2	3	2	2	3	3	2	2	3	2
PSO3	2	3	3	2	2	3	3	2	3
PSO4	3	2	2	1	3	2	2	1	2

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

<u>Sem</u>	<u>Type</u>	<u>CREDIT</u>	<u>Hour</u>	<u>CIA</u>	<u>ESE</u>	<u>TOTAL</u>
1	Core I – Communication Models and Theories	4	6	30	70	100
1	Core II –Reporting	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 Public Relation	4	5	30	70	100
2	Core V –Writing for Television	4	5	30	70	100
2	Core VI –Writing for Radio	4	5	30	70	100
2	Core VII – Feature Writing	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 – Public Communication Campaign	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 – Public Communication Campaign Practical	4	6	40	60	100
3	Core Practical VI –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.

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

**Semester: I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC13A	Core I – Communication Models and Theories	4	2	-	4	Theory

**Course Outcome:**

<b>CO1</b>	:	Capacity to critically examine and research on the aspects of communication for developmental aspects
<b>CO2</b>	:	Develop insights and in-depth aware to analyze the problems and communication gaps in the execution of technology
<b>CO3</b>	:	Create opportunities for the development of ICT's for rural development to solve the problems of digital illiterates, media literacy and technological determinism
<b>CO4</b>	:	Ability to execute and plan required field works for the enhancement of communication development through collecting data for future references
<b>CO5</b>	:	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. NEW

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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	M	H	L	M	L	H	M	L	M
CO2	L	M	M	L	H	M	L	H	L
CO3	H	H	H	H	L	M	L	H	H
CO4	M	L	M	L	H	L	H	L	M
CO5	H	H	M	H	M	L	H	M	H

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**Semester: I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC13B	Core II - Reporting	6			4	Theory

**Course Outcome:**

<b>CO1</b>	:	To enhance the habit of newspaper reading and to motivate the students to stay updated.
<b>CO2</b>	:	To improve the writing skill, especially the writing method for print media.
<b>CO3</b>	:	Develops the core skills on writing for magazines and newspapers.
<b>CO4</b>	:	Cultivates the attribute of becoming a virtuous sub-editor
<b>CO5</b>	:	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:**

To study the fundamentals of journalism, the basic reporting techniques, the different reporting beats and the basics of news writing and news gathering skills

**UNIT I - Learning the basics of Journalism**

Fundamentals of journalism – and fairness. Cultivating News Sources, Types of news: Hard and Soft News.

**UNIT II - Understanding the fundamental reporting techniques**

Basic reporting techniques – rudimentary interviewing skills and using online databases, the Internet and other sources to gather background material for stories and find news documents.

**UNIT III – Exploring beat reporting**

Understanding Beats and their categories-live speaking events; Recognize and articulate good story ideas. Specialized reporting: Defense, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc.

**UNIT IV – Learning the various news writing skills**

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Basic news writing skills – spelling, grammar, Associated Press style, attribution, the inverted pyramid structure, single-sentence paragraphs, crisp and compelling news leads, and the use of quotations.

#### **UNIT V – Understanding the news gathering methods**

Incorporating technology in newsgathering (including video gathering, editing and presentation, audio gathering, editing and presentation and writing for multiple platforms).

#### **REFERENCE BOOKS**

1. Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
2. Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers.
3. Stovall , J.G.( 2011). Journalism, Prentice Hall.
4. Stein, P.& Burnett (2000), News writer’s Handbook: An Introduction to Journalism,Blackwell Publishing.
5. Itule& Anderson (2002). News Writing and reporting for today’s media, McGraw Hill Publication.
6. Kessler, L. (1984). When Words Collide: A Media Writer’s Guide to Grammar and Style. Wadsworth,2000

#### **Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	M	H	L	M	L	H	M	L	M
<b>CO2</b>	L	M	M	L	H	M	L	H	L
<b>CO3</b>	H	H	H	H	L	M	L	H	H

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<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	H	H	M	H	M	L	H	M	H

**Semester: I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC13C	Core III - Media, Laws and Ethics	6			4	Theory

**Course Outcome:**

<b>CO1</b>	:	To examine the ideologies of laws of media in the contemporary space.
<b>CO2</b>	:	To sought knowledge on the history of media laws and acts.
<b>CO3</b>	:	Provides insight understanding of the laws and regulations in media.
<b>CO4</b>	:	Delivers the principles and guidelines of Information technology and cyber-crime bylaws.
<b>CO5</b>	:	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, Sediton, 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.

