



BACHELOR OF ARTS IN JOURNALISM AND
MASS COMMUNICATION
Curriculum and Syllabus

(For Students admitted from academic year 2015 – 2016 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

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
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CURRICULUM

SEMESTER I							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	ULT15101	Tamil - I	4	1	0	5	4
	ULH15101	Hindi – I					
	ULF15101	French – I					
	ULE15101	English –I	4	1	0	5	4
Compulsory Core	UJM15101	Introduction to Mass Communication	3	1	0	4	4
	UJM15102	Reporting & Editing for Print	3	1	0	4	4
Compulsory Core Lab	UJM15103	Lab Newsletter Production	0	1	4	5	3
Allied	UJM15104	Indian Constitution – An overview	4	1	0	5	5
Supportive Course (Internal Evaluation)	CDC15101	Verbal Ability	2	0	0	2	2
Total			20	6	4	30	26
SEMESTER II							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Language	ULT15201	Tamil - II	4	1	0	5	4
	ULH15201	Hindi – II					
	ULF15201	French –II					
	ULE15201	English –II	4	1	0	5	4
Compulsory Core	UJM15201	Theories of communication	3	1	0	4	4
	UJM15202	Radio Communication	3	1	0	4	4

Compulsory Core Lab	UJM15203	Writing for Radio	0	2	3	5	3
Allied	UJM15204	Indian & Global Political Systems – An Insight	4	1	0	5	5
Supportive Course (Internal Evaluation)	CDC15201	Quantitative Aptitude and Reasoning – I	2	0	0	2	2
Extension Activity	UNS15201	NSS	0	0	0	0	1
	UNC15201	NCC					
	UNO15201	NSO					
	UYG15201	Yoga					
Total			20	7	3	30	27
SEMESTER III							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM15301	Media Management	4	1	0	5	4
	UJM15302	Television Communication	4	1	0	5	4
Compulsory Core Lab	UJM15303	Writing for Television	0	1	3	4	2
	UJM15304	Visual News Production	0	1	3	4	2
Allied	UJM15305	India and its Neighbourhood	4	1	0	5	4
Skill Based Electives-I	UJM15E51	Creative Writing	3	0	0	3	3
	UJM15E52	Copy Writing					
Non-major Elective		Open Elective-I	2	0	0	2	2
Supportive Course (Internal Evaluation)	CDC15301	Quantitative Aptitude and Reasoning – II	2	0	0	2	2
Total			19	5	6	30	23
SEMESTER IV							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of	C

						LTP	
Compulsory Core	UJM15401	Media Laws & Ethics	4	1	0	5	4
	UJM15402	New Media Theories & Practice	4	1	0	5	4
Compulsory Core Lab	UJM15403	Graphics Designing - I	0	1	3	4	2
	UJM15404	Web Designing	0	1	3	4	2
Allied	UJM15405	Global Media	4	1	0	5	4
Skill Based Electives-II	UJM15E53	Writing for Media	2	0	1	3	3
	UJM15E54	Film Studies					
Non-major Elective		Open Elective-II	2	0	0	2	2
Supportive Course (Internal Evaluation)	CDC15401	Communication Skills	2	0	0	2	2
Total			19	5	6	30	23
SEMESTER V							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM15501	Communication Research Methodology	4	1	0	5	4
	UJM15502	Advertising Theory & Practices	4	1	0	5	4
Compulsory Core Lab	UJM15503	Advertising Campaign	0	1	2	3	2
	UJM15504	Graphic Designing II	0	1	3	4	2
Core Elective - I	UJM15E01	Development Communication	4	1	0	5	4
	UJM15E02	Media and Indian Polity					
Core Elective - II	UJM15E03	Public Relations and Corporate Communication	4	1	0	5	4
	UJM15E04	Event Management					
Supportive Course	UES15501	Environmental Studies	3	0	0	3	3
Total			19	6	5	30	23

SEMESTER VI							
Career Stream Title	Subject Code	Subject Title	L	T	P	Total of LTP	C
Compulsory Core	UJM15601	Media & Society	4	1	0	5	4
	UJM15602	Integrated Marketing Communication	4	1	0	5	4
Compulsory Core Lab	UJM15603	Documentary Film Making	0	0	3	3	2
	UJM15604	Major Project	2	1	2	5	4
Core Elective – III	UJM15E05	Photography	4	1	0	5	4
	UJM15E06	Information and Communication Technology					
Core Elective – IV	UJM15E07	Inter - Cultural Communication	4	1	0	5	4
	UJM15E08	Introduction to International Relations					
Supportive Course (Internal Evaluation)	CDC15601	Personality Development	2	0	0	2	2
Total			20	5	5	30	24

Total Credits to be earned for the degree: 146

SEMESTER I

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT15101	தமிழ் - I	4	1	0	5	4

பகுதி 1. தமிழ் இலக்கிய வரலாறு

(நூல் – தமிழ் இலக்கிய வரலாறு- முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சிற்றிலக்கியம் - தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும் வளர்ச்சியும்
3. சிறுகதை - தோற்றமும் வளர்ச்சியும்
4. புதினம் - தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

பகுதி 2. இலக்கியம்

அ. இக்காலக்கவிதைகள்

1. பாரதியார்
நெஞ்சு பொறுக்கு திலையே ...என்று தொடங்கும் கவிதை
2. பாரதிதாசன்
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை ...என்று தொடங்கும் கவிதை
3. ந.பிச்சுமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்பு மலர்கள்
காகிதப் பூக்கள் - கால மழைத்தூறலிலே... என்று தொடங்கும் கவிதை

6. சு.வில்வரெத்தினம் --வேற்றாகி நின்ற வெளி
நிலவின் எதிரொலி – பறம்பு மலை ...என்று தொடங்கும் கவிதை
7. பாரதி புத்திரன் - மாரிக்கால இரவுகள்
சிவகாசிச் சிசுக்கள் – மகனே அன்றொரு நாள் ...என்று தொடங்கும்
கவிதை
8. து.நரசிம்மன் - வானம் பிறந்தது
ஒரு பிஞ்சின் வேண்டுகோள்...என்று தொடங்கும் கவிதை
9. ப.கல்பனா- வானம் பிறந்தது
கீறல் விழுந்த மாலைக்காலங்கள்- இன்று வர... என்று தொடங்கும்
கவிதை

