



**SRM**

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

**BACHELOR OF ARTS  
IN  
JOURNALISM AND MASS COMMUNICATION**

**Curriculum and Syllabus  
(For Students admitted from academic year 2018 – 2019 onwards)**

**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
FACULTY OF SCIENCE AND HUMANITIES  
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
SRM NAGAR, KATTANKULATHUR – 603 203**

# CURRICULUM

## SEMESTER I

Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	ULT18101	Tamil – I	4	1	0	5	4
	ULH18101	Hindi – I					
	ULF18101	French – I					
	ULE18101	English –I	4	1	0	5	4
Compulsory Core	UJM18101	Introduction to Print Journalism	4	1	0	5	4
	UJM18102	Theories of mass Communication	4	1	0	5	4
Compulsory Core Lab	UJM18103	News Writing Skills	0	1	3	4	4
Allied	UJM18104	Understanding Cultures and Civilizations	2	2	0	4	4
Supportive Course (Internal Evaluation)	CAC18101	Soft Skills	2	0	0	2	2
<b>Total</b>			<b>20</b>	<b>7</b>	<b>3</b>	<b>30</b>	<b>26</b>

SEMESTER II							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	ULT18201	Tamil – II	4	1	0	5	4
	ULH18201	Hindi – II					
	ULF18201	French –II	4	1	0	5	4
	ULE18201	English –II					
Compulsory Core	UJM18201	News Reporting	4	1	0	5	4
	UJM18202	Mass Media and Political Systems	4	1	0	5	4
Compulsory Core Lab	UJM18203	Visual Arts	0	2	2	4	4
Allied	UJM18204	Indian Constitution	2	2	0	4	4
Supportive Course (Internal Evaluation)	CAC18201	Quantitative Aptitude and Logical Reasoning-I	2	0	0	2	2
Extension Activity	UNS18201	NSS	0	0	0	0	1
	UNC18201	NCC					
	UNO18201	NSO					
	UYG18201	Yoga					
<b>Total</b>			<b>20</b>	<b>8</b>	<b>2</b>	<b>30</b>	<b>27</b>

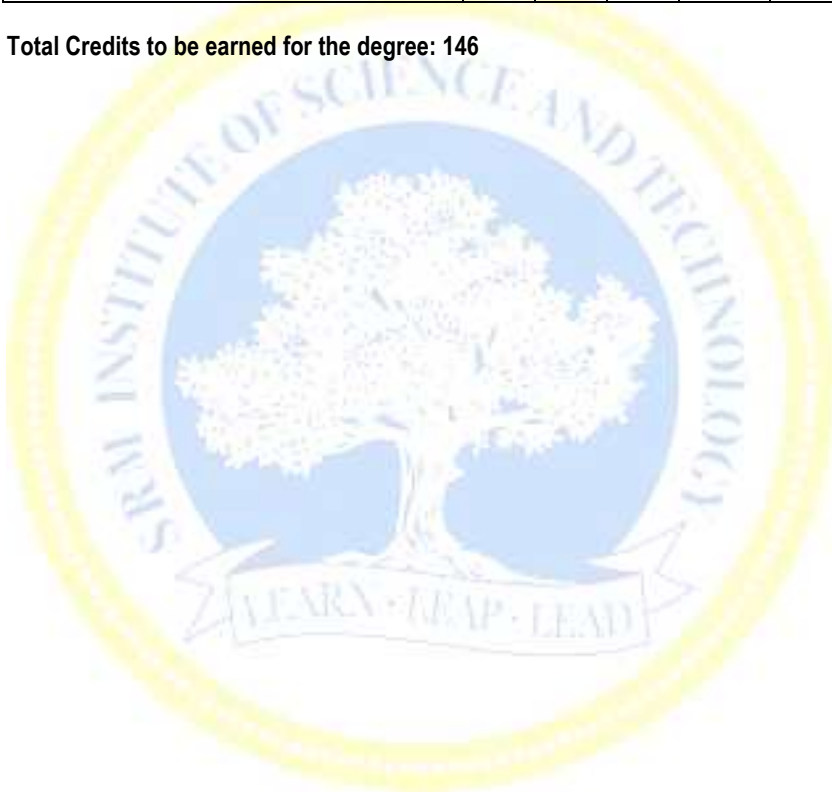
SEMESTER III							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM18301	Media Laws and Ethics	4	1	0	5	4
	UJM18302	Intercultural Communication	4	1	0	5	4
Compulsory Core Lab	UJM18303	Writing for Media	0	1	3	4	3
	UJM18304	Graphic Designing	0	1	3	4	3
Allied	UJM18305	India and the world	3	1	0	4	2
Skill Based Electives-I	UJM18E51	Creative Writing	4	0	0	4	3
	UJM18E52	Feature Writing					
Non-major Elective		Open Elective-I	2	0	0	2	2
Supportive Course (Internal Evaluation)	CAC18301	Quantitative Aptitude and Logical Reasoning-II	2	0	0	2	2
<b>Total</b>			<b>19</b>	<b>5</b>	<b>6</b>	<b>30</b>	<b>23</b>

SEMESTER IV							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM18401	Development Journalism	4	1	0	5	4
	UJM18402	Film Studies	4	1	0	5	4
Compulsory Core Lab	UJM18403	Web Designing	0	1	3	4	3
	UJM18404	Short Film and Documentary Making	0	1	3	4	3
Allied	UJM18405	Global Media	3	1	0	4	2
Skill Based Electives-II	UJM18E53	Photo Journalism	4	0	0	4	3
	UJM18E54	Event Management					
Non-major Elective		Open Elective-II	2	0	0	2	2
Supportive Course (Internal Evaluation)	CAC18401	Verbal Ability and Reasoning	2	0	0	2	2
<b>Total</b>			<b>19</b>	<b>5</b>	<b>6</b>	<b>30</b>	<b>23</b>

SEMESTER V							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM18501	Communication Research Methodology	4	1	0	5	4
	UJM18502	Advertising Principles	4	1	0	5	4
Compulsory Core Lab	UJM18503	Photography	0	1	2	3	3
	UJM18504	Film Appreciation	0	1	3	4	3
Core Elective - I	UJM18E01	Citizen Journalism	4	1	0	5	3
	UJM18E02	Essentials of Broadcast Journalism					
Core Elective - II	UJM18E03	Public Relations	4	1	0	5	3
	UJM18E04	New Media					
Supportive Course	UES18501	Environmental Studies	3	0	0	3	3
<b>Total</b>			<b>19</b>	<b>6</b>	<b>5</b>	<b>30</b>	<b>23</b>

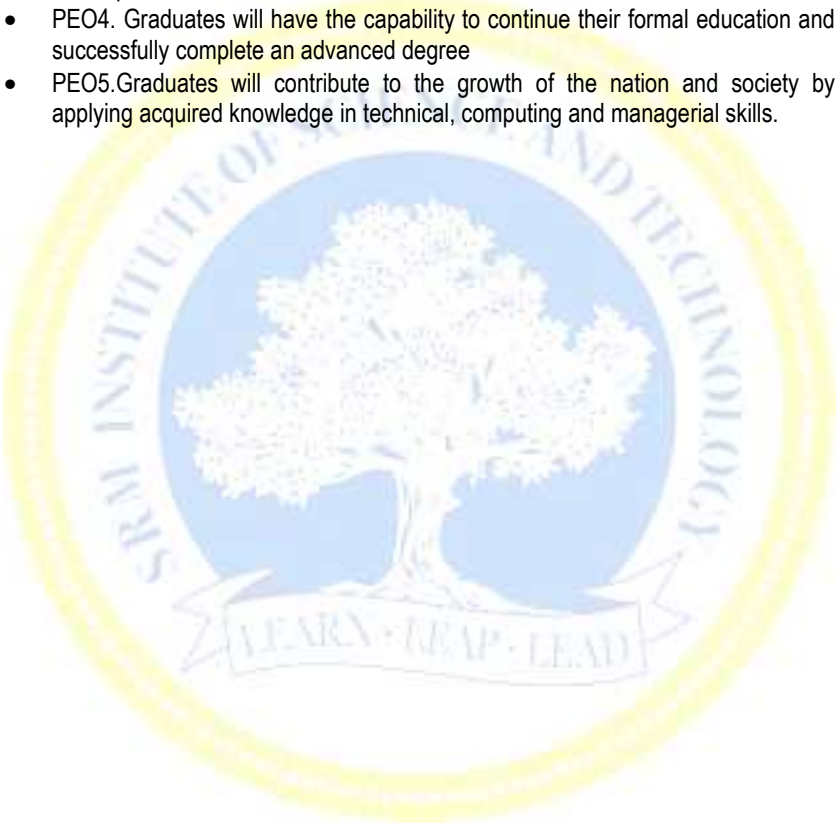
SEMESTER VI								
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C	
Compulsory Core Lab	UJM18601	Portfolio Production	0	0	4	4	4	
Compulsory Core Project	UJM18602	Media Project	0	0	0	0	20	
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>24</b>	

**Total Credits to be earned for the degree: 146**



### **Program Educational Objectives (PEOs)**

- PEO1. Graduates will have skills and knowledge to excel in their professional career in the field of Journalism, Mass Communication and its related disciplines
- PEO2. Graduates to contribute and communicate effectively within a team to grow into leaders
- PEO3. Graduates will practice lifelong learning for continuing professional development
- PEO4. Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- PEO5. Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.





## Student outcomes (SOs)

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- A. An ability to function effectively in teams to accomplish a common goal
- B. Understand professional, ethical, legal, security and social issues and responsibilities
- C. To communicate effectively with a range of audiences
- D. To analyze the local and global impact on individuals, organizations, and society
- E. To Recognize the need for and an ability to engage in continuing professional development
- F. To use current techniques, skills, and tools necessary.
- G. To use and apply current technical concepts and practices
- H. To assist in the creation of an effective project plan.
- I. To exhibit skills to meet the industrial standards
- J. To engage in Event Management and Public Relations
- K. To understand best practices and standards and their application
- L. To appreciate the history of the industry
- M. To effectively understand the convergence happening in the industry
- N. To identify and analyze industrial needs and take them into account in the selection, creation, evaluation of the new forms and techniques

## SEMESTER – I

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT18101	தமிழ் - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	இரண்டாயிரம் ஆண்டுகாலத்தமிழின்தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	b	c	i	e	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	b	c	i	e	n
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல்கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	b	c	i	e	n

### அலகு - 1

#### இக்காலக்கவிதைகள் - 1

1. பாரதியார் - கண்ணன் என் சேவகன்
2. பாரதிதாசன் - தமிழ்ப்பேறு
3. அப்துல் ரகுமான் - அவதாரம்
4. மீரா - கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து. நரசிம்மன் - மன்னித்து விடுமகனே

### அலகு - 2

#### இக்காலக்கவிதைகள் - 2

1. ராஜாசந்திரசேகர் - கைவிடப்பட்ட குழந்தை
2. அனார் - மேலும் சில இரத்தக்குறிப்புகள்
3. சுகிர்தராணி - அம்மா
4. நா.முத்துக்குமார் - தூர்