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**REFERENCE:**

1. Mass Media Law, Don Pember, Prentice Hill, New Jercy
2. Media Law And Ethics, Neelamalar, Phi Learning
3. Media Ethics, ParanjogaGuha, 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	M	H	L	L	H	M	L	M
CO2	L	M	M	L	H	M	L	H	L
CO3	M	L	H	H	L	M	L	H	H
CO4	M	L	M	L	H	L	H	L	M
CO5	H	H	M	H	M	L	H	M	H

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**Semester: I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC13P	Core Practical I - Editorial practice			6	4	Practical

**Course Outcome:**

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

**LIST OF PRACTICALS:**

1. Writing News
2. Headlines
3. Writing Lead
4. Writing Sports news
5. Writing Features
6. Writing Editorials
7. Editing Principles
8. Editing symbols
9. News selection
10. Agency reports
11. Readability
12. Rewriting
13. Editing wire news
14. Picture editing
15. Writing Outline
16. Editorial page
17. Writing Reviews
18. Page layout

A record work of the list of practicals mentioned above has to be submitted with regular countersign from the faculty in charge. At the end of the semester the practical examination for 3hrs duration will be held with due assessment of the record work.

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### Mapping of Course Outcomes with Program Outcomes:

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

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**Semester: I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC13Q	Core Practical II - Photography			6	4	Practical

**Course Outcome:**

<b>CO1</b>	:	Capacity to critically evaluate the visualization, imagery and other iterative processes involved in photography
<b>CO2</b>	:	Capabilities to meet the required market requirements in media outlets as an employer or a client
<b>CO3</b>	:	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
<b>CO4</b>	:	To attain the basic knowledge about the theories and the execution of meanings conveyed through the photographs
<b>CO5</b>	:	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

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## 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	L	H	M	L	H	M	L	M
CO2	L	M	M	L	H	M	L	H	L
CO3	H	L	H	H	L	M	L	H	H
CO4	M	L	M	L	H	L	H	L	M
CO5	L	H	M	H	M	L	H	M	H

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**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23A	Core IV – Advertising and Public Relations	5			4	Theory

**Course Outcome:**

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

**Goal:** Advertising and Relations 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 Public relations industry.

**Objective:**

To understand the basic aspects of advertising, its types, the advertising agencies, their functions, characteristics and several aspects relating to advertising. It aims to provide knowledge and skills relating to public relations and its related aspects.

**UNIT I – Exploring the fundamentals of Advertising & Marketing**

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India, Socioeconomic effects of Advertising, Advertising in Global marketing context; Advertising theories: Hierarchy of needs, Stimulus-Response theory.

**UNIT II – Types, Strategies, Professional associations of Advertising**

Types of Advertising; Critical analysis of ads; Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection:, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, professional ethics, challenges and requirements.

**UNIT III – Methods involved in Ad production**

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 Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems; Global marketing and advertising in future.

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**UNIT IV – Concepts of Public relation & PR status in India**

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.

**UNIT V- Public relation management, private & public sectors**

Organization; Public relations department, Committees; The Public relations Counsel; Tools of PR: Advertising, house journals, Films, Employee Relations, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring effectiveness. Crisis Management.

**REFERENCE BOOKS**

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy.
3. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
4. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
5. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.
6. Handbook of Public Relations'. Stephenson, Howard. Mc Graw Hill Pub., Illinois.
7. PR principles, cases and problems', Moor and Canfield.