ஆ. சிற்றிலக்கியம்

கலிங்கத்துப்பரணி- போர் பாடியது: 404 -- 408 பாடல்கள்

குற்றாலக்குறவஞ்சி – மலைவளம்

1. வானரங்கள் கனிகொடுத்து என்று தொடங்கும் பாடல்
2. முழங்கு திரைப் புனலருவி கழங்கென முத்தாடும் என்று
தொடங்கும் பாடல்

இ. காப்பியங்கள்

**சிலப்பதிகாரம் – வழக்குரை காதை - ‘தேரா மன்னா! செப்புவது
உடையேன்’-- இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி.
(30 – வரிகள்)**

பகுதி 3 உரைநடைப் பகுதி

**“எண்ணங்கள்” டாக்டர் எம்.எஸ்.உதயமூர்த்தி, கங்கை புத்தக
நிலையம், 2005.**

பாட நூல்கள் :

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு,
கண்மணி பதிப்பகம், திருச்சி, 2010.
2. எம்.எஸ்.உதயமூர்த்தி, “எண்ணங்கள்”, கங்கை புத்தக நிலையம்,
2005.

3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும்
மானுடவியல் புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

Course Code	Title of the Subject	L	T	P	Total LTP	c
ULH 15101	Hindi - I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES

1. To express and communicate literature which is part of life
2. To incorporate day to day personal & professional life's need to communicate in the language.
3. To help the students to imagine & express their mind through Literature .

UNIT I - PROSE

(35 Hours)

1. USNE KAHA THA (STORY) **CHANDRADHAR SHARMA GULERI**
2. CHIEF KI DAWAAT (STORY) **BHISHAM SAHNI**
3. PREMCHAND (NIBANDH) **DR. RAMVILAS SHARMA**
4. BHOLARAM KA JEEV (SATIRE STORY) **HARISHANKAR PARSAI**
5. BHAGWAN NE KAHA THA (SATIRE STORY) **SURYA BALA**
6. CHAMAR KI BETI (STORY) **DR.N. CHANDRSHEKHARAN NAIR**

UNIT II- ONEACTPLAY

(15 Hours)

1. LAXMI KA SAWAGAT **UPENDRANATH ASHK** -
2. JAB MAA RO PADI **SETH GOVIND DAS** -

UNIT III - CORRESPONDENCE

(10 Hours)

1. OFFICIAL LETTER
2. DEMI- OFFICIAL LETTER

UNIT IV - COMPUTER

(10Hours)

UNIT V - TECHNICAL TERMINOLOGY

(5 Hours)

TEXT BOOKS

1. Hindi I Edited by Dr.S.Preethi, Dr.MD.Islam, Dr. S. Razia Begum Published by Department of Hindi, FS&H,SRM University

BOOK FOR REFERENCE

1. *Prayajon Mulak Hindi* (Author - Madhav Sontakke)

Course Code	Title of the Subject	L	T	P	Total of LTP	C
ULF14101	French-I	4	1	0	5	4

Instructional Objectives:

- To encourage greater written skills through comprehension writing and composition writing.
- Improve their oral and written skills through a combination of theory and practice.
- Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

Unité-I (15 Heures)

Vous comprenez? – Conjugaison des verbes – Masculin/Féminin – Singulier/Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

Unité-II (15 Heures)

Au travail ! Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

Unité-III (15 Heures)

On se détend ?- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche - Pronoms moi, toi, lui, elle, etc..., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

Unité-IV (15 Heures)

Racontez-moi- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - **Bon voyage !-** Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

Unité-V (15 Heures)

Bon appétit- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à + pronom- La nourriture, Les repas, La fête.

Référence Book

1. **“Echo-A1”**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Course Code	Course Title	L	T	P	Total of LTP	C
ULE15101	English – I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES

1. To enhance students' proficiency in English language.
2. To enable the students to think in English.
3. To be abreast with the world literature.
4. To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5. To engage in ongoing professional development with respect to both teaching and research.

UNIT I - POETRY

(15 Hours)

1. If by Rudyard Kipling
2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

UNIT II - PROSE

(15 Hours)

1. Of Truth by Francis Bacon
2. Spirit of India by A.P.J.Abdul Kalam

UNIT III - SHORT STORIES

(15 Hours)

1. The Bet by Anton Chekhov
2. The Postmaster by Rabindranath Tagore

UNIT IV - MOVIE REVIEW

(15 Hours)

1. Whose Life is it Anyway?
2. The Accused- Feature Film
3. Water

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

1. Tenses
2. Focus on Articles, Prepositions, Subject Verb Agreement
3. Comprehension Passage

TEXT BOOKS

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

Edited by Dr. Shanthichitra, *Glean to ACME English Tex Book* Published by Department of English, FSH, SRM University

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15101	Introduction To Mass Communication	3	1	0	4	4

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

1. Know the types of communication and gain knowledge on the various attributes of media and mass communication.
2. Understand and use effectively the various models of communication and the techniques used in communication.

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 Communication: Definition of Communication - Types of Communication: Interpersonal, Group, Mass Communication - Means of Communication - Processes of Communication - Functions of Communication - Elements and Components of Communication - Scope of Communication - Seven C's of Communication

UNIT II

Definition of Mass Communication - Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process - Mass Communication Types: Print, Electronic and Digital

UNIT III

Characteristics of different mass media, audience, reach and access - Folk and Traditional media: Meaning of Folk and Traditional media - Nature and Scope of Folk and Traditional media - Role of folk media in rural communication - Problem faced by Folk and Traditional media

UNIT IV

Key Concepts in Communication: Stuart Hall: Encoding & Decoding - Marshall McLuhan: Understanding the Message - Jurgen Habermas: Public Sphere - Louis Althusser: Ideological State Apparatus - Frankfurt School - Raymond Williams: On Television - Pierre Bourdieu: 'Fields of Journalism, Social Science and Politics' - Jean Baudrillard: Simulacra and Simulation

UNIT V

Role of Mass Communication in Society - Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.