### அலகு - 3

#### சுற்றிலக்கியம்

1. கலிங்கத்துப்பரணி - பொருதடக்கைவாள்எங்கே... ( பாடல் - 485)
2. அழகர்கிள்ளைவிடுதாது - இதமாய்மனிதருடனே... (கண்ணி - 45)
3. நந்திக்கலம்பகம் - அம்பொன்றுவில்லொடிதல்... ( பாடல் - 77)
4. முக்கூடற்பள்ளு - பாயும்மருதஞ்செழிக்கவே... (பாடல் - 47)
5. குற்றாலக்குறவஞ்சி - ஓடக்காண்பதுமே... (பாடல் - 9)

#### காப்பியங்கள்

மணிமேகலை - உலகவறவிபுக்ககாதை - “மாகஇல்வால்ஒளி! - இந்நாள்போலும்இளங்கொடிகெடுத்தனை” . (28அடிகள்)

### அலகு - 4 - தமிழ்இலக்கியவரலாறு

1. சுற்றிலக்கியம் - தோற்றமும்வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்
3. சிறுகதை - தோற்றமும்வளர்ச்சியும்
4. புதினம் - தோற்றமும்வளர்ச்சியும்
5. உரைநடை - தோற்றமும்வளர்ச்சியும்

### அலகு -5

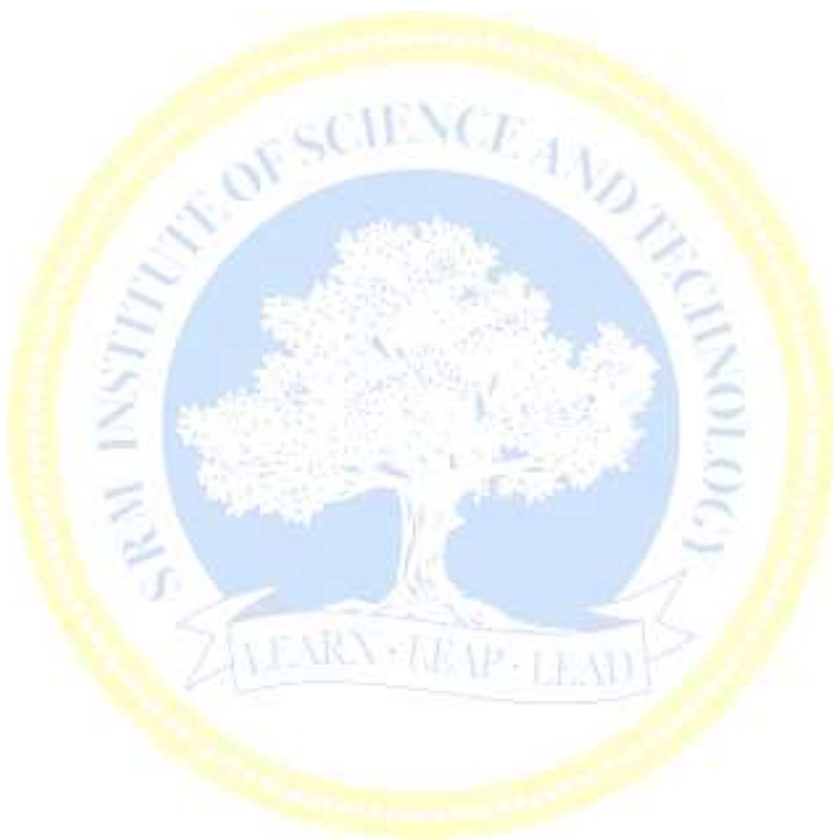
#### மொழிப்பயிற்சி :

1. கலைச்சொல்லாக்கம்,
2. அகரவரிசைப்படுத்துதல்,
3. மரபுத்தொடர் / பழமொழி,
4. கலைவிமர்சனம்,
5. நேர்காணல்

#### உரைநடைப்பகுதி :

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச்சுவடிபெற்றவரலாறு,
2. தஞ்சாவூர்க்கவிராயர் - கூஜாவின்கோபம்,
3. இரா.பச்சியப்பன் - மாடல்லமற்றையவை

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>



SUBJECT CODE	TITLE OF THE SUBJECT	L	T	P	TOTAL OF LTP	C
ULH18101	HINDI-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To express and communicate literature which is part of life	b	c	i	e	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	b	c			
3.	To help the students to imagine and express their mind through literature	b	c			

#### UNIT I - PROSE

1. Bade gharkibeti - premchand
2. Vaishnavkifislan (vyangyakatha) - harishankarparsai
3. Benamrishta - mridulagarg
4. Utsah - ramchandarshukla (niband)
5. Puruskar - jayshankarprasad
6. Hardam.com - alkasinha

#### UNIT II - ONE ACT PLAY

1. Mahabharatkieksanjh - Bharat Bhushan Agrawal
2. Reed kihaddi - JagdishChandrMathur

#### UNIT III- CORRESPONDENCE

1. Official letter
2. Demi-official letter

#### UNIT IV- CINEMA

1. Panchlight - phanishwarnathreenu
2. Chandikajuta - balshaurireddi

#### UNIT V - TECHNICAL TERMINOLOGY

#### BOOKS FOR REFERENCE :

1. PrayojanMulak Hindi – MadhavSontakke
2. A Practical Guide to English Translation and Composition – k.p. Thakur

**Course Nature : Theory**

**Assessment Method (Max.Marks: 100)**

In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



SUBJECT CODE	TITLE OF THE SUBJECT	L	T	P	TOTAL OF LTP	C
ULF18101	FRENCH-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To encourage greater written skills through comprehension writing and composition writing	e	f	h	m	n
2.	Improve their oral and written skills through a combination of theory and practice.	e	f			
3.	Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.	e	f			

### UNITE I (15 Heures)

**Salut-Saluer-** Entrer en contact avec quelqu'un – se présenter – s'excuser- *tu* ou *vous* ? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités – Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.

### UNITEII (15 Heures)

**Enchanté-** Demander de se présenter – Présenter quelqu'un – La négation : ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. **J'adore !-** Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjugaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

### UNITEIII (15 Heures)

**Tu veux bien** – Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

### UNITEIV (15 Heures)

**On se voit quand ?** - Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi ? Parce que – Quel(s), Quelle(s) –L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

### UNITEV (15 heures)



**Bonne idée !** – Exprimer son point de vue positif et négatif – s’informer sur le prix – S’informer sur la quantité – Exprimer la quantité – La négation : ne ...pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de,.... –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

**REFERENCE:**

1. **“Latitudes-1”** Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>



SUBJECT CODE	TITLE OF THE SUBJECT	L	T	P	TOTAL OF LTP	C
ULE18101	ENGLISH-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	b	c	i	e	n
2.	To become aware of the regional literature and the writers.	b	c	i		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	b	c	i		

### UNIT I - POETRY

(15 Hours)

1. YayumNyayum – Kurunthogai 40
2. My Grandmother's House – Kamala Das
3. Transgender – Olivia Kent
4. Obituary – A K Ramanujam

### UNIT I -Prose

(15 Hours)

1. On Marriages – Nirad C Choudhary
2. Response to Welcome addresses ii) Why Do We Disagree– Swami Vivekananda
3. I have a dream – Martin Luther King

### UNIT III - Short Story:

(15 Hours)

A Nincompoop – Anton Chekhov

1. The Rat – Ashokamitran
2. Quantum of Solace – Ian Flemming
3. Squirrel - Ambai

### UNIT IV - Popular Literature :

(15 Hours)

1. 1.Shabdo -Kaushik Ganguli
2. TEDX Talks
3. John Lennon - Imagine
4. Bob Marley - No woman no cry

### UNIT V - Language Component:

(15 Hours)

1. Spot the Errors
2. Jumbled Sentence
3. Homophones & Homonyms
4. Idioms and Phrases

5. Antonyms and Synonyms
6. Story through Images
7. Hints Development
8. Autobiography of Concrete Objects
9. Advertisements
10. Slogan Writing

**REFERENCE:**

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3<sup>rd</sup> Edition 2010

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18101	INTRODUCTION TO PRINT JOURNALISM	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about the history of print from ancient civilization to modern age	I				
2.	To acquire the knowledge on the role of print media in our freedom struggle as well as post-independence	I	d			
3.	To teach how the print media has evolved from time to time with emphasis on development of print media in India	I	d			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Introduction of printing – printing technologies in early ages (Mesopotamians, China , Egypt) – Gutenberg and printing press - Aldus Manutius - print media as a propaganda tool for religion – evolution of Print as news medium - The Wicked Bible incident –Jakob Christoph Le Blon and colour printing

### UNIT II

Introduction of print to India - Anglo – Indian press, William Bolts, James Augustus Hicky& the Bengal Gazette, other early newspapers of Calcutta, Madras and Bombay; British control on freedom of press – role of newspaper in India's struggle for independence, Indian language press (early years)—Bangla, Marathi, Hindi, Tamil and Urdu – prominent newspapers and Magazines their editors.

### UNIT III

Evolution of print media during initial years of freedom, Indian government's take on freedom of press (objectionable matters Act) - Growth of national press (English and Hindi) – Press censorship during emergency – Underground press and literature during emergency – Over ground publishers take on emergency – press code and ethics in India - MacBride report – Press council's guide to Journalistic ethics - post-Emergency press censorship

### UNIT IV

News Agencies in India (history, functions and role) – PTI, UNI, UNI-Varta, Bhasa – Syndicates - International News agencies and transnational dominance (Reuters, AP, AFP, UPI, and TASS) - Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments - Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association ( NBA)

## UNIT V

Economics of print media in modern world – Indian newspaper industry's growth – Statistics of Indian print media – Ownership pattern of Newspapers in India – the great migration of Print media - the future of print media in India

## REFERENCES

1. Gupta Abhijit and Chakravorty Swapan., (2010), *Print Areas: Book History in India*. Kolkata, India: Orient Blackswan.
2. Dutta K.B., (2005), *Mass Media in India*. New Delhi, India: Akansha Publishing House
3. Kumar J. Keval., (1994), *Mass Communication in India*. Chennai, India: Jaico Publishing House.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18102	THEORIES OF MASS COMMUNICATION	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about concepts of communication, its theories and models	I	f			
2.	To acquire the knowledge on understanding on a broad variety of important theorists, media effects theories and the impact of theory on the practical delivery of messages	n	d			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Defining Communication: Evolution of Communication. Elements and process of communication, barriers to effective communication, verbal, non-verbal communication and written communication. Forms of communication based on contexts: Intrapersonal, Interpersonal, Group, Public communication, Mass Communication, inter-cultural communication, Functions of communication. 7C's of Communication.

### UNIT II

Aristotle's Rhetoric, SMCR-Berlo's model, Lasswell's model, Shannon Weaver mathematical model of communication, Westley and Maclean's model, New Comb's model, George Gerbner's model, Wilbur and Schramm model.