**Mapping of Course Outcomes with Program Outcomes:**

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

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**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23B	Core V –Writing for Television	5			4	Theory

**Course Outcome:**

<b>CO1</b>	:	To Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives
<b>CO2</b>	:	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.
<b>CO3</b>	:	To Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline.
<b>CO4</b>	:	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.
<b>CO5</b>	:	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:** To enable the students writing skills required in the area of television production, the different types of TV writing, the characteristics, principles and technical requirements.

**UNIT I – Exploring Contents in TV, Radio, Print & film**

Introduction to TV; Difference between structure and functional aspects of newspaper, radio and TV organization; Fictional programs: soap operas, sitcoms, serial & films, News based programme: Talk, Discussion, Interview etc.

**UNIT II – Fundamental of TV writing**

Basic principles of TV News Writing, Sources of TV News, Types of TV News bulletins and their structure, Planning and conducting various types of interviews: Factual, Opinion and Ideas

**UNIT III – ENG & TV reporting**

Nature and techniques of electronic news gathering for TV; Qualities and responsibilities of TV news reporter. Interview: types and techniques

**UNIT IV – Basics of TV program production**

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Principles of video production; Basic TV production techniques; Idea and visualization; Types of script idea: Shooting script; Script writing for TV news; News presentation techniques; role and function of PCR and TV studio; Live reporting; Concept of breaking news, Types of shots and angles, Camera movements; Microphones: Types & their characteristics

#### UNIT V – Techniques of video editing

Introduction to video editing; Importance of video editing; Types of video editing: linear editing, non-linear editing, live editing; Framing, cut, transitions, crossing the line – imaginary line; News reading and news production

#### REFERENCE BOOKS

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi 19 2. J
2. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.

#### Mapping of Course Outcomes with Program Outcomes:

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

Approved in BOS meeting

**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23C	Core VI – Writing for Radio	5			4	Theory

**Course Outcome:**

<b>CO1</b>	:	To facilitate effective completion of both individual and collaborative interactive media projects.
<b>CO2</b>	:	To Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
<b>CO3</b>	:	To Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
<b>CO4</b>	:	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.
<b>CO5</b>	:	To apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.

**Objective:**To understand the fundamentals of radio production, the basic writing skills required in radio production, the different formats in writing for radio, the tasks undertaken by different people in radio production and the various formats of presenting in radio

**UNIT I – Fundamentals aspects of radio medium**

Characteristics of radio medium. Radio production fundamentals. Purpose of production and type - Radio in India; use of radio for education; instructional programmes in radio; conceptualization for educational radio; research for radio programmes.

**UNIT II – Process involved in writing for print & radio**

Basics for writing for Radio, Difference between Print writing and Radio writing - Radio Scripting and Language. Writing to sound. Element of radio script. Stages of scripting and editing. Interviewing. Methods of interviews - Location of recording. Narration Styles. Music recording.

**UNIT III – Functions, responsibilities & techniques involved in radio jockeying**

Role, duties and responsibilities of an Announcer, and radio Jockeys-Voice, Pitch, Volume and Tempo, Importance of pronunciation and vocabulary, Presentation techniques of music and filmmusic.

**UNIT IV – Various formats of radio programmes**

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Types and formats of Radio programmes-- News, Interviews, Talks, Dramas, Discussions, Features, Documentaries, Jingles, Phone-ins, Road shows, Spots, Sponsored programmes, Sponsorship and Info-commercials ; Traffic management.

### **UNIT V - Techniques in radio presentation**

News reading and presentation methods. Pronunciation. Vocal stressing. Inflection. Quotation marks. Errors and emergencies. Headphones. Trails and promos. Phone-in programmes. Listener's letters. Conducting Road Show and radio production

### **REFERENCE BOOKS**

1. News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
2. This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
3. News Writing: George A. Hough, Kanishka Publication, New Delhi
4. H.R. Luthra Indian Broadcasting, Publications Division 2. Robert Mc Liesh Radio Production, Focal Press 3. James R. Alburger The Art of Voice Acting, Focal Press
5. Radio: A Guide to Broadcasting Techniques – E Evans
6. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
7. Techniques to TV Production – Rudy Bretz (McGraw Hill)
8. Broadcasting and the People =- MehraMassani (NBT)