TEXT BOOKS

1. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.
2. Kumar J. Keval, Mass Communication in India, Third Edition, Mumbai: Jaico publication, 2010

BOOKS FOR REFERENCES

1. Dennis McQuail, (sixth Edition) *Mass Communication Theory*, London, Sage South Asia, 2010
2. Joseph R. Dominick - *Dynamics of Mass Communication- Media in the Digital Age* -, Mc Graw Hill, 2008, Tenth Edition

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15102	Reporting And Editing For Print	3	1	0	4	4

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

1. Gain an insight into the nature and structure of reporting and editing for the print media.
2. Use different styles and techniques of writing.

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 journalism- News- News values- Sources of news-Newspaper organization: structure – functions of editorial department; Reporting section: Copy desk functions, path of a copy, morgue. Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom. Trends in reporting: Interpretative and Investigative –Freelancing. News selection process: criteria – influencing factors.

UNIT II

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews- types, techniques, preparation and writing interview story. Reporting government and other agencies: Central, State and Local Governments, Rural Reporting.

UNIT III

Beats and Special Coverage - Transport, Education, and Health etc. Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Covering public meetings and speeches: do's and don'ts. Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

UNIT IV

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Principles of editing- copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, style, spelling etc; rewriting; headlines; importance, functions of headlines, typography, language, readability and legibility. Picture editing: importance of pictures, selection of news pictures, cut lines, cropping methods, style sheet.

UNIT V

Readability Formulas; Flesch's Reading Ease and Human Interest Formulas; Gunning's Fog Index; Dale- Chall Formula; Comparison of readability scores. Opinion page: Editorial writing: Purpose, types of editorials, subjects,

Ombudsman –Review of Newspaper editorials Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns- Columnists- advertisements- newspapers layout and design- Review of editorial page.

TEXT BOOKS

1. Remnick, David Reporting, Picador Publishers, 2013
2. Sehgal, Vivek Editing for Print and Electronic Media, Neha Publishers, 2010

BOOKS FOR REFERENCES

1. Raman, Usha, *Writing for the Media*, Oxford University Press, 2010
2. N. Basu, N. Prabhakar, Journalism : Editing, *Reporting and Feature Writing 1st Edition*, Neha Publishers & Distributors, 2009

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15103	Lab Newsletter Production	0	1	4	5	3

OBJECTIVE: At the end of this course, the students will be able to,

1. Gain a step by step knowledge in making a Newsletter.
2. Produce a monthly newsletter as a group assignment.

UNIT I

Handling Sources Campus Story

UNIT II

Interviewing Developing Story Idea

UNIT - III

News Writing – Inverted Pyramid, Leads, Captions Designing Journal

UNIT IV

Capturing event – Photography Lab Journal editing and Proof reading

UNIT V

Theme based journal production

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.

Softwares : Adobe Photoshop, Adobe Indesign

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15104	Indian Constitution- An Overview	4	1	0	5	5

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

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.
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
3. Stress on the Constitution by way of the changing nature of governance, coalition politics and center-state relations.

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 the defects in the composition of the constituent assembly.

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. Constitution and the Government of India Act of 1935

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

Governing institutions and framework of relations between the Union and the States; 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 Courts. Centre-State relations and the re-organisation of the states.

UNIT V

Globalization and the changing nature of the Indian polity; changing face of centre-state relations; economic decision making and foreign policy; coalition politics and stress on the Indian constitution; corruption and its impact on governance; terrorism and fundamental rights. Whither the Indian Constitution?

TEXT BOOKS

1. Khosla, Madhav, THE INDIAN CONSTITUTION, Oxford University Press 2011
2. Kumar, K.R. et al INDIAN CONSTITUTION, Anmol Publications 2011

BOOKS FOR REFERENCES

1. Basu, Durga Das, INTRODUCTION TO THE CONSTITUTION OF INDIA,, 21st Edition, Lexus Nexus, 2013
2. Singh, Kumud Ranjan , INDIAN POLITY AND CONSTITUTIONAL ISSUES, Arihant Publication, 2013

Course Code	Course Title	L	T	P	C
CDC15101	Verbal Ability	2	0	0	2

OBJECTIVES :

1. Communicate with better diction
2. Take up competitive exams confidently

UNIT-I

Vocabulary- Synonyms, Antonyms, Idioms and phrases, ordering of words/sentences.

UNIT-II

Grammar- Sentence improvement, Change of speech, sentence correction.

UNIT-III

(Vocabulary-One word Substitute, Verbal Analogies, Closet test.

UNIT-IV

Grammar- Spotting errors, selecting words, sentence completion

UNIT-V

Vocabulary- Word Quest, Puzzles, Crossword

BOOKS FOR REFERENCES

1. Raymond Murphy, Essential English Grammar, Cambridge University Press, 2007
2. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

SEMESTER – II

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT15201	தமிழ் - II	4	1	0	5	4

பகுதி -1 தமிழ் இலக்கிய வரலாறு

(நூல் – தமிழ் இலக்கிய வரலாறு - முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி, 2010.)