### UNIT III

Cultivation Theory, Cognitive dissonance, social learning theory, individual differences theory: selective attention, selective perception, selective retention. Spiral of silence, Gestalt theory of motivation, Media Violence theory, Symbolic Catharsis, Play theory, Diffusion of innovations, Media priming, framing analysis, Medium is the message (MacLuhan)

### UNIT IV

Hypodermic needle (magic bullet theory), Stimulus and response theory, Uses and gratifications theory, Two-step flow theory, Multistep flow theory, Knowledge gap hypothesis, Agenda setting theory. Role of Mass Media in Society. Functions and dysfunctions of mass Communication

## UNIT V

Normative theories: Authoritarian, Soviet communist media theory, Libertarian or Free press theory, Social responsibility media theory, Democratic participant media theory, development media theory, technological determinism, social shaping of technology, Frankfurt school of thought, Jurgen Habermas-public sphere. Ideological state apparatus - Louis Althusser, Media imperialism. Media effects: Dominant paradigm and alternate paradigm.

## REFERENCES

1. Hasan Seema., (2010), *Mass Communication: Principles and Concepts*. Chennai, India: CBS Publisher.
2. McQuail Dennis, (2010), *Mass Communication Theory (sixth edition)*. London, England: Sage Publications.
3. Nauria Uma., (2006), *Dynamics of Mass Communication Theory and Practice*. Chennai, India: Atlantic Publishers and distributors.
4. Stanley J. Baran., (2001), *Introduction to Mass Communication: Media literacy and culture*. Houston, United States: Mayfield Publishers.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18103	NEWS WRITING SKILLS	0	1	3	4	4

INSTRUCTIONAL OBJECTIVES			Student Outcomes			
At the end of this course the learner is expected:						
1	To gain knowledge in nature and structure of reporting and editing for the print media.		i	d	f	
2	To understanduse different styles and techniques of writing.		i	d	f	

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### PROCESS

- Sections of a Newspaper
- Reports, finding story ideas, working beats, writing with style, covering events
- Features, Interviews, Profiles, Reviews
- Editorial page, opinion columns, editorial cartoons
- Photos, picture caption, photo feature, photo essay

### EVALUATION PATTERN

Scrapbook

Record

Viva

### REFERENCES

1. Siegal, Allen M. & Connolly, William G., (2005), The New York Times Manual of Style and Usage: The Official Style Guide Used by the Writers and Editors of the World's Most Authoritative Newspaper (5<sup>th</sup> edition). New York, United States: Three Rivers Press.
2. Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18104	UNDERSTANDING CULTURES AND CIVILIZATIONS	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES					Student Outcomes		
At the end of this course the learner is expected:							
1.	To acquire knowledge about different civilizations across the globe	b	g				
2.	To strengthen the knowledge on the parameters of the laws of the land	b	g				
3.	To develop knowledge on the changing nature of various civilizations across the world	b	g				

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Society – Culture – Civilization – Meaning – Historical background – Characteristics – Cultural Identity - Impact of language on culture – Development of theories on the origin of Civilization – Settlement patterns – Economic dimensions - Territorial expansion

### UNIT II

Early civilizations – The Neolithic Era and the transition of civilizations – The Bronze Age: Africa, Americas, Asia, Europe – The Iron Age – Mediterranean Civilizations – Middle Eastern civilizations – South Asian Civilizations

### UNIT III

Medieval to Early Modern Civilizations – Christendom – Islamic World – Asia, South East Asia – Indian civilizations: Classical India – Medieval India – Chola empire – Vijayanagar empire – Marathas – Mughal empire

### UNIT IV

Late modern to contemporary period – First French empire – Kingdom of Italy – German empire – empire of Japan – modernity – Major world religions –



## UNIT V

Fall of civilizations –Growth and decline of Islamic civilization – End of Roman civilization - The clash of civilizations – The 19<sup>th</sup> and the 20<sup>th</sup> centuries -

## REFERENCES

1. Ferguson Niall. (2011), *Civilization The West and the Rest*. London, England: Penguin Books.
2. Drews, Robert. (1993), *The End of the Bronze Age: Changes in Warfare and the Catastrophe ca. 1200 B.C.* New Jersey, United States: Princeton University Press.
3. Brinton, Crane. (1988), *A History of Civilization: Prehistory to 1715(eighth edition)*. Victoria, Canada: AbeBooks.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
CAC18101	SOFT SKILLS	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To acquire inter personal skills and be an effective goal oriented team player	a	b	c	e		
2.	To develop professionalism with idealistic, practical and moral values	a	b	c	e		
3.	To acquire communication and problem solving skills	a	b	c	e		
4.	To re-engineer their attitude and understand its influence on behavior	a	b	c	e		

#### **UNIT I (6 hours)**

Who am I? SWOT analysis, Importance of self-confidence and self-esteem, Factors influencing attitude, Challenges and lessons from attitude

#### **UNIT II (6 hours)**

Practice activities (JAM, spin a story, diagram description, etc), Activities for evaluation (Extempore, speaking news, book review)

#### **UNIT III (6 hours)**

SMART goals, Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management, Prioritizing work

#### **UNIT IV (6 hours)**

Activities for evaluation (Surveying and reporting, Debate, Group discussion)

#### **UNIT V (6 hours)**

Out of box thinking, lateral thinking

## REFERENCES

1. Covey Sean, Seven habits of highly effective teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win friends and influence people, New York, Simon and Schuster, 1998.
3. Thomas A Harris, I am ok, you are ok, New York, Harper and Row, 1972.

Course Nature : Theory					
Assessment Method (Max.Marks: 100)					
Assessment Tool	Class Room Activities	Communication Activities	LMS	Participation	Total
Marks	20	50	20	10	100
Total					100



## SEMESTER – II

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT18201	தமிழ் - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத்தமிழின்தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	b	c	i	e	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	b	c	i		
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல்கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	b	c	i		

### அலகு – 1

- எட்டுத்தொகை : 1. குறுந்தொகை (பாடல்-130), 2. நற்றிணை (பாடல் - 27), 3. அகநானூறு ( பாடல் - 86)
- பத்துப்பாட்டு - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
- பதினெண்கீழ்க்கணக்கு: திருக்குறள் - வெகுளாமை (அதிகாரம் 31), காதல் சிறப்புரைத்தல் (அதிகாரம் 113)

### அலகு – 2

- எட்டுத்தொகை : 1. ஐங்குறுநூறு (பாடல் - 203), 2. கலித்தொகை - பாலைத்திணை (பாடல் - 9), 3. புறநானூறு (பாடல் - 235)
- பத்துப்பாட்டு - முல்லைப்பாட்டு (அடிகள் - 6 - 21)
- பதினெண்கீழ்க்கணக்கு - 1. நாலடியார்- நல்லார்ப்பெயர் (221), 2. திரிக்குகம் - கோலஞ்சிவமும் குடியும் (33), 3. இனியவை நற்பது - குழவிதளர்நடை (14), கார்நற்பது - நலமிசைக்கார்த்திகை (26), 5. களவழிநற்பது - கவளங்கொள்யாணை (14)

### அலகு - 3

#### சைவம் – பன்னிருதிருமுறைகள்

1. திருஞானசம்பந்தர்- வேயுறுதோளிபங்கன் (இரண்டாம்திருமுறை)
2. திருநாவுக்கரசர்- மனமெனும் தோணி (நான்காம்திருமுறை)
3. சுந்தரர்- ஏழிசையாய் இசைப்பயனாய் (ஏழாம்திருமுறை)
4. மாணிக்கவாசகர் - ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை)
5. திருமூலர் - அன்புசிவம் இரண்டு (திருமந்திரம்)

#### வைணவம் – நாலாயிரத்திவ்யப்பிரபந்தம்

1. பேயாழ்வார் - திருக்கண்டேன்பொன்மேனி ...
2. பெரியாழ்வார் - கருங்கண்டோகைமயிற்பீலி...
3. தொண்டரடிப்பொடிஆழ்வார் - பச்சைமாமலைபோல்...
4. ஆண்டாள் - கருப்பூரம்நாறுமோ? கமலப்பூ...
5. திருமங்கையாழ்வார் - வாடினேன்வாடிவருந்தினேன்

#### இஸ்லாமியம்

சீறாப்புராணம்மானுக்குப்பிணைநின்றபடலம் - - 5 பாடல்கள் (பாடல்எண்கள் : 61 - 65)

#### கிறித்துவம்

இரட்சண்யதாரீகம் - கடைதிறப்புப்படலம் - 5 பாடல்கள் (பாடல்எண்கள் : 3,9,10,15,16)

### அலகு - 4

#### தமிழ்இலக்கியவரலாறு

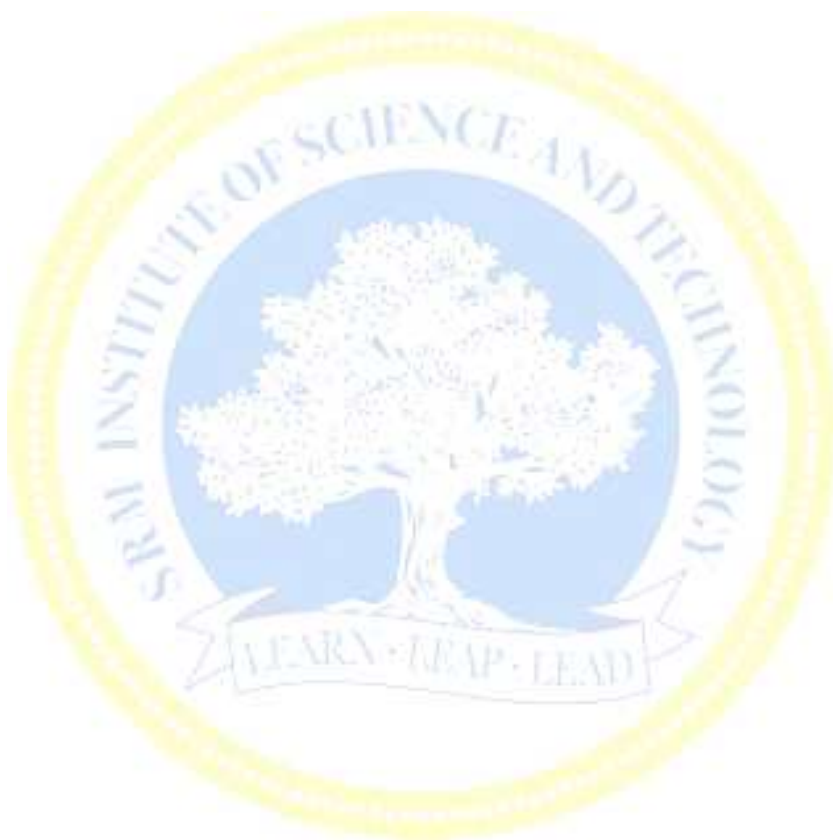
1. சங்கஇலக்கியங்கள், 2. நீதிஇலக்கியங்கள், 3.பக்திஇலக்கியங்கள், 4. காப்பியங்கள்

### அலகு - 5

#### சிறுகதைகள்

1. புதுமைப்பித்தன் - அகலிகை
2. ந.பிச்சமூர்த்தி - வேப்பமரம்
3. அகிலன் - ஒருவேளைச்சோறு
4. ஜி. நாகராஜன் - பச்சக்குதிரை
5. கி.ராஜநாராயணன் - கதவு
6. சா.கந்தசாமி - தக்கையின்மீதுநான்குகண்கள்
7. ஆண்டாள்பிரியதர்ஷினி - மாத்திரை
8. வண்ணதாசன் - ஒருஉல்லாசப்பயணம்
9. சு. தமிழ்ச்செல்வன் - வெயிலோடுபோய்  
பாரததேவி - மாப்பிள்ளைவிருந்து