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**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	L	L	H	M	L	H	M	L	M
<b>CO2</b>	L	M	L	L	H	M	L	H	L
<b>CO3</b>	H	H	H	H	L	M	L	H	H
<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	L	H	M	H	M	L	H	M	H

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**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23D	Core VII – Feature Writing	5			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Ability to create Human environment interaction in the globalized world
<b>CO2</b>	:	Ability to apply Sustainable development ideals to state of environment/natural resources
<b>CO3</b>	:	Ability to create Environmental change assessment
<b>CO4</b>	:	Ability to collaborate Science and environmental journalism
<b>CO5</b>	:	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:** To understand the basics and process of feature writing, the related research and elements of feature in relation to the theories of criticism and reviewing.

**UNIT I – Basics of feature writing**

Defining a feature: What is a feature? Difference between feature and news report (Compare with examples); from facts to narratives; Originality and literary quality; Types of features (Overview); discuss various feature stories published in newspapers and magazines

**UNIT II - Early stages of preparing feature**

Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

**UNIT III – Fundamentals concepts in feature writing**

Elements of feature: Kinds of features: Interview, utility, personal experiences, confessions, narrative, columns and columnists; types of features: Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis

**UNIT IV – Techniques involved in Feature writing**

Writing the features: Gathering and organising information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

**UNIT V – Concepts of criticisms, reviews & scopes of freelancing**

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews. Concept of photo feature Scope and approach to free lancing for newspapers and magazines.

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**REFERENCE BOOKS**

1. Wray, C. (2005). Writing for magazines (2nd ed.). Boston: McGraw Hill.
2. Hakemulder Jan R, AcdeJonge Fay & Singh P.P (2002). Professional Journalism, Anmol Publications Pvt Ltd, New Delhi.
3. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi
4. Leonard Witt, The Complete Book of Feature Writing, F&W Pubhcauons, Inc 1991.
5. Brian Nicholas (1972). Features with Flair, Vikas Publications, India
6. Todd Hunt (1972). Reviewing for the Mass Media, Chilton Book, Southborough
7. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K

**Mapping of Course Outcomes with Program Outcomes:**

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

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**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23P	<b>Core Practical III - Print Production</b>			<b>5</b>	<b>4</b>	<b>Practical</b>

**Course Outcome:**

<b>CO1</b>	:	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.
<b>CO2</b>	:	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.
<b>CO3</b>	:	Ability to describe various proofing processes and their purpose.
<b>CO4</b>	:	Ability to differentiate between colour models as they apply to print and web production.
<b>CO5</b>	:	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).

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(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:

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

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**Semester: II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC23Q	Core Practical IV - Advertising			5	4	Practical

**Course Outcome:**

<b>CO1</b>	:	An Ability to develop the creative practical Knowledge in advertising.
<b>CO2</b>	:	An ability to develop advertising skills in the core area
<b>CO3</b>	:	An ability to produce practical knowledge in advertisement and to promote the product
<b>CO4</b>	:	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).

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**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	H	H	H	H	L	H	M	L	M
<b>CO2</b>	M	M	L	M	H	M	L	H	L
<b>CO3</b>	L	H	H	H	L	M	L	H	H
<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	L	H	M	H	M	L	H	M	H

**Semester: III**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC33A	Core VIII – Public Communication Campaign			5	4	Practical

**Course Outcome:**

<b>CO1</b>	:	A brief knowledge on broadcasting and the history of Radio in India.
<b>CO2</b>	:	Installation of radio station and the technical writing involved in broadcasting.
<b>CO3</b>		Characteristics of the Television medium, its dissemination and Telecasting methods.
<b>CO4</b>		Process involved in telecasting production and setting up the channel.
<b>CO5</b>		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:** To study the different contexts of public communication campaigns at the local, state, national and international levels including the prospects and challenges in undertaking such campaigns.