1. சங்க இலக்கியங்கள்
2. நீதி இலக்கியங்கள்
3. பக்தி இலக்கியங்கள்
4. காப்பியங்கள்

பகுதி - 2 அ. சங்க இலக்கியம்

1. முளி தயிர் பிசைந்த... என்று தொடங்கும் குறுந்தொகை (167) பாடல் முல்லை, செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்றும்... என்று தொடங்கும் ஐங்குறுநூறு (11) பாடல் (மருதம், ஐங்குறுநூறு- வேழப்பத்து.)
3. எம் வெங் காமம் இயைவது ஆயின்என்று தொடங்கும் அகநானூறு (15) பாடல் (பாலை , மகட் போக்கிய தாய் சொல்லியது)
4. சுடர் தொடஇ கேளாய்..... என்று தொடங்கும் கலித்தொகை (51) பாடல் (குறிஞ்சி, தலைவி கூற்று)
5. மண்டு அமர் அட்ட ... என்று தொடங்கும் புறநானூறு (213) பாடல், பாடியவர் : புல்லாற்றூர் எயிற்றியனார், பாடப்பட்டோன் : கோப்பெருஞ்சோழன்; திணை : வஞ்சி; துறை - துணைவஞ்சி.
6. நறவுவாய் உறைக்கும் நாகுமுதிர் ... என்று தொடங்கும் பத்துப்பாட்டு – சிறுபாணற்றுப்படை (51-67) பாடல்

7. கலந்தோர் உவப்ப எயில் பல கடையி... என்று தொடங்கும்
பத்துப்பாட்டு -- மதுரைக் காஞ்சி (220-237) பாடல்.

ஆ. நீதி இலக்கியம்

1. திருக்குறள் - நட்பாராய்தல்
புலவி நுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் - 5 பாடல்

இ. பக்தி இலக்கியம்

சைவம் - பன்னிரு திருமுறைகள்

1. திருஞானசம்பந்தர் தேவாரம் - முதலாம் திருமுறை
காதல் ஆகி, கசிந்து ... என்று தொடங்கும் பாடல்
2. திருநாவுக்கரசர் தேவாரம் - ஐந்தாம் திருமுறை
மாசில் வீணையும் மாலை ... என்று தொடங்கும் பாடல்
3. சுந்தரர் தேவாரம் - ஏழாம் திருமுறை
பொன்னார் மேனியனே ... என்று தொடங்கும் பாடல்
4. மாணிக்கவாசகர் - திருவாசகம் - பிடித்த பத்து
பால் நினைந்து ஊட்டும் தாயினும் சால ... என்று தொடங்கும்
பாடல்
5. திருமூலர் - திருமந்திரம்
மரத்தை மறைத்தது மாமத யானை ... என்று தொடங்கும் பாடல்

வைணவம் - நாலாயிரத் திவ்யப் பிரபந்தம்

1. பூதத்தாழ்வார்
பெருகு மத வேழம் மாப்பிடிக்கு...என்று தொடங்கும் பாடல்
2. குலசேகராழ்வார்
ஆனாத செல்வத்து அரம்பையர்கள் தற்கூழ ...என்று தொடங்கும்
பாடல்
3. பெரியாழ்வார்
எந்நாள் எம்பெருமான் ...என்று தொடங்கும் பாடல்
4. ஆண்டாள்

ஓங்கி உலகளந்த உத்தமன் ... என்று தொடங்கும் பாடல்

5. திருப்பாணாழ்வார்

சதுர மாமதில் சூழ் இலங்கைக்கு ... என்று தொடங்கும் பாடல்

இஸ்லாம்

குணங்குடி மஸ்தான் சாகிபு பாடல்கள் - தவமே பெற

வேண்டுமெனல் - 3 பாடல்கள்

கிறித்துவம்

ஆதிநந்தாவனப் பிரளயம் - ஏதேன் தோட்டம் - 3 பாடல்கள்

பகுதி 3: சிறுகதை

“ஒற்றைச் சிறகு”, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு.

பாட நூல்கள் :

1. முனைவர் சு.ஆனந்தன் (2010), தமிழ் இலக்கிய வரலாறு, கண்மணி பதிப்பகம், திருச்சி, 2010.
2. ஒற்றைச் சிறகு, இலக்கியச் சிந்தனை 2012 ஆம் ஆண்டின் சிறந்த சிறுகதைகள் தொகுப்பு, 2012.
3. செய்யுள் புத்தகம், தமிழ்த்துறை, அறிவியல் மற்றும் மானுடவியல் புலம் , எஸ். ஆர். எம். வெளியீடு, 2014.

Course Code	Course Title	L	T	P	Total of LTP	c
ULH 15201	Hindi - II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES

1. To express and communicate literature which is part of life
2. To incorporate day to day personal & professional life's need to communicate in the language.
3. To help the students to imagine & express their mind through Literature .

UNIT I - POETRY

(30 Hours)

1. Suprashed Dohey *Kabir, Rahim, Bihari, Surdas*
2. Nar Ho Na Nirash Karo Mann Ko *Maithlisharan gupt*
3. Jo Tum Aaa Jaate *Mahadevi Varma*
4. Hum Panchi Unmukt Gagan Ke *Shiv mangal singhsuman*
5. Chalawa *Santosh shreeyansh*
6. Yahan Thi Vaha Nadi *Manglesh Dabral*

UNIT II - STORY

(25Hours)

1. Eidgaha *Premchand*
2. Vapsi *Priyamvada Usha*
3. Ek Muthi Aakash *Santosh Srivastav*
4. Ek Plate Sailab *Mannu Bhandari*

UNIT III

(10 Hours)

1. Anuvad : Anuvad Ki Paribhasha Evam Bhed

UNIT IV

(5 Hours)

1. Anuvad : English to Hindi

UNIT V

(5 Hours)

1. Administrative words

RECOMMENDED TEXTS

1. Hindi I Edited by Dr.S.Preethi, Dr. MD.Islam, Dr.S.Razia Begum. Published by Department of Hindi, FS&H, SRM. University

BOOKS FOR REFERENCES

1. *Prayajon Mulak Hindi* (Author - Madhav Sontakke)
2. *Practcal Guide to is Translation & Composition* (Author- K. P. Thakur)

Course Code	Course Title	L	T	P	Total of LTP	C
ULF15201	French-II	4	1	0	5	4

Instructional Objectives:

- Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.
- Improve their oral and written skills through a combination of theory and practice.