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>



SUBJECT CODE	TITLE OF THE SUBJECT	L	T	P	TOTAL OF LTP	C
ULH18201	HINDI-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	b	c	i	e	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	b	c			
3.	To help the students to imagine and express their mind through literature	b	c			

#### UNIT I - POETRY :

(30 Hours)

1. KABIR, TULSI, RAHIM, BIHARI
2. KAIDI AUR KOKILA - MAKHAN LAL CHATURVEDI
3. AB AUR NAHI - OM PRAKASH VALMIKI
4. PREM KA ROG - KUNWAR NARAYAN
5. MAA GAON ME HAI - DIVIK RAMESH
6. ADHIK NAYA HOTA HUN - LILADHAR MANDLOI

#### UNIT II - STORY :

(25 Hours)

1. VAISHNAVI - YASHPAL
2. DOPAHAR KA BHOJAN - AMARKANT
3. JUNGLE - CHITRA MUDGAL
4. KINARE SE DOOR - RAKESH BIHARI
5. PRECIOUS BABY - ANITA NAIR

#### UNIT - III

(10 Hours)

1. ADMINISTRATIVE WORDS, ANUVAD : ANUVAD KI PARISBHASHA EVAM BHED

#### UNIT - IV

(10 Hours)

1. ANUVAD : ENGLISH TO HINDI

#### REFERENCES

1. PrayojanMulak Hindi – MadhavSontakke
2. A Practical Guide to English Translation and Composition – K.P. Thakur

**Course Nature : Theory**

**Assessment Method (Max.Marks: 100)**



In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100





Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF18201	FRENCH-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Improve their oral and written skills through a combination of theory and practice.	b	c	i		
2.	Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.	b	c	i		

#### UNITE-I

(15 Heures)

**C'est où ?** – Demander et indiquer une direction – Localiser (près de, en face de) - L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Nplus, ne ... jamais – Les adjectifs numéraux ordinaux – Faire.

#### UNITE-II

(15 Heures)

**N'oubliez pas !** - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir – Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...). **Belle vue sur la mer !** – Décrire un lieu –Situer – se situer dans le temps – La place des adjectifs – Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

#### UNITE-III

(15 Heures)

**Quel beau voyage !-** Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... -d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

#### UNITE-IV

(15 Heures)

**Oh !joli !-** Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

**UNITE-V****(15 Heures)**

**Et après ?** - Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

**REFERENCE:**

1. **"Latitudes-1"** Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



SUBJECT CODE	TITLE OF THE SUBJECT	L	T	P	TOTAL OF LTP	C
ULE18201	ENGLISH-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	b	c	i	e	n
2.	To become aware of the world literature and the writers	b	c	i		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	b	c	i		

#### UNIT I - POETRY:

(15 Hours)

1. The Unknown citizen – Auden
2. Nada KondroKadaKondro- PuraNaanooru 187
3. On being Trans- Lee Mokobe
4. Girl Child – PawaniMathur

#### UNIT II -PROSE:

(15 Hours)

1. Men and Women – Virginia Woolf
2. Farewell Speech of Mark Antony – William Shakespeare
3. The Autobiography of an unknown Indian –NiradC.Chaudhuri

#### UNIT III -SHORT STORIES AND PLAY

(15 Hours)

1. A Wrong Man in Worker's Paradise – Rabindranath Tagore
2. Refund – Karen E.Bender
3. Paper Money – RaziaFasih Ahmad
4. Karukku - Bama

#### UNIT IV –POPULARLITERATURE

(15 Hours)

1. Paul Simon : The Sound of Silence
2. Tedx Talks – If I had a daughter
3. John Lennon- I have a dream
4. Pink Floyd – Brick in the Wall

**UNIT V - LANGUAGE COMPONENT:****(15 Hours)**

Spot the Errors &amp; Punctuation

Antonyms and Synonyms

Parts of speech

Articles

Vowels

Road Mapping

Movie Review

Crossword Puzzles

Open ended Stories

Quiz

**REFERENCE:**

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3<sup>rd</sup> Edition 2010

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle I Test I	Cycle II Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18201	NEWS REPORTING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Understand the basic elements of digital storytelling	c	i	n		
2.	Understand and be able to write different types of leads.	c	i	n		
3.	Write a basic news story of eight to 10 paragraphs and be able to meet deadlines.	c	i	n		

### UNIT I

Basics of Reporting, Types of Reporting, Do's and Don'ts, Organizational Structure of a Media House

### UNIT II

Principles of News: Changing value of news. Are the five W's And 1 H still relevant? Writing for changing time- brief, crisp and to the point; Does news have mere informational value or is it a form of knowledge? Reporting in Print, chasing a story, backgrounding, fixing a peg, drafting

### UNIT III

Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews. Reporting in Radio, news bulletins, prioritizing news, drafting a script

### UNIT IV

In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreignaffairs. Reporting in Television, Breaking News, Preparing script, Live News Feeds

### UNIT V

Some constrains defining objectivity, internal- external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting (with recent examples) as case studies. Reporting online, Advantages and Disadvantages of reporting news online, writing local news for a global audience, writing for social media platforms

## REFERENCES

1. Shrivastava, K.M., (2015), *News Reporting and Editing*. New York, United States: Sterling Publications
2. Raman Usha, (2009), *Writing For Media*. Chennai, Tamil Nadu: Oxford Publications
3. Williams P .N., (1982), *Investigative Reporting and Editing*. New Jersey, United States: Prentice Hall

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>	<b>50</b>
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18202	MASS MEDIA AND POLITICAL SYSTEMS	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Understand the variety of political systems in the international system.	b	d			
2.	Familiarize with the historical underpinnings of each system to the functioning of the polity with a view to understanding why a nation-state behaves the way it does in the domestic and international arenas	d	k	n		

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### UNIT I

Family as the building block of society – Political structure – Sociological underpinnings – Social thinkers – Industrial revolution and its impact on society – Classification of society – Culture and society – Types of societies – Contemporary aspects of society

#### UNIT II

The Nature of the British constitution - The King/Queen and the Cabinet System. The role and functions of the Prime Minister. The British Parliament. The Judicial system - The Party system in Britain. Britain and the Commonwealth. The role and relevance of the Commonwealth in the 21<sup>st</sup> century. Britain and its relationship with former colonies.

#### UNIT III

The American war of Independence and the coming of “America”. The salient features of the American constitution. Comparing American and the British constitutions. The Presidency - Congress and the Supreme Court. The Party system in the United States; Elections and the road to The White House.

#### UNIT IV

Swiss Confederacy – Constitution - Federal State - Direct democracy – Swiss Parliament: Federal Assembly; Council of states, National Council – Political parties - Administrative divisions – Switzerland and the European Union – Foreign relations and international institutions -

#### UNIT V



The historical background of the rise of China - The general characteristics of the Constitution. The Constitution of the erstwhile Soviet Union. The Constitution of Japan. The Emperor, Cabinet and the Prime Minister of Japan. Emerging political systems in the world order - The changing international landscape and emerging global power centers. The role of countries like Singapore, Thailand, South Africa, Nigeria and Brazil in the international system

## REFERENCES

1. Scott Witmer, (2013) *Ethics of Politics – Political Systems*, Minnesota, United States: Capstone Publishers
2. John Baylis, Steve Smith, Patricia Owens, (2014), *The Globalization of World Politics: An Introduction to International Relations (Sixth Edition)*, Oxford, United Kingdom: Oxford University Press.
3. Verma, B.K., (2012), *Modern Indian Political System: Problems and Prospects*. Delhi, India: Global Vision Publishing House
4. Schumpeter, I.A., (2011) *Capitalism, Socialism and Democracy*. Abingdon, United Kingdom: Routledge.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18203	VISUAL ARTS	0	2	2	4	4

INSTRUCTIONAL OBJECTIVES				Student Outcomes		
At the end of this course the learner is expected:						
1.	To learn advanced technical knowledge in drawing	g	i			
2.	To Paint with specialized skills	g	i			

### PROCESS:

- Line drawing, Basic shapes, Object drawing, Animal Sketching, hatching and Calligraphy
- Symmetry and Geometry, Stick drawing, cartoons, human sketching, Portrait, and Perspective
- Color theory & Composition- Saturation, Value, Color harmonies, Rule of Thirds,
- Rule of odds and rule of spaceMedium- Oil pastels, Poster color, Indian ink and Acrylic color Editorial cartoon and Graphic design

### EVALUATION PROCESS:

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18204	INDIAN CONSTITUTION	2	2	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Familiarize the nuances of the constitution of India; where it came from; a basic introduction to the freedom struggle, independence and the demand for a constituent assembly	b	d			
2.	Gain knowledge on the parameters of the laws of the land; the sources of the Indian Constitution, the salient features with a special focus on fundamental rights and duties; the Directive Principles of State Policy	b	d			
3.	Stress on the Constitution by way of the changing nature of governance, coalition politics and center-state relations.	b	d			

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### UNIT I

Consolidation of the British Rule and the Indian Sepoy Mutiny; origins and development of the Indian Freedom Struggle; the last days of the British in India; Constituent Assembly, the Cabinet Mission Scheme; members of the drafting committee and their contribution to the making of the Indian constitution - Media and Independent India

#### UNIT II

The sources of the Indian constitution; the salient features of the document; the significance of the Preamble to the Indian constitution - Presidential versus Parliamentary system of governance - Secularism, Citizenship and Judicial review. The Government of India Act

#### UNIT III

Fundamental rights as enshrined in the constitution; freedom of speech and expression and the right to equality; preventive detention; abolition of untouchability; prohibition of Child labour; right to life and personal liberty. A critique of fundamental rights. Directive Principles of State Policy: its rationale, aims and shortcomings.

#### UNIT IV

The President of India; the Prime Minister and the Cabinet System; Parliament; the Supreme court and the issue of jurisdiction. Comparison between the Indian and the

American Supreme Court. Governing institutions and framework of relations between the Union and the States; Centre-State relations - Re-organisation of the states.