**UNIT I - Primary aspects of communication campaign**

Public Communication Campaigns – Definition – Concept – types – process – Communication strategies for National and State level campaigns – Social mobilization – Capacity building

**UNIT II – Theories & characteristics of Effective campaigns**

Communication Campaign principles and theories – characteristics of effective campaigns – factors determining the success of campaigns

**UNIT III – Media Institutions & Campaign planning**

Media Units in India – Dissemination of Government policies and programmes - Campaign planning – strategies, norms - challenges

**UNIT IV - Evaluation & Challenges in Campaigns**

Campaign evaluation – Public Communication Campaigns in India – Trends – Reach and effecti

**UNIT V – Preparing Campaign proposal**

Practical: Design and submit any two campaign proposal assigned by the teacher

**REFERENCE BOOKS**

veness - Challenges

1. Coffman, J. (2002, May). Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities. Cambridge, MA: Harvard Family Research Project.

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2. Public Communication Campaigns, Rice, Ronald E. &Atkin, Charles K. (eds.), Sage Publications: Thousand Oaks, CA, 2001, pg. 5.

3. Coffman, J. (2003). Lessons in evaluating communications campaigns: Five case studies. Harvard Family Research Project.

4. Wilson, L. J., & Ogden, J. D. (2008). Strategic communication planning. (5th ed). Duburque, Iowa: Kendall/Hunt.

5. Rogers, E. M., &Storey, J. D. (1987). In Berger C. R., Chaffee S. H. (Eds.), Handbook of communication science. Beverly Hills: Sage publications.

**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	H	H	H	H	L	H	M	L	M
<b>CO2</b>	M	M	L	M	H	M	L	H	L
<b>CO3</b>	L	H	H	H	L	M	L	H	H
<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	L	H	M	H	M	L	H	M	H

**Semester: III**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC33P	Core Practical V – Public Communication Campaign Practical			4	4	Practical

**Course Outcome:**

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

**OBJECTIVE:**

To enable the students write case studies relating to media content and interpret the case from different levels.

**For Case Studies:** Media Content, the student has to take up a case study related to the core subjects offered in this semester of which he/she with the permission and approval from the faculty allotted. He / She should analyze a case and study in-depth and should interpret in the form of a report, which will be evaluated at the end of the semester with a viva-voce.

**Mapping of Course Outcomes with Program Outcomes:**

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
<b>CO1</b>	H	H	H	H	L	H	M	L	M
<b>CO2</b>	M	M	L	M	H	M	L	H	L
<b>CO3</b>	L	H	H	H	L	M	L	H	H
<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	L	H	M	H	M	L	H	M	H

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**Semester: III**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC33Q	Core Practical VI – Media Writing			4	4	Practical

**Course Outcome:**

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

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.

*Approved in BOS meeting*

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**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	L	H	L	H	L	H	M	L	M
<b>CO2</b>	M	L	M	M	H	M	L	H	L
<b>CO3</b>	L	H	H	H	L	M	L	H	H
<b>CO4</b>	M	L	M	L	H	L	H	L	M
<b>CO5</b>	L	H	M	H	M	L	H	M	H

*Approved in BOS meeting*

**Semester: IV**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC43A	Core IX - Communication Research	4			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
<b>CO2</b>	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
<b>CO3</b>	:	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.
<b>CO4</b>	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
<b>CO5</b>	:	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.

*Approved in BOS meeting*

**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 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
<b>CO1</b>	M	H	M	H	L	H	M	L	M
<b>CO2</b>	L	H	M	M	H	M	L	H	L
<b>CO3</b>	L	H	L	H	L	M	L	H	H
<b>CO4</b>	H	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

*Approved in BOS meeting*

**Semester: IV**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC43V	Core Project I - Research Project			4	4	Project

**Course Outcome:**

<b>CO1</b>	:	Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts,
<b>CO2</b>	:	Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
<b>CO3</b>	:	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.
<b>CO4</b>	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
<b>CO5</b>	:	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
<b>CO1</b>	M	H	M	H	L	H	M	L	M
<b>CO2</b>	L	H	M	M	H	M	L	H	L
<b>CO3</b>	L	H	L	H	L	M	L	H	H
<b>CO4</b>	H	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