Unité-I

(15 Heures)

Quelle journée !- La conjugaison pronominal- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc...,- Les activités quotidiennes- Les achats, L'argent - **Qu'on est bien ici !** Prépositions et adverbess de lieu- Verbes exprimant un déplacement : emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

Unité-II

(15 Heures)

Souvenez-vous- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchainement des idées : alors, donc, mais- Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

Unité-III

(15 Heures)

On s'appelle ? – Les pronoms compléments directs- les pronoms compléments indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication : courrier, téléphone, internet.

Unité-IV

(15 Heures)

Un bon conseil ! – Expression du déroulement de l'action – Passé récent-Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportées – Les Corps – La santé et la maladie.

Unité-V

(15 Heures)

Parlez-moi de vous – La place de l'adjectif – La proposition relative finale avec « qui » - C'est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

Référence Book

1. **“Echo-A1”**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Course Code	Course Title	L	T	P	Total of LTP	C
ULE15201	English II	4	1	0	5	4

Instructional Objectives:

1. To enhance students' proficiency in English language.
2. To enable the students to think in English.
3. To become aware of the world literature and the writers.
4. To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5. To engage in ongoing professional development with respect to both teaching and research.

UNIT I Poetry:

(15 Hours)

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan
4. Dream Deferred- Langston Hughes

UNIT II Prose:

(15 Hours)

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)
2. I have a Dream by Martin Luther King
3. Farewell Speech by Mark Antony

UNIT III Play and Short Story:**(15 Hours)**

1. Monkey's Paw by W.W.Jacobs
2. Bear by Anton Chekhov

UNIT IV Book Review:**(15 Hours)**

1. To kill a Mocking Bird (Excerpts)
2. Merchant of Venice (Excerpts)

UNIT V Language Component:(15 Hours)

1. Transformation of Sentences
2. Jumbled Sentences
3. Précis Writing

TEXT BOOKS

1. Cambridge University Press,. Raymond Murphy, *Essential Grammar in Use* 3rd Edition 2010
2. Edited by Dr.Shanthichitra, *Glean to ACME English Tex Book* Published by Department of English, FSH, SRM University

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15201	Theories Of Communication	3	1	0	4	4

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

1. Know the basic concepts of communication, its theories and models.
2. Gain understanding on a broad variety of important theorists, media effects theories and the impact of theory on the practical delivery of messages.

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 Theory. What is a Theory? What is a Model? Importance of Communication Theories and Models .Basic Models of Communication. Linear and Circular Models of Communication.

UNIT II

Theories of Interpersonal Communication.-Self Disclosure, Social Penetration Theory, Uncertainty Reduction Theory, Relational Dialectics. Basic Theories of Computer Mediated Communication

UNIT III

Theories of Mass Media – The Magic Bullet Theory, Theories of Propaganda and Persuasion, Four Theories of the Press , Theories of Agenda Setting and Gate Keeping Westley-McClean , White and other theories. Two Step Flow Theory and limited effects paradigm.

UNIT IV

Media Audiences and Effects – Uses and Gratification –Gerbner's Model and Theory of Cultivation Analysis, , Catharsis Effect, Desensitization, Narcotic Effect

UNIT V

Societal and Cultural Theory -Social Learning Theory- Media as a Socializing Agent, Cognitive Dissonance Theory, Symbolic Interactionism, Developmental Communication Theory.

TEXT BOOKS

1. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.
2. Nauria, Uma, Dynamics of Mass Communication Theory and Practice, Atlantic Publishers and distributors, 2006.

BOOKS FOR REFERENCES

1. Dennis McQuail, (sixth Edition) *Mass Communication Theory*, London, Sage South Asia, 2010
2. Stanley J. Baran – *Introduction to Mass Communication: media literacy and culture* - Mayfield Pub., 2001

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15202	Radio Communication	3	1	0	4	4

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

1. Gain knowledge on the history of radio

2. Work on audio production, presentation and various audio programming formats.

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

Radio as a medium of mass communication - Development of radio with a brief introduction to its history - Radio around the world - Characteristics of Radio - Three different broadcasting systems: Public service (development tool), commercial and community or local radio - Introduction to radio technology - Amplitude modulation (AM), Short wave (SW), Frequency modulation and satellite-Broadcast chains - Analog to Digital – Recording and editing.

UNIT II

Sound techniques: Audio effects(sfx): most common audio effects used in sound production: Audio Equalization, Audio Compression & Limiting, Expansion & Noise Gating, Delay / Echo, Reverb, Chorus, Phasing & Flanging.

UNIT III

Radio formats-Radio talks and announcements - Radio interviewing - Radio discussions and role of moderator – Radio magazine- specific audience programmes- Radio drama- Radio features and documentaries - Radio features and commercial advertisements - Music on radio : production techniques - News on radio – Definitions - Elements that decide what is news., sources of news, types of news - News Values and ethics - News writing - News based programmes.

UNIT IV

Writing for radio: Why need a script? – Key elements of radio writing- Styles and techniques of radio scripting – Presentation of programmes - Announcing and anchoring - Radio jockeying - News reading - Running commentary. The advantages of a short script, the disadvantages of brevity and the changing facet of deadline journalism.

UNIT V

Radio Studio: describe the working of a radio station: Control Room (CR), Transmitter - explain the role played by different functionaries of a radio station: Station Director, Station Engineer, Programme personnel, Transmission staff, Radio Announcer - describe the functioning of All India Radio - classify the

different types of radio stations: types of radio stations: private radio stations, community radio stations.

TEXT BOOKS

1. Mcleish , Robert, Radio Production 5 Rev ed Edition, Focal Press, 2005
2. Reese, David, Gross, Lynne, Gross, Brian, Radio Production Worktext, 5TH Edition, focal press publishers, 2005

BOOKS FOR REFERENCES

1. Robert.C.Qiu et. al, *Cognitive Radio and communications networking*, John Wiley, 2012
2. McLuhan, Marshall, *Understanding media*, Routledge Classics, 2001

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15203	Writing For Radio	0	2	3	5	3

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

1. Gain knowledge different types of radio script writing and its applications.
2. Conduct radio programs.

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 - PROCESS OF SCRIPT WRITING

News coverage. How to find reliable sources of information, get to know your patch, learn who to trust, check facts and sources. We will take a look at a few news agencies and sources of information on the internet.