## UNIT V

Local Self Government: District Administration – District Collector - Panchayat Raj system – Issues of grassroot democracy – Administrative Reforms commission – reach of media

## REFERENCES

1. Basu, Durga Das, (2013), *Introduction to the Constitution of India (Twenty-First edition)*. Delhi, India: LexisNexis.
2. Singh, KumudRanjan, (2013), *Indian Polity and Constitutional Issues*. Delhi, India: Arihant Publication.
3. Khosla, Madhav, (2011), *The Indian Constitution*. Oxford, United Kingdom: Oxford University Press.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
CAC18201	QUANTITATIVE APTITUDE AND LOGICAL REASONING-I	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes					
At the end of this course the learner is expected:							
1.	To improve aptitude, problem solving skills and reasoning ability of the students	b	c	e			
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	b	c	e			
3.	To collectively solve problems in teams and groups	a	b	c	e		
4.	To adopt new techniques in solving problem	a	b	c	n		

#### UNIT I

(6 Hours)

Numbers: Classification of numbers – Test of divisibility – Unit digit – HCF and LCM – Remainder theorem – Progression – Simplification – Averages – Combined mean (simple problems)

#### UNIT II

(6 Hours)

Simple interest and compound interest – Word problems

#### UNIT III

(6 Hours)

Problems related to permutation and combination – Probability (simple problems)

#### UNIT IV

(6 Hours)

Reasoning (Analytical and logical): Odd man out – Word series – Number series – Direction test – Blood relationship – Coding and decoding – Seating arrangements

#### UNIT V

(6 Hours)

Problems related to clocks and calendar

## REFERENCES

1. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
2. Dr.Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.ChandandCompany Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

Course Nature : Theory						
Assessment Method (Max.Marks: 100)						
Assessment Tool	Surprise Test I	Surprise Test II	Assignment -I	Assignment - II	Attendance	Total
Marks	25	25	20	20	10	100
Total						100



### **SEMESTER – III**

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18301	MEDIA LAWS AND ETHICS	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Appreciate the freedom of press in India.	m	b	n		
2.	Look into the relevance of media laws and analyse ethical issues	b	d	f		
3.	Assess the need for regulations and control on the quality of media contents.	m	d			

#### **COURSE REQUIREMENT:**

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### **UNIT I**

Defining Ethics and laws. History of Press Laws in India. Censorship of press 1799, Adam's Regulations 1823, Metcalfe Act 1835, Licensing Act 1857, Vernacular Press Act 1878, The newspaper (Incitement to offences) Act, Indian Press Act 1910. Struggle by early nationalists to secure press freedom: Rajaram Mohan Roy, Balgangadhar Tilak, Gopala Krishna Gokale, GP Verma, Press censorship during emergency period 1975. Freedom of Speech and Expression and press freedom, Salient features of Art 19 (a), State of press freedom in India and the World (Reporters Without Borders).

#### **UNIT II**

Press Council of India code of ethics, National broadcasters' Association. Popular Supreme Courts' verdict on press freedom. Restrictions on Media. Official Secrets Act vs. Citizen's right to know information, law of defamation: Libel and Slander. Contempt of court; Contempt of legislature & privileges, Right to privacy, Censorship: Press, Film, & Internet, etc. Obscenity Act,

#### **UNIT III**

The Press and Registration of books act 1867, Working Journalists Act 1955, 56, 58. Newspaper Price and Page Act 1971, Cable TV Network Act, Cinematography Act, Prasar Bharati Act, Digitization and Conditional access system Act, Law of human rights; Indecent representation of women Act, Information technology Act 2000; Copy Right Act 1957; Child Pornography

#### **UNIT IV**



Various forms of Media regulation: Self-regulation, State regulation, and co-regulation. Influence of corporate Media ownership on media ethics- issues and challenges. Various factors affecting press freedom: Political, corporate, social, religious, advertisers, lobbying, etc. Regulation of Social Media and other Web Platforms: Issues and Challenges.

## UNIT V

Media bias and sensationalism, the role of media during conflict and war. Coverage of state security issues. Economic imperatives Vs. Ethical Duties, How should journalists cover sensitive situations: Hostage-takings, suicide attempts, and other sensitive events. Is Trial by Media good or bad?-Privacy issues in cyber space, Ethical concerns in investigative journalism, paid news, Cheque book journalism.

## REFERENCE BOOKS

1. Patterson Philip, (2013), *Media Ethics: Issues and Cases*. Chennai, India: McGraw-Hill Education.
2. Hasan Seema., (2010), *Mass Communication: Principles and Concepts*. Chennai: CBS Publisher.
3. Neelamalar. M, (2009), *Media Laws and Ethics*. Delhi, India: PHI Learning Pvt. Ltd,

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18302	INTERCULTURAL COMMUNICATION	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Compare and contrast communication styles between cultures	b	d	m		
2.	Recognize signs of stereotyping, and describe the effect it may have on communication competence	f				

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### UNIT I

Cultures, Sub Cultures, Ethnicity, Race, Assimilation, Alienation

#### UNIT II

Language and Culture: Importance and Nature of Language, Language and Meaning, Language and Co-cultures, Language as a barrier, Nonverbal communication, analysing cases to identify sources of misunderstanding

#### UNIT III

Communication among cultures, Diversity and Equity, Culture Shock, Identity, Identity Crisis

#### UNIT IV

Engaging Diversity and Inclusion at workplace, Leadership in intercultural context, Strategies for effective intercultural communication

#### UNIT V

Intercultural Issues: Domestic and International Problems, Prejudice, Racism, and Discrimination

## REFERENCES

1. Martin, J.N. & Nakayama, T.K., (2012), *Intercultural communication in contexts (Sixth Edition)*. Chennai, India: McGraw-Hill Education
2. Martin, J.N., Nakayama, T.K., Flores Lisa, (2002), *Readings in Intercultural Communication. Experiences and contexts*. Chennai, India: McGraw-Hill Education

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18303	WRITING FOR MEDIA	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	how to report and write media stories appropriate for publication in print, broadcast, online	f	c			
2.	Students will be able to write effectively in any professional environment.	f	c			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

- Print Journalism: elements of writing, types of writing, style book: attribution, language, style and grammar; accuracy and precision issues; purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, editorials, news analysis, back grounding, morality in writing for print.
- Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy-compiling radio news programmes; radio news formats- program formats- radio scripts writing intro to bytes – writing headlines, teasers and promos.
- Writing for television: writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language; writing for television programmes – research, visualization and production script; basics of broadcast news writing; rewriting wire copy, script writing- types of scripts, headlines writing, teasers and promos.
- Writing for the web; online reporting and research; convergence and multimedia; procedures for creating a podcast; blog; video blog or vlog, flash journalism; social media as reporting tools.
- Digital Divide - Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts, Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, Create a weblog and update regularly. How to start an online magazine (basics)

### REFERENCES

1. Fred Fedler, John .R.Bender, (2010), *Reporting for the Media*. Oxford, United Kingdom: Oxford University Press.
2. Raman Usha, (2009), *Writing For Media*. Chennai, Tamil Nadu: Oxford Publications
3. Thomas Sunny, (2008), *Writing for the Media, Career Information & Guidance*.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18304	GRAPHIC DESIGNING	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	the students will be able to, Design in scalar, vector images and text are created using Adobe Photoshop, Adobe Illustrator and Corel Draw	k	i	g		
2.	The students will also compete the latest technology and design at par level to the industry standards	k	i	g		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### PROCESS:

- Introduction to Raster Images – Image Resolution – RGB, CMYK, Lab and Other Colour Modes. Basic Drawing– Using Airbrush, Pencil, Paint Brush Tools. Concept of Layers – Transparency and Blending Modes – Creative Use of Layers and Blending Modes, Layer Mask.
- Selection Tools-Path Options and Selection-Alpha Channel, Type Tool and Its Properties. Image Compression Formats, Photo Restoration Technique- Clone Tool, Patch Tool, Sponge Tool, Burn Tool, Dodge Tool Etc.
- Introduction to Vector Graphic-What is Vector, Properties of Vector Graphics - Stroke and Fill Tools – Basic Shapes, Drawing with The Pen Tool, Tracing From Raster Images – Different Styles of Vector Illustrations. Using Colour in Vector Graphics – Different Colour Palettes – Gradients and Gradient Mesh.
- Typography - Typeface, Typeface Family, Font, Anatomy of Type, Typographic Measurement. Design Based on Raster and vector based Graphics: Design for A Firm: Logo, Letterhead-Visiting Cards. Exercises on Visual Composition and Layout. The Use of Grids in Graphics Composition.
- Creation of Leaflet designs Concepts of Visual Design, Visual Structure and Visual Interest, Visual Analysis and Refinement of Visual Representations, Design Brochure: Various Type of Folding, Book Cover Design, Poster Design & Advertisement Design.

**SOFTWARE:** Adobe Photoshop, Adobe Illustrator, Corel Draw

**EVALUATION PROCESS:**

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18305	INDIA AND THE WORLD	3	1	0	4	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	The students will obtain a clear understanding of India's foreign policy and its relations with neighbours.	b	d	k		
2.	The students will gain knowledge about the structures and the functions of the foreign office and the importance of international relations.	b	d	k		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Definition of foreign policy and its importance to nation states. The factors influencing the foreign policy of a country. Relevance of the South Asian region in the international system and the role played by these countries during the cold war period – United Nations and its impact in the world order – Structure – Objectives – Human rights and the UN – Economic development and the UN

### UNIT II

The structure and functions of the Indian bureaucracy dealing with foreign affairs – the south block, north block and the prime minister's office. Role of foreign ministry, foreign secretary, Ambassadors - High commissioners and other diplomats in international relations.

### UNIT III

The basics of Indian foreign policy pertaining to the world having global dimensions. Determinants of India's foreign policy. The various facets of Indian diplomacy since independence. The basic components that a diplomatic reporter is to be aware of.

### UNIT IV

Indo-Pak relations and the issue of Kashmir in the complex relationship. Major wars between the two nations and its implications. Pakistan's proxy war on India. Major disputes between India & Pakistan. India-Bangladesh relations. India's relations with Afghanistan.

### UNIT V

Sino-Indian relations. The border disputes and the competition in different sectors of development and influence. Indo-Lankan relations. India's role in the ethnic crisis and the civil war. India and other small states in South Asia.

## REFERENCES

1. Chandra Prakash, (2015), *Comparative Politics and International Relations*. Haryana, India:CosmosBookhive
2. Dixit J.N., (2003), *India's Foreign Policy 1947-2003*. Picus Books.
3. Kishore C. Dash, (2008), *Regionalism in South Asia: Negotiating Cooperation, Institutional Structures*. Abingdon, United Kingdom: Routledge.
4. Kishore C. Dash, (2008), *Regionalism in South Asia: Negotiating Cooperation, Institutional Structures*, Abingdon, United Kingdom: Routledge.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E51	CREATIVE WRITING	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES				Student Outcomes		
At the end of this course the learner is expected:						
1.	Explore the creative process through writing	k	i	f		
2.	Define/determine individual goals as a writer	k	i	f		
3.	Expand & refine vocabulary & style resources	k	i	f		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Introduction to the course - Wordsmith – Refining Vocabulary - Paramount – Developing Hints, Reading Comprehension,

### UNIT II

Essays– Narrative Essays, Descriptive Essays, Expository Essays, Persuasive Essays, Argumentative Essays, Critical Essays, Cause & Effect Essays, Compare & Contrast Essays,

### UNIT III

Poetical – Sonnets, Odes, Limericks, Haikus

### UNIT IV

Shortlisted – Plot, Characters, Dialogues, Magic world of stories

### UNIT V

Boggled – Being creative on the cyberspace, Blogs, Tweets, Instagram

### REFERENCES

1. Zinsser William, (2016), *On Writing Well: The Classic Guide to Writing Nonfiction*. Missouri, United States: Turtleback Books
2. White E. B., (1999), *The Elements of Style*. Value classic reprints

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E52	FEATURE WRITING	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will be introduced to the art of writing feature stories with emphasis on magazine writing.	c	k	f		
2.	The students will be able to write clear and compelling feature stories	c	k	f		
3.	Students will understand and differentiate different kinds of features	c	k	f		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Introduction to features – Historical context of feature writing – Magazine features vs. Newspaper features – Importance of feature stories - Understanding the audience - Different types of features – Feature stories in present context

### UNIT II

Story Structure: variations and formulas in feature writing, deconstruction of story structure - story blog, writing effectively (using colours, zinger, tease, anecdotes, improving quotes, leads), Drafting a feature (First Vs Final) – Blundell technique of feature writing - Blundell's tool of analysis- Extrapolation- Synthesis – Localization – Projection

### UNIT III

Finding a subject, theme - Organizing stories – preparation for an interview - framing queries - art of interviewing (effective questions), Research skills, finding sources, background memo, importance of backgrounding - writing with sensitivity, narrative non-fiction story telling – fly on the wall reporting.