Approved in BOS meeting

**Semester: IV**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC43X	Internship			2	2	Internship

**Course Outcome:**

<b>CO1</b>	:	Students will be able to understand the basic idea of how industry works
<b>CO2</b>	:	Students will be able to understand and evaluate key the roles played in industry
<b>CO3</b>	:	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
<b>CO4</b>	:	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
<b>CO1</b>	M	H	M	H	L	H	M	L	M
<b>CO2</b>	L	H	M	M	H	M	L	H	L
<b>CO3</b>	L	H	L	H	L	M	L	H	H
<b>CO4</b>	H	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

Approved in BOS meeting



**Semester: IV**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC43W	Core Project – II Audio Visual Projects			8	8	Project

**Course Outcome:**

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

*Approved in BOS meeting*

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To create and maintain blogs

Distinguish between news, views, opinions, advertisements

Learning HTML, creating a simple web page.

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	M	H	M	H	L	H	M	L	M
CO2	L	H	M	M	H	M	L	H	L
CO3	L	H	L	H	L	M	L	H	H
CO4	H	L	H	L	H	L	H	L	M
CO5	H	H	H	H	M	L	H	M	H

Approved in BOS meeting

**ELECTIVE****ELECTIVE -I**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3EA	EVENT MANAGEMENT	6			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Understanding of what an event and its types are.
<b>CO2</b>	:	Concepts involved in event management and the coverage of media.
<b>CO3</b>	:	Creation of unique and contemporary events for different sectors.
<b>CO4</b>	:	Purpose of organizing exhibitions and its economic impacts.
<b>CO5</b>	:	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** Introduction to 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 (2004)
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)

Approved in BOS meeting

### Mapping of Course Outcomes with Program Outcomes:

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

Approved in BOS meeting

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3EB	Consumer Behavior	6			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Ability to identify the major influences in consumer behavior
<b>CO2</b>	:	Ability to distinguish between different consumer behavior influences and their relationships
<b>CO3</b>	:	Ability to establish the relevance of consumer behavior theories and concepts to marketing decisions
<b>CO4</b>	:	Ability to implement appropriate combinations of theories and concepts
<b>CO5</b>	:	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

*Approved in BOS meeting*

**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:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	H	H	M	H	L	H	M	L	M
<b>CO2</b>	M	H	M	M	H	M	L	H	L
<b>CO3</b>	H	H	L	H	L	M	L	H	H
<b>CO4</b>	L	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

*Approved in BOS meeting*

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3EC	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.

<b>CO1</b>	:	Ability to understand the current Media marketing trend
<b>CO2</b>	:	Capability to work efficiently in media field with the understand on marketing concepts.
<b>CO3</b>	:	Developing in students an aesthetic understanding of media marketing and technical proficiency in areas such as personal selling and public relation
<b>CO4</b>	:	Improves their understanding on concept of the product based marketing share and determining 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“non-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 Press
2. Bosko, S. 2003. The Complete Independent Movie Marketing Handbook, Cal: Michael Wiese Prod
3. Durie, Pham & Watson, 2000. Marketing and Selling Your Film Around theWorld, Cal: Silman-James Press
4. Tuuk, T. 1997. Movie Marketing: Opening the Picture & Giving It Legs, Cal

*Approved in BOS meeting*

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**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	H	H	M	H	L	H	M	L	M
<b>CO2</b>	M	H	M	M	H	M	L	H	L
<b>CO3</b>	H	H	L	H	L	M	L	H	H
<b>CO4</b>	L	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

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**ELECTIVE-II**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3ED	Online Journalism	4			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Ability to understand communication, expression, and storytelling in a media, organizational, interpersonal and social context
<b>CO2</b>	:	Capability of determining the students with an understanding of the history, social and cultural roles of media in society.
<b>CO3</b>	:	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.
<b>CO4</b>	:	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

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**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

**Mapping of Course Outcomes with Program Outcomes:**

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

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*Approved in BOS meeting*

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3EE	Web 2.0	6			4	Theory

**Course Outcome:**

<b>CO1</b>	:	Ability to Increase accessibility awareness by experiencing an online screen reader.
<b>CO2</b>	:	Ability to use Leverage Web 2.0 applications to support ELLs.
<b>CO3</b>	:	Ability to Create and edit a Wiki.
<b>CO4</b>	:	Ability to demonstrate personal broadcasting for school usage.
<b>CO5</b>	:	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.