UNIT II - INTRODUCTION TO VARIOUS FORMATS OF SCRIPTS

News, Interview, Package, vox pop, feature, discussions and Script layout.

UNIT III - WRITING FOR RADIO PROGRAMS

Covering News - writing for radio, writing a radio news dispatch. You will be asked to write dispatches based on real events in the world around you.

UNIT IV - RADIO INTERVIEW

The Interview – Choosing good interviewees, researching your subject, asking the right questions, dealing with difficult interviewees. When – and how - to interrupt.

UNIT V - ASSIGNMENT

Record and edit a ten-minute interview, News and Documentary.

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15204	Indian And Global Political Systems – An Insight	4	1	0	5	5

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

1. Understand the variety of political systems in the international system.
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.

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 - INDIA

A brief overview of the history of India from antiquity to the coming of the East India Company and Britain. The battle of Plassey and Buxar and the consolidation of the British rule. Independence Movement and the Constituent Assembly to frame the constitution. Salient features of the Indian Constitution. Fundamental Rights and the Directive Principles of State Policy. The President, Prime Minister, the Cabinet and the Parliament of India. The Supreme Court. Centre-State Relations. The media as the Fourth Pillar.

UNIT II - WESTERN DEMOCRACIES—BRITAIN

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 and the Party system. Britain and the Commonwealth. The role and relevance of the Commonwealth in the 21st century. Britain and its relationship with former colonies.

UNIT III - WESTERN DEMOCRACIES—THE UNITED STATES

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 - MAJOR NON WESTERN ASIAN SYSTEMS—CHINA AND JAPAN

The historical background of the rise of China; the Long March and the coming of Mao Tse Tung. The ideological underpinnings of the Chinese political system—Mao and post Mao by way of Deng Tiao Ping. The general characteristics of the Constitution. A comparison to the Constitution of the erstwhile Soviet Union. The pre-eminence and preponderance of the Communist Party of China. The Meiji Constitution of Japan. The Emperor, Cabinet and the Prime Minister of Japan. The changing role of the Self Defense Forces in the 21st century.

UNIT V - EMERGING POLITICAL SYSTEMS IN THE WORLD ORDER— SOUTH EAST ASIA, AFRICA AND LATIN AMERICA

The changing international landscape and emerging global power centres. The role of countries like Singapore, Thailand, South Africa, Nigeria and Brazil in the international system—varied domestic systems of different historical background and their contributions to governance and order in the international system.

TEXT BOOKS

1. Verma, B.K. Modern Indian Political System: Problems and Prospects, Global Vision Publishing House, India, 2012
2. Schumpeter, I.A., Capitalism, Socialism and Democracy, Routledge, New Delhi, 2011

BOOKS FOR REFERENCES

1. Scott Witmer, *Ethics of Politics – Political Systems*, Capstone Global Library, 2013
2. John Baylis, *Steve Smith, Patricia Owens*, The globalization of world politics, Oxford University Press, 2011

Course Code	Course Title	L	T	P	C
CDC15201	Quantitative Aptitude And Reasoning - I	2	0	0	2

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

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors

- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I:

- Simple equations
- Ratio & Proportion
- Variation

UNIT II:

- Percentages
- Profit and loss
- Partnership
- Simple interest and Compound interest

UNIT III:

- Deductions
- Connectives

UNIT IV:

- Analytical Reasoning puzzles
- Problems on Linear arrangement
- Problems on Circular arrangement

UNIT V:

- Clocks
- Calendars
- Blood relations

TEXT BOOKS:

1. R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
2. R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES:

- Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
- R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

SEMESTER – III

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15301	Media Management	4	1	0	5	4

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

1. To understand the evolution of management thought.
2. To expose the students to fundamental concepts of media management and its processes in organizations.
3. To introduce the basic concepts of advertising and marketing.

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

Basic concepts of management-definition, need and scope-management theories -managerial skills and functions - Management in Media organization – Structure – nature and process of management – levels of management.

UNIT II

Organizational structure of print media -Newspaper as a business enterprise and its public service role; Ownership of Newspapers; Sources of revenue of newspapers; Circulation of newspapers; Promoting circulation; Newspaper's policy; Organization; Functions; Duties and responsibilities ; Audit Bureau of Circulation (ABC); Advertisement department of a Newspaper; Duties and responsibilities; Different types of advertisement in newspapers: classified and display.

UNIT III

Organizational structure of broadcast media-Radio as a communication tool-organizational structure of a radio station-radio economics. TV as a communication tool - ownership patterns-costs and revenues in television industry-TRP-Film-Production management – pre-production, scheduling, budgeting, financing, controlling, production, post-production.and delivery.

UNIT IV

Media convergence-Entrepreneurship –. Financial management. Future of media business –Employment opportunities and status of media industry-Advertising

management - profit, sales and market share objectives, setting the budget, media selection and media scheduling-

UNIT V

Marketing – management – creativity and innovation – internal communication and external communication-Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling- FDI in media industry-future trends-scope of media opportunities-

TEXT BOOKS

1. Andrej Vizjak and Max Riglster, Media management, Springer, 2003
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.