### UNIT IV

Introduction to special interest articles and reviews - Writing personality profile, obituary – Narrative journalism Vs Traditional reporting in features, Social media (including analytics) to write a feature - Query letters (pitching) using social media.

### UNIT V

Magazine market, Magazine market in India, General Interest magazine vs Special Interest magazine- Future of magazine market – Impact of interactive media on magazine market - criticism in narrative/literary Journalism

## REFERENCES

1. Pinker Steven, (2015), *The Sense of Style*. Chennai, Tamil Nadu: Penguin Books.
2. Stewart James, (2012) *Follow the story: how to write successful nonfiction*. New York, United States: Simon & Schuster.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
CAC18301	QUANTITATIVE APTITUDE AND LOGICAL REASONING-II	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes					
1.	To improve aptitude, problem solving skills and reasoning ability of the student	f	i	h			
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	h	i				
3.	To collectively solve problems in teams and group	a	e	g			
4.	To adopt new techniques in solving problem	n	g				

#### UNIT I

Percentage - Profit or loss - Discount

#### UNIT II

Ratio, proportion - Mixtures and solutions

#### UNIT III

Time and work - Time, Speed and distance; Problems related to pipes and cisterns, Problems related to train, Problems related to boats and streams, Problems related to races

#### UNIT IV

Set theory - Geometry and mensuration – Cubes

#### UNIT – V

Data sufficiency - Data interpretation

**REFERENCES:**

1. Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations.
2. Dr.Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

Course Nature : Theory						
Assessment Method (Max.Marks: 100)						
Assessment Tool	Surprise Test I	Surprise Test II	Assignment -I	Assignment - II	Attendance	Total
Marks	25	25	20	20	10	100
Total						100



## SEMESTER – IV

Course Code	Course Title	L	T	P	Total of LTP	C
UJM18401	DEVELOPMENT JOURNALISM	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Demonstrate an understanding of the theory and history of the role of communication in development.	m	f	n		
2.	Critically assess the strategic use of communication and media tools in development goals	g	f	h		
3.	Apply strategies of communicating social change on various development issues from a local, national, and global perspective	g	f	h		

### **COURSE REQUIREMENT:**

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### **UNIT I**

Theories of Development Communication. Dominant theory b) Self-reliance theory c) Diffusion theory d) Dependent and inter-dependence theory - Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

### **UNIT II**

Social development - Economic development - Political development - Cultural development - meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

### **UNIT III**

Ingredients of development a) Education b) Health c) Population Planning b) Agriculture e) Media f) Good Governance g) Water - Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

### **UNIT IV**

Development Communication, Media and National Development, Community Radio, Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

## UNIT V

Prospects and challenges of Development Communication, Planning Development Communication Campaign, Alternative Theories of Communication for Development: Development of What and Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

## REFERENCES

1. Srinivas R. Melkata, (2001), Communication for development in third world (Second edition). California, United States: SAGE Publishing.
2. Moody Bella, (1992), Designing Messages for Development Communication: An Audience Participation-Based Approach (Communication and Human Values). California, United States: SAGE Publishing.
3. M. Rogers & Singhal Aravind, (1989), India's information revolution. California, United States: SAGE Publishing

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18402	FILM STUDIES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Learn the birth & growth of cinema.	l	d	m		
2.	Learn the elements & form of cinema	d	k	m		
3.	Learn how to write film appreciation	i	c			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### UNIT I

Cinema – early days and Implications - Why do people watch films? Why do people make films? Film as a communication tool – How do films create meaning - Cinema and the use metaphors and symbolism

#### UNIT II

Introduction to movements - French Impressionism - Soviet Montage - Documentary Film Movement - Italian Neorealism French New Wave – The Movie Brats – Poetic Realism – Voyeurism – Auteur Theory – Counter-Cinema

#### UNIT III

Elements in film - Elements of film language - narrative, cinematography, sound, mise-en-scene, and editing; The Shot: framing, cinematography, movement; 180-degree rule, 30 degree rule, shot/reverse-angle shot, Framing, Lighting, Close-up, Sound, Eyeline matching; Editing: Space, Time & Relations between Shots; Editing: Montage & Discontinuity; Cinema's Audioscape;

#### UNIT IV

Screenplay - structure and styles; Synopsis and treatment- Adaptation Vs original screenplays- Documentaries- The concept of documentary filmmaking and the strength of the genre. – Controversial elements and movies (Gay rights, Recreational drugs ) Feminism and movies Postmodernism& Cinema

#### UNIT V

India's Film Industry- Industry Overview - Key Trends in the Indian Film Industry - Growth Drivers and Opportunities - Key Challenges in the Industry – censorship - The Rise of blockbusters, Stars, Studios - Stars as Icons – Case study (the stardom of

Rajinikath and Shah Rukh Khan) - Cinema and politics - Cinephilia and the Future of Film

## REFERENCES

1. Kuhn, A & Westwall G., (2012), *Dictionary of Film Studies*. Oxford, United Kingdom: Oxford University Press.
2. Bordwell David & Thompson Kristin, (2012), *Film Art: An Introduction*. Chennai, India: McGraw-Hill Education.
3. Nelmes Jill, (2011), *Introduction to Film Studies (Fifth Edition)*. Abingdon, United Kingdom: Routledge.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18403	WEB DESIGNING	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Gain knowledge on the necessary skills for designing and developing a Website.	f	g	i		
2.	Create and host a website	f	g	i		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### PROCESS:

- Introduction to Adobe Photoshop: Bitmap vs. vector-based graphics, Colour/bit depth and image resolution Graphic file formats, Optimizing web graphics, Vector graphics vs. bitmap graphics, Regular text vs. anti-aliased text, Pixel resize vs. smart resize, Regular graphics vs. interlaced graphics, Opacity. Introduction to Colour - Colour modes- RGB, CMYK, greyscale, LAB, bitmap, Hue, saturation, and brightness, Browser safe colours , Shadows, highlights and mid-tones of an image, Image slicing.
- Introduction to HTML, Benefits of HTML, Structure of an HTML Document, HTML TAGS, Types of Attributes – Element Specific attributes, Global attributes, Content Attributes, Custom data attributes, Inserting Images, Lists, Creating Hyperlinks, Table related Tags.
- Introduction to Dreamweaver - Interface, choosing a workspace, document window & toolbars, the document window, the launcher, the insert panel & tool sets, the document toolbar, the property inspector, dockable floating panels, using contextual menus, Site Control - Defining a site, file and folder management, creating site maps, using the file browser, create a site from nothing. CASCADING STYLE SHEETS - Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Positioning, CSS Floating, CSS Pseudo Elements.
- Introduction to Flash: The Flash stage, Stage settings, Creating a new Flash file, The various import formats Timeline- play head/frames/key frames/ blank frames, Menus, Toolbox and properties, Colour swatches and colour mixer, Common libraries, Debugger and output , Movie explorer, Symbols and instances. About

symbols and Instances- Using and managing the symbol library , Graphic symbols, Movie clip symbols, Button symbols, Creating and editing a button symbol, Controlling tints, brightness and transparency of instances, Importing video files Modifying and controlling videos.

**SOFTWARE:** Adobe Photoshop, Macromedia Dreamweaver, Macromedia Flash

### EVALUATION PROCESS:

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18404	SHORT FILM AND DOCUMENTARY MAKING	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will work on the production of various documentary styles.	c	m	l		
2.	Students will write script & shoot a short film or documentary	i	f	g		

## PROCESS

1. First assignment—Proposal script (Individual)
2. Second assignment—Trailer (Individual)
3. Third assignment—Short Film (Individual)
4. Fourth assignment—Proposal Concept (Individual)
5. Fifth assignment—12 to 20 min. documentary (Individual)

The process of film making- storytelling- audiovisual writing- characterization- Cinematography- shot breakdown- 180 Degree rule- Direction- sound design- Rerecording & Editing

- Short film: Preproduction - Production- Post Production
- Social, political and historical issues to documentary film
- Documentary Proposal, Planning for Effective Interviews
- Documentary production and Post –Production

## EVALUATION PROCESS:

Each student shall submit the above mention assignments. The short film & documentary film is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18405	GLOBAL MEDIA	3	1	0	4	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will understand the role of the reporter in global arena	b	e	f	i	
2.	Recognize the importance of national security and the role of media	b	e	f	l	

### UNIT I

Actors and interests in International Relations – The origins, development and decline of the modern state – Critical approaches to IR Theory – Causes of war – Coercion and the use of force Civil wars and terrorism

### UNIT II

International organizations and Global governance – Humanitarian intervention and laws of war – Humanitarian Aid – International security – Trade and development – globalization and the environment – National security

### UNIT III

What are the basic requirements of a diplomatic reporter if he/she is looking to cover the foreign news? Does knowledge of foreign affairs / degree in international relations a pre-requisite for covering foreign policy? How does a newspaper editor choose a diplomatic reporter?

### UNIT IV

The role and importance of diplomatic reporting in journalism and in the media industry. Where does diplomacy figure in a newspaper? Should newspapers devote space to what is happening beyond the borders, when so much is happening within the border?

### UNIT V

The structure and responsibilities of the diplomatic / foreign desk in a newspaper and the role of a news editor in coordinating foreign news and diplomatic writing from various diplomatic reporters and news agencies.

## REFERENCES

1. Ahmad Shahzad, (2007), *Art of Modern Journalism*. Bangaluru, India: Anmol Publications, Pvt. Ltd.
2. Silvia Tony, (2006), *Global News: Perspective on the information age*. Delhi, India: Surjeet Publication.
3. Collins Scott, (2004), *Crazy like a FOX Crazy like a fox; the inside story of how Fox News beat CNN*. Chennai, India: Portfolio Hardcover

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							50
<b>Total</b>							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E53	PHOTO JOURNALISM	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will gain an insight into the meaning of photojournalism	I	i			
2.	Recognize the importance of terms 'photofeature' and 'photoeditor'.	I	i	f		
3.	To understand the nature and scope of photojournalism	I	i			

**COURSE OBJECTIVES:** At the end of this course, the students will be able to,

1. Gain an insight into the meaning of photojournalism
2. Discuss the nature and scope of photojournalism
3. State the importance of composition in photojournalism
4. Explain the terms 'photofeature' and 'photoeditor'.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as part of internal assessment.