*Approved in BOS meeting*

**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.

**Mapping of Course Outcomes with Program Outcomes:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	L	M	M	H	L	H	M	M	L
<b>CO2</b>	M	H	M	M	H	M	L	H	L
<b>CO3</b>	H	H	L	H	L	M	L	H	H
<b>CO4</b>	L	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

*Approved in BOS meeting*

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC3EF	E- Governance	6			4	Theory

**Course Outcome:**

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

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(CARD), Smart Nagarpalika, National Reservoir Level and Capacity Monitoring System, Computerization in Andhra Pradesh, EkalSevaKentra, SachivalayaVahini, Bhoomi, IT in Judiciary, E-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.

**Mapping of Course Outcomes with Program Outcomes:**

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

*Approved in BOS meeting*

**ELECTIVE-III**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4EA	Video Editing	4			4	Theory

**Course Outcome:**

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

*Approved in BOS meeting*



**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 Construction by Edward Dmytryk
- Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Know by Gael Chandler
- The Technique of Film and Video Editing: History, Theory, and Practice by 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:**

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>
<b>CO1</b>	L	M	M	H	L	H	M	M	L
<b>CO2</b>	M	H	M	M	H	M	L	H	L
<b>CO3</b>	H	H	L	H	L	M	L	H	H
<b>CO4</b>	L	L	H	L	H	L	H	L	M
<b>CO5</b>	H	H	H	H	M	L	H	M	H

*Approved in BOS meeting*

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4EB	Visual Language	4			4	Theory

**Course Outcome:**

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

*Approved in BOS meeting*

**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	M	M	H	L	H	M	M	L
CO2	M	H	M	M	H	M	L	H	L
CO3	H	H	L	H	L	M	L	H	H
CO4	L	L	H	L	H	L	H	L	M
CO5	H	H	H	H	M	L	H	M	H

Approved in BOS meeting

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4EC	Development Communication	4			4	Theory

**Course Outcome:**

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

*Approved in BOS meeting*

**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:**

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	L	M	M	H	L	H	M	M	L
CO2	M	H	M	M	H	M	L	H	L
CO3	H	H	L	H	L	M	L	H	H
CO4	L	L	H	L	H	L	H	L	M
CO5	H	H	H	H	M	L	H	M	H

*Approved in BOS meeting*

**ELECTIVE-IV**

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4EE	Script Writing	4			4	Theory

**Course Outcome:**

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

**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.

*Approved in BOS meeting*

**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 by Robert 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 Formula by 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	H	L	M	H	L	H	M	M	L
CO2	L	M	M	M	H	M	L	H	L
CO3	M	H	L	H	L	M	L	H	H
CO4	L	L	H	L	H	L	H	L	M
CO5	H	H	H	H	M	L	H	M	H

Approved in BOS meeting

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4ED	Film Appreciation	4			4	Theory

**Course Outcome:**

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

*Approved in BOS meeting*



**BOOKS FOR REFERENCE:**

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

**Website to refer**

<http://nptel.ac.in/>

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

Approved in BOS meeting

*Approved in BOS meeting*

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
24MJC4EF	Cyber Securities	4			4	Theory

**Course Outcome:**

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

**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)

*Approved in BOS meeting*

**Book for Reference:**

- E-Book - Own Your Space, Linda McCarthy, Denise Weldon – Sivy, 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

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CO3	M	H	L	H	L	M	L	H	H
CO4	L	L	H	L	H	L	H	L	M
CO5	H	H	H	H	M	L	H	M	H

Approved in BOS meeting