BOOKS FOR REFERENCES

1. William James, Willis and Diane B. Willis, *New Directions in Media Management*, Routledge, 2006.
2. Agarwala V.B, Gupta V. S.- *Handbook of Journalism and Mass Communication* – Concept Publishing Company - 2001

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15302	Television Communication	4	1	0	5	4

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

1. Get exposure to TV news reading
2. Gain knowledge on EFP (Electronic field production)
3. Gather Electronic News (ENG)
4. Confidently face the camera (Anchoring)

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

What is news? Proximity, relevance, immediacy, interest, Dramatic events, entertainment –Different types of news: Emergencies, politics, Crime, Local and national government, Planning and developments, Conflict and controversy,

pressure groups, industry, health, human interest, personalities, sport, seasonal news, special local interest, weather, traffic and animals

UNIT II

News Sources: Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups Staged events: The protest, the announcement, the set place, News releases, Syndicated tapes, Freelances, duties of the reporters and stringers, Tip -offs, Hoaxes, Wire services and news agencies, The network, Other news media

UNIT III

Getting the Story: Newsroom conference, copy - pasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, don't panic

UNIT IV

News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism, voice

UNIT V

Electronic News Gathering (ENG): ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check – Production: Setup - Production: Rehearsals–Production: Videotaping– Production: Strike and Equipment Check–Post production–Preproduction: The remote survey–Production: Equipment setup and Operation Production: Floor manager and talent procedures

TEXT BOOKS

1. Boyd, Andrew. "Broadcast Journalism: Techniques of Radio and TV News". Focal Press. Oxford. 2008
2. Zettl, Herbert. "Television Production Handbook". Thomson Wadsworth. Ninth Edition. Belmont, USA. 2007

BOOKS FOR REFERENCES

1. Hudson, Gary, Rowlands, Sarah. "*The Broadcast Journalism Handbook*", Pearson Longman, 2007
2. Herbert Zettl. "*Television Production Handbook*". Thomson Wadsworth. Ninth Edition. Belmont. USA. 2007

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15303	Writing For Television	0	1	3	4	2

OBJECTIVES: At the end of the course the student will be able to,

1. Be familiar with the pre-production, Production and Post production techniques involved in writing for television.
2. Know different techniques of video shooting. Voiceover and to manage a video production.

UNIT I - PRE-PRODUCTION

Brainstorming – What is TV production – ENG, EFA – Types of television systems (NTSC, PAL), Concept idea, Creative thinking patterns, Script writing – Script writing techniques – Types of script (documentary, short film, advertisement film, corporate film, etc.)

UNIT II - PLANNING – RESEARCH:

The basic script, budget, logistics, crew, location survey, talents – Roles of the production crew like the producer, production assistant, camera personnel, and the studio crew (both production and technical) and other outdoor crew: who is who – For studio and outdoor shows: set design: backdrop and properties to be used – Role of the art director or set designer –Props, wardrobe, make-up – Storyboard.

UNIT III - PRODUCTION MANAGEMENT

Managing personnel – Financial management – Programming strategy and distribution – Programming economics – Packaging – From capsule to delivery platform – Strategic alliances and partnerships – Regulatory influences – TRP (TRM) – Professional practices – Management – Legal issues and Ethics – Curtain raiser – Teaser – Marketing: getting sponsors – Publicity – Troubleshooting for video equipment.

UNIT IV - VIDEO GENRES

Functions and types of television channels – Programme genre (humour, comedy, tragedy, futuristic, satire, suspense) – Television advertisements – Code of conduct for television advertisements – Types and comparison of news channels – Types of broadcasting: cable, terrestrial, direct to home, etc. – Difference between factual and fictional programmes.

UNIT V - DOCUMENTARY WRITING

Introduction to documentary, films, features, PSA, teleplay, telefilm – Programme formats – wildlife films, informative films, nature films, short films, children films/emotions, climax – Video training materials, manuals – Recent developments in television programmes and techniques – Genres – Packaging and broadcasting styles followed by different channels.

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15304	Visual News Production	0	1	3	4	2

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

1. Gain knowledge different types of studio work and editing, on-camera reporting, on-camera hosting of television news and its applications.
2. Video shooting and producing local television news broadcasts.

UNIT I

Characteristics of Television – comparative study of print and electronic media, difference between written and spoken language, different styles of delivery of text (script)

UNIT II

Television News – preparation of script for TV news, different types of TV news bulletins, scripting news magazines and fundamentals of TV news production, news reading and compering excercises, live presentation of news.

UNIT III

Audio and video edit software – practical exercises in audio/video recording and editing.

UNIT IV

Voice Artists – qualities and qualifications, the audition, functions and responsibilities, familiarity with modern studios, equipment and production process, modern styles of presentation, interactivity.

UNIT V

TV Artists – qualities and qualifications, the screen test and audition, functions and responsibilities, familiarity with modern studios, equipment and production process, sight reading, interactivity, modern styles of news reading, interviewing and comparing, presenting corporate videos.

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15305	India And Its Neighborhood	4	1	0	5	4

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

1. Obtain a clear understanding of India's foreign policy and its relations with neighbours.
2. To gain knowledge about the structures and the functions of the foreign office and the importance of international relations.

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 - THE NEED FOR FOREIGN POLICY& SOUTH ASIA AS A REGION

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.

UNIT II - ORGANIZATIONAL STRUCTURE OF THE INDIAN DIPLOMACY

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 – INDIA’S FOREIGN POLICY

The basics of Indian foreign policy pertaining to the neighborhood 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 - INDIA’S RELATIONS WITH PAKISTAN, BANGLADESH & AFGHANISTAN

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 - INDIA’S RELATIONS WITH CHINA, SRI LANKA AND OTHER SMALL STATES IN SOUTH ASIA

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.

TEXT BOOKS

1. Kishore C. Dash, *Regionalism in South Asia: Negotiating Cooperation, Institutional Structures*, Routledge, 2008
2. J.N.Dixit, *India’s Foreign Policy 1947-2003*, , Picus Books, 2003.

BOOKS FOR REFERENCES

1. Prakash Chander & Prem Arora, *Comparative Politics and International Relations*, Cosmos Bookhive’s, 2002.
2. Kishore C. Dash, *Regionalism in South Asia: Negotiating Cooperation, Institutional Structures*, Routledge, 2008.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E51	Creative Writing	3	0	0	3	3

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

1. Learn various skills and techniques creative writers adopt to develop a sustainable practice in the contemporary field.
2. Understand various modes of art-in-language.
3. Develop other valuable skills to transform writing into a professional practice including generating work, critical reading and response.

COURSE REQUIREMENT:The course is writing intensive. A small composition size notebook must be maintained for writing. A literary magazine will be published. Each student must submit at least two creative writing samples. Additionally, students will work as editors, proofreaders, art directors, and writers.