### UNIT I

Introduction to Photojournalism - Elements of Visual news story telling, History of photojournalism, Organisation of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, Communicating with the desk, briefing and debriefing, Types of news stories, Developing eye for news photos, Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism

### UNIT II

Basic Concepts of Photography and photojournalism, Photography, its emergence and growth, Camera, its functions, and introduction to different types of camera, Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Different types of lenses, Lighting, composition.

### UNIT III

Spot News Photography – Covering Accidents and Disaster, Feature Photography – How Feature and News Differ, Discovering Features, The Photo – Driven Column, Sports Photography – Sports as Feature, Techniques of the Sports Shooter, General news, Street Photography, Off-beat Photography, and Documentary Photography, War, Terror and Crime. Developing specialisations like portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, underwater.

## UNIT IV

Photo-editing – Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDSeePhotoeditor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms. Working with Image: Cropping, Multiple Images, The Caption, Caption Writing styles, Digital archive and management of photographs.

## UNIT V

Strategies for Photo selection – Theories of Picture selection, Dividing photographs into four hierarchical categories – Informational, Graphically appealing, Emotional, Intimate. Photography for specialised, niche publications, Principles and Ethics of photojournalism.

## REFERENCES

1. Keene, Martin, (2015), *Practical Photojournalism: A Professional Guide*. Feltham, United Kingdom: AE Publications.
2. Martin Lester, Paul, (2015), *Photojournalism: An Ethical Approach*. Abingdon, United Kingdom: Routledge.
3. Pearsall, Stacy, (2013), *A Photojournalist's Field Guide*. California, United States: Peachpit Press.
4. Kobre, Kenneth, (2008), *Photo Journalism: The Professionals' Approach*. Massachusetts, United States: Focal Press.
5. Horton, Brian, (2000), *Associated Press Guide to Photojournalism*. Chennai, India: McGraw-Hill Education.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E54	EVENT MANAGEMENT	4	0	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Understand the concept of event management	j	b	i		
2.	Know the structure and working of an event management company.	j	b	i		
3.	Understand and differentiate different types of events and tailor events according to the audience	j	b	i		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Introduction to Events – types of events – unique features and similarities in different events – Structure of event management company – decision makers in management - event manager – technical staffs - requirements and characteristics of event manager - market research - SWOT analysis – market segmentation – establishing audience

### UNIT II

Theorising and conceptualization of event – understanding stakeholders - key steps to a successful event- costs of planning the event – nature of planning – choosing venue – human resource management - choosing contracts – assigning roles and responsibility – participants management – site and infrastructure management - celebrity and artist management

### UNIT III

Preparing schedule - using the schedule properly – checklist - planning tips – checklist – post analysis - media coverage – advertising tips and tricks - media invitations - photo-calls - press releases – flyers - posters - invitations - website - newsletters - blogs – tweets

#### UNIT IV

Budget, preparing budget sheet - break-even point, cash flow analysis, profit & loss statement, balance sheet, panic payments, financial control system – production management - introduction to event proposal – steps and strategies

#### UNIT V

Risk management, contingency planning (Crisis prevention - preparation - provision - action phase) contracts & code of ethics – role of IT and future of event management – events as a marketing tool – Events approvals and legal requirement

#### REFERENCES

1. Walters Paul, Raj Razaq, Rashid Tahir, (2013), *Events Management: Principles and Practice*. California, United States: SAGE Publishing.
2. Shone Anton & Parry Bryan, (2013), *Successful Event Management: A Practical Handbook*. Massachusetts, United States: Cengage Learning.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
CAC18401	VERBAL ABILITY AND REASONING	2	0	0	2	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To enable the students understand the syntax of English and develop their lexical skills	b	c	e		
2.	To develop comprehension and interpretation skills	b	c	h	i	
3.	To enhance vocabulary skills and improve repertoire of words	c	h	i	e	
4.	To help the students succeed in competitive exams and placements	i	g			

#### UNIT –I

Spotting error, Change of speech, Change of voice

#### UNIT –II

Synonyms, Antonyms, Idioms, Phrasal verbs, One word substitution

#### UNIT-III

Sentence improvement, Sentence completion (Grammar based)

#### UNIT-IV

Sentence completion (Vocabulary based), Odd word

#### UNIT-V

Reading comprehension, Word analogy, Para jumble

#### REFERENCES

1. Hari Mohan Prasad and Meenakshi Upadhyay, Objective English for Competitive Examinations, McGraw Hill Education.
2. Norman Lewis, Word Power Made Easy New Revised and Expanded Edition, Goyal publication, 2011
3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

Course Nature : Theory						
Assessment Method (Max.Marks: 100)						
Assessment Tool	Cycle Test I	Cycle Test II	Assignment -I	Assignment - II	Attendance	Total
Marks	25	25	20	20	10	100
Total						100



## SEMESTER –V

Course Code	Course Title	L	T	P	Total of LTP	C
UJM18501	COMMUNICATION RESEARCH METHODOLOGY	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Define and explain the process of Communication/Media Research	g	n	f		
2.	Conduct media research by making use of any of the research methods.	g	n	f		
3.	Write a report after analysis and interpretation of data	g	n	f		

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as part of internal assessment.

### **UNIT I**

Research Definition, Types of Research, Research Process, Research Problem, Research Objectives, Limitations of Research, Need for Study, Scope of Study, Hypothesis, Types of Hypothesis, Elements of Research.

### **UNIT II**

Review of Literature, Purpose of Review of Literature, Theoretical Perspective in Research, Styles of Writing the Review, Procedure for Writing the Review of Literature.

### **UNIT III**

Research Design, Qualitative and Quantitative Research Methods, Difference between Qualitative and Quantitative Research, Measurement and Scaling Techniques in Research, Sampling – Population and Sample, Sample Size, Types of Sampling, Sampling Techniques, Research Error, Tools of Data Collection - Questionnaire/Schedule.

### **UNIT IV**

Methods of Data Collection – Primary Data and Secondary Data, Qualitative Research Method – Observation, Focus Group Discussion, Intensive/Indepth Interview, Case Study, Quantitative Research Method – Survey, Content Analysis

### **UNIT V**

Data Processing – Processing Operations - Analysis of Research – Elements and Types of Analysis – Hypothesis Testing, Statistics in Research. Interpretation and Research Report Writing - Synopsis of Research, Bibliography, Ethics in Research – Plagiarism, Writing a Research Proposal and Research Paper.

## REFERENCES

1. Rapley, Tim, (2008), *Doing conversation, discourse and document analysis*. California, United States: SAGE Publishing.
2. Kothari, C.R., (2004), *Research Methodology: Methods and Techniques*, Chennai, India: New age international publishers.
3. Priest, Susanna Horig, (1999), *Doing Media Research: An introduction*. California, United States: SAGE Publishing.
4. Berger, Arthur, (1998), *Media Research Techniques*. California, United States: SAGE Publishing.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18502	ADVERTISING PRINCIPLES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Understand the role of advertising in marketing and the promotional mix.	k	c	i		
2.	Identify the scientific and creative aspects of advertising as a business discipline	k	c	i		
3.	Explore the social, economic and ethical issues surrounding advertising in a free society	k	c	i		

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

Definition and nature of advertising communication, history and evolution of advertising. 4P's and 4C's of Marketing. Role, objective and functions of advertising: Social, economic, Marketing and Communication functions. Types of Advertising: Product/Consumer/Brand, Corporate, industrial, Retail, Co-operative ads, Public Service ad, Celebrity endorsement, testimonial ad, outdoor, transit, Comparative, Guerilla, Covert, and Surrogate ad. Target market: Definition, Characteristics, Scope. Market Segmentation. Brand positioning, brand image, Brand Identity, USP of a product.

### UNIT II

Consumer behavior: Consumer motivation, personality, Perception, consumer learning, Attitude formation and Change. Communication and Consumer behaviour. Cultural psychological and Social Influence, Reference Groups, Family, Social Class, Culture and Subculture. Cross-Cultural Consumer Behaviour. Consumer Decision Process: AIDA, Hierarchy of effects model, innovation adoption model, Maslow's needs hierarchy, DAGMAR model.

### UNIT III

Advertising Creativity: major Decisions in advertising, creative idea, creative strategy, Creative Execution. Big Idea, Importance of Creative Strategy, Ad Copy Writing: Copy, Slogan, identification mark, illustrations, white space, layout and Design. Advertising creative process, Client brief, creative brief, Advertising appeals. TV Ad: Script and story board. Radio spot and Jingles.

## UNITIV

Media planning and Buying Process: media Selection: Reach Frequency, & impact. Right Media vehicle for the Right message: Considerations: Type of message, Target market, Media habits of the Target market, and Budget. Media Campaign: Scheduling; Continuity and Pulsing. ABC, IRS, TRP, CB Listenership survey. ADMAR satellite cable network study, INTAM. AC Nielson. Media Buying. Buying Space in Print media and time slot in Broadcast media.

## UNIT V

Ad agency: Types, Structure of a typical ad agency. Functions of various departments: Client service/accounts dept. Creative Dept. Media planning Dept, Research Dept, Office Management, Traffic, etc. Leading Ad agencies in India and world. Ethical and Regulatory aspects of advertising, ASCI, AAAI, Cases of ethical violations. Online and mobile advertising. Trends in Advertising.

## BOOKS FOR REFERENCE

1. Berger Jonah, (2013), *Contagious: Why Things Catch On*. New York, United States: Simon & Schuster.
2. Gupta, Ruichi, (2012), *Advertising Principles and Practice*. Chennai, India: S. Chand Publishing.
3. Wells, Burnett, (2010), *Advertising: Principles and Practice* (Seventh Edition). London, United Kingdom: Pearson Education.
4. Scot, Walter Dill, (2010), *Theory and Practice of Advertising*. South Carolina, United States: Nabu Press.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18503	PHOTOGRAPHY	0	1	2	3	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Gain knowledge on Photography skill	I	m	g		
2.	Use digital SLRs	g	f	i		
3.	Work on camera operation and image editing software	g	f	i		

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### PROCESS:

- Camera Controls - Introductions - Camera parts and types -Menu items and shooting modes
- Photograph a subject of interest to you using different shooting modes to see how that effects your images. Submit best 5 images.Exposure, Black and White, Intro to Lighting, Black & White, Concept of high- and low key photo session
- Continue to practice exposure with your camera. Submit 5 high and 5 low-key images.Portrait & Product Portrait genres and lighting techniques Review aperture, shutter speed, ISO. Practice editing and cropping.
- Practice shooting portraits & Products and try different lighting techniques. Submit 5 portraits & 5 Product photographs.
- Shooting at Night & Photojournalism, Experiment with night, Photography and low light shooting- Shoot images that tells a story, Spend time working the subject.
- Find a subject of your choice and submit 5 Night photographs and 5 photographs that express a story.
- Basics of Photoshop - Introduction to Photoshop - Covering the basics of editing, fixing and color correction.

**EVALUATION PROCESS:** Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

<b>Course Nature : Practical</b>					
<b>Assessment Method (Max.Marks: 100)</b>					
<b>In Semester</b>	<b>Assessment Tool</b>	<b>CD/Record/Assignment</b>	<b>Test Performance</b>	<b>Model Examination</b>	<b>Total</b>
	<b>Marks</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>CD/Record/Assignment</b>	<b>Presentation</b>	<b>Viva-Voce</b>	<b>Total</b>
	<b>Marks</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>50</b>
<b>Total</b>					<b>100</b>





COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18504	FILM APPRECIATION	0	1	3	4	3

INSTRUCTIONAL OBJECTIVES				Student Outcomes		
At the end of this course the learner is expected:						
1.	Learn the birth & growth of cinema.	I	m			
2.	Learn the elements & form of cinema	k	d			
3.	Learn how to write film appreciation	c	k			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment

### PROCESS:

- Movements in cinema – Cinematic terms- Semiotics
- Indian cinema- Realism- Neo Realism
- Other arts and cinema- Painting – Theatre- Cinematic Formula – Masculine Charisma
- High culture Vs low culture- Satire- Cult- Remakes
- Format & Method- To appreciate the art of film

### EVALUATION PROCESS:

Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E01	CITIZEN JOURNALISM	4	1	0	5	3



<b>INSTRUCTIONAL OBJECTIVES</b> At the end of this course the learner is expected:		<b>Student Outcomes</b>				
1.	Understand the need for civic media and citizen journalism	b	d			
2.	The students will also understand the basic needs for a citizen journalist	f	g			
3.	The students will also learn the ethics and responsibility of a citizen journalist.	b				

### **COURSE REQUIREMENT:**

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment

### **UNIT I**

Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere- Political sphere - Mediated communication (Historical context) – Mediated communication on modern culture - News inflation and filtering

### **UNIT II**

Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology (Tribal age, Literacy age Print age, Electronic age, New media age), Media in transition, Technological convergence, Media identity, Introduction of participatory culture, Disruptions (New Technologies, New Audiences, New Rhetorics, New Authority)

### **UNIT III**

Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice – Vigilantism - Safe space - Political correctness - post-truth- Technological determinism

### **UNIT IV**

Internet as Human right (net neutrality) - Social Networks and participatory culture - online privacy and citizen surveillance – Crowd sourcing- Non-fiction documentaries - Advocacy Films - Alternative journalists and their agenda - Parody news shows – significance and context.

### **UNIT V**

Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic

media – impartiality in citizen journalism – Hyper Local Journalism in today's media market

## REFERENCES

1. Hoffmann David, (2014), *Citizens Rising: Independent Journalism and the Spread of Democracy*. Delhi, India: Prakash Books India Pvt. Ltd.
2. Mohamed Ali Sayed, (2013), *Citizen Journalism and Democratic Transformation in Egypt*. Saarbrücken, Germany: OmniScriptum.
3. Paramjeet Singh Dhawal, (2001), *International Encyclopaedia of New Media: Citizen Journalism*. Bengaluru, India: Anmol Publications.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E02	ESSENTIALS OF BROADCAST JOURNALISM	4	1	0	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Understand the story structure and elements of Broadcasting Journalism.	b	f			
2.	Employee field-reporting techniques: Master on-camera interview, both in the field and inside the studio	h	k			
3.	Use images to tell stories; Produce news shows that feature their news stories	i				

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as part of internal assessment.

### UNIT I

Essentials of Newscaster, Audio Byte, Video Byte, Piece to the Camera (PTC): Opening, Bridge and closing., Going Live: Writing and presenting for broadcast, Interviewing for Broadcast News, Broadcast News Writing Mechanics, Broadcast News Writing Style, News Desk, Teleprompter, Types of News Bulletin.

### UNIT II

Basics of Radio News, Sources of News Local, Wire services, Components of News, Radio news room setup. Radio Broadcast Journalists – Skills of Radio Broadcast Journalists - Identifying, researching and presenting news stories, Elements of editing, integrating bytes and voice casts, Radio talks and discussions, radio interviews. Compiling Radio news bulletins, Planning and structuring the copy for various audio inputs.

### UNIT III

TV News room operation, Basics of TV News, Structuring a TV news report, V/O's, packages & story formats, News gathering and writing, intro and headline writing, integrating bytes, visualization of News, voice-overs, TV interviews, Process of Live inputs, TV features and News analysis, Gate keeping, News anchoring, Visual sources: servers, graphics, archives, MSR and OB, Vox-Pop, Interview. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.

## UNIT IV

Electronic News Gathering – Techniques of ENG, Electronic Field Production (EFP), Satellite Broadcast, Outside Broadcasting, Mobile technologies, convergence, latest technologies for news recording and delivery, broadcasting softwares.

## UNIT V

Online News broadcasting, Ethics and regulation in Broadcast Journalism, Television News Channels in India, News Broadcasting Standards Authority (NBSA), Satellite link for News reporting from abroad, Satellite bookings & co-ordination with local TV channels, booking local editing facilities.

## REFERENCES

1. White, Ted, (2010), *Broadcast News Writing, Reporting, and Producing (Fifth Edition)*. Massachusetts, United States: Focal Press.
2. Chapman, Jane & Kinsey, Marie, (2009), *Broadcast Journalism: A Critical Introduction*. Abingdon, United Kingdom: Routledge.
3. Bhatt, S.C., (2007), *Broadcast Journalism*. Delhi, India: HarAnand Publications.
4. Keith Cohler, David, (1993), *Broadcast Journalism: A Guide for the Presentation of Radio and Television News*. London, United Kingdom: Prentice Hall.

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
<b>End Semester Weightage</b>							<b>50</b>
<b>Total</b>							<b>100</b>

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E03	PUBLIC RELATIONS	4	1	0	5	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Obtain the skills of PRO.	j	k			
2.	Know the functioning of a PR department in an organization	j	k	b		
3.	Write a press release, organize a press conference and publish a house journal	c	f	i	j	

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### UNIT I

Nature and scope of public relations Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

#### UNIT II

PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counseling firms: advantages and limitations.

#### UNIT III

Tools of public relations Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

#### UNIT IV

Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

## UNIT V

Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster management and Issues management; Professional organisations in India and abroad.

## REFERENCES

1. Baskin Otis & Aronoff Craig, (2000), *Public Relation., The Profession & The Practice*. New York, United States: McGraw-Hill Humanities/Social Sciences/Languages
2. Centre Allen & Walsh Frank, (1981), *Public Relations Practices: Case Studies*. New Jersey, United States: Prentice Hall

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18E04	NEW MEDIA	4	1	0	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Developments in Communication and Media technologies	m	b	g		
2.	Understand ethical and cultural issues arising out of the worldwide expansion of the new technologies	m	b	g		

### COURSE OBJECTIVE:

The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

### UNIT I

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

### UNIT II

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

### UNIT III

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

### UNIT IV



New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

## UNIT V

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Act and Regulations.

## REFERENCES

1. Flew Terry, (2014), *New Media: An Introduction*. Oxford, United Kingdom: Oxford University Press.
2. Bennett James, (2012), *Design Fundamentals for New Media*. Massachusetts, United States: Cengage Learning.
3. Siapera Eugenia, (2011), *Understanding New Media*. California, United States: SAGE Publishing.
4. Jenkins Henry, (2008), *Convergence Culture: Where Old and New Media Collide*. New York, United States: New York University Press.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UES18501	ENVIRONMENTAL STUDIES	3	0	0	3	3
<b>INSTRUCTIONAL OBJECTIVES</b>					<b>Student Outcomes</b>	
At the end of this course the learner is expected:						
1.	To gain knowledge on the importance of natural resources and energy	a	g			
2.	To understand the structure and function of an ecosystem	b	h			
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence	f				
4.	To understand the causes of types of pollution and disaster management	e	j			
5.	To observe and discover the surrounding environment through field work	m	n			

### UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY

Environmental Studies – Definition – Scope, objectives and awareness – Introduction to natural resources: food, forest, water and energy- renewable and non-renewable resources- coal, oil, tidal, wind, geo-thermal, solar, biomass (overview)-nuclear fission and fusion-nuclear energy.

### UNIT II - ECOSYSTEMS

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)- food webs(any 2 Examples)-ecological pyramids.

### UNIT III – BIODIVERSITY AND ITS CONSERVATION

Introduction, definition: genetic, species and ecosystem diversity- Values of biodiversity: consumptive, productive, social, ethical, aesthetic and option values-hot spots of biodiversity- Threats to biodiversity: habitat loss, poaching of wildlife- endangered and endemic species of India - conservation of biodiversity; in-situ and ex-situ conservation of biodiversity.

### UNIT IV - ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT

Definition-causes, effects and control measures of: Air, Water and Soil pollution- e-waste management- Disaster management: Natural and man-made- food/earthquake/cyclone, tsunami and landslides.

## **UNIT V - SOCIAL ISSUES AND THE ENVIRONMENT**

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

### **FIELD WORK**

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/industry/canteen for solid waste management.
2. Visit to a chemical industry to study about the practices followed there for waste disposal.
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna.
4. Study of simple ecosystems-lake/hill slopes.
5. Naming the trees in the campus at SRM.
6. Study of common plants, insects, birds in the neighborhood.
7. Study of common diseases and their prevention.
8. Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

### **REFERENCES**

1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

## E-BOOK

1. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd.,  
Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100



### SEMESTER - VI

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
UJM18601	PORTFOLIO PRODUCTION	0	0	4	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will create a video profile	f	i			
2.	Understand the need for creating a profile	f	i			

### COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment

### PROCESS:

- Audio Alignments in Editing, Audio Fades, Changing Audio Levels and Adding Audio Filters, Audio in Post Production, Master CD / DVD.
- Video Profile, Capturing Techniques, Editing Clips and Organizing Clips, Editing Practice – capture, trim, cut, dissolve, title and adding a voice over to footage - Adding Transitions
- Photography portfolio – why and How, Paper Vs Digital, Style and Design, Theme, Choosing the shot
- What Is a Resume? How and why are they used? Types of Resumes, Writing Objective, Polishing a Resume, Cover Letters, Purpose and anatomy, Resumes in digital age
- Professional Vs Social networking, Online media Presence - What and How, Identifying Audience, Building Relationships, Automation, Tracking the trend, Using social media tools,

Course Nature : Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	CD/Record/Assignment	Test Performance	Model Examination	Total		
	Marks	15	15	20	50		
End Semester	Assessment Tool	CD/Record/Assignment	Presentation	Viva-Voce	Total		
	Marks	20	15	15	50		
Total					100		
COURSE CODE	COURSE TITLE		L	T	P	TOTAL OF LTP	C

UJM18602	MEDIA PROJECT	0	0	0	0	20
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INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected:					
1.	Students will do a micro research in their area of interest.	n	b	a	

### PROCESS:

Stage I: Identifying Topic and Allotment of Guides

Stage II: Review I

Stage III: Review II

Stage IV: Review III

Stage V: Final Submission of the Project Report (Twenty Five Pages)

Course Nature : Project					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	First Review	Second Review	Final Review	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	Report	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100