UNIT I

Introduction to Creative Writing, Character Sketching, Memoir Writing and Dialogue Writing.

UNIT II

Writing Short Stories, Feature Writing, Screen Writing, Biography, Autobiography.

UNIT III

Writing Food Reviews, Restaurant Reviews, Movie Reviews, Book Reviews, Music Reviews, and Dance Reviews.

UNIT IV

Introduction to Poetry, Different forms of Poetry: Sonnet, Ode, Haiku Poems, Limerick, Ballad, Lyric and Epic.

UNIT V

Writing Novels, Science Fiction Stories, Crime Stories, Thrillers and Horror Stories.

TEXT BOOK

1. McGurl, Mark. The Program Era: Postwar Fiction and the Rise of Creative Writing (Harvard University Press, 2009).
2. Myers, D. G. The Elephants Teach: Creative Writing since 1880. Chicago: University of Chicago Press, 2006.

BOOKS FOR REFERENCES

1. Palmer, A.J. "Writing and Imagery - How to Deepen Your Creativity and Improve Your Writing." [Aber Books]2010. Republished as Writing and Imagery - How to Avoid Writers Block (How to Become an Author).
2. Roy, Pinaki. "Reflections on the Art of Producing Travelogues". Images of Life: Creative and Other Forms of Writing (ed. Mullick, S.), Kolkata: The Book World, 2014 (ISBN 978-93-81231-03-6), pp. 111-29.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E52	Copy Writing	3	0	0	3	3

Objectives:

To familiarize the students with various types of copywriting and develop their inherent writing skills

To train students to generate, develop and express ideas

To familiarize the students with contemporary advertising techniques

COURSE REQUIREMENT: The course is writing intensive. A small composition size notebook must be maintained for writing

UNIT I

Copy writing, Introduction, Principles of copy writing, Writing for direct mail-letters, product brochures, leaflets, folders etc.

UNIT II

The skill of proof-checking - Copy for specialized areas - Corporate advertising, Recruitment ads ,Political advertising, Image advertising, Fashion and Life style advertising, Non-commercial / public service advertising, Awareness advertising, Food and beverages, Durables, Personal products

UNIT III

Different types of copy: Advertorials, Infomercials, Slogan and jingle ads, Humour/sex/fear/anxiety ads, Feel-good ads, Light fantasy, Demonstrations/testimonials, Use of celebrity, Slice of life, Reason why, Fund raising copy, Comparative copy, Motivational copy.

UNIT IV

Copy for different audiences: Children, Women-Homemakers, modern women, Senior citizens, Executives, Youth

UNIT V

Website copywriting – content marketing and blogging – writing email and newsletter – direct mail copywriting – writing persuasive advertisement – press release writing

TEXT BOOK:

1. Mark Shaw, Copywriting: Successful Writing for Design, Advertising and Marketing, Laurence King Publishing, 2012.
2. Joseph Sugarman, The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy From one of the Top American Copywriter's, John Wiley & Sons, 2012.

BOOKS FOR REFERENCE

1. Robert W. Bly, The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells, Owl Books Henry Holt and Company, 2005.

Course Code	Course Title	L	T	P	C
CDC15301	Quantitative Aptitude And Reasoning – II	2	0	0	2

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

- Critically evaluate various real life situations by resorting to Analysis of key issues and factors
- Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

UNIT I:

- Numbers
- Time and Distance
- Time and Work
- Averages, Mixtures and Allegations

UNIT II:

- Data Interpretation
- Data Sufficiency
- Mensuration
- Permutation and Combinations
- Probability

UNIT III:

- Cubes
- Venn diagrams
- Binary Logic

UNIT IV:

- Number and letter series
- Number and Letter Analogies
- Odd man out

UNIT V:

- Coding and decoding
- Direction sense test
- Critical Reasoning
- Lateral reasoning puzzle

TEXT BOOKS:

- R S Agarwal, 'Quantitative Aptitude' S.Chand Publishers,2013
- R S Agarwal, 'A modern approach to Logical reasoning' S.Chand Publishers

REFERENCES:

- Abhijit Guha, Quantitative Aptitude - Mc Graw Hills Publishers
- R S Agarwal, , 'A modern approach to Logical reasoning' S.Chand Publishers

SEMESTER IV

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15401	Media Laws & Ethics	4	1	0	5	4

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

1. Appreciate the freedom of press in India.
2. Look into the relevance of media laws and analyze ethical issues.
3. Assess the need for regulations and control on the quality of media contents.

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

Press Laws: History of Press Laws in India – National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Press council guidelines; Press Council code on Communal writing; Editor's Responsibilities.

UNIT II

The Contempt of Courts Act 1971; Official Secrets Act, 1923; Trade related Aspects of Intellectual Property Rights (TRIPS) & TRIMs; International Intellectual propriety of rights; The India Telegraph Act, The design Act, 1911, The Patents Act, 1957. Law of defamation; Libel and Slander; Prasar Bharti Act; The Broadcast Bill; Cable television act 1995, Broadcasting Services Regulation Bill, 2006, Cinematograph Act 2006.

UNIT III

Right to Information (Information Bill; Laws of Human Rights- Child labour Acts- Indecent Representation of woman (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

UNIT IV

Cyber Laws-Information Technology Act, 2000; Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance; Copy right Act 1957

UNIT V

Constitution of India: Fundamental Rights, Directive Principles of State Policy, Centre-State Relations, Legislative relations, Emergency Provisions, Amendment of the Constitution, Parliamentary Privileges.

TEXT BOOKS

1. Neelamalar. M, Media Laws and Ethics, PHI Learning Pvt. Ltd, November 2009.
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.

BOOKS FOR REFERENCES

1. Philip Patterson, Media Ethics: Issues and Cases, McGraw Hill, 2013
2. Don Pember, Clay Calvert, Mass Media Law, 2012

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15402	New Media Theories & Practice	4	1	0	5	4

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

1. Understand the importance of new media and utilize the techniques in various fields.
2. Gain knowledge of Multimedia and other elements that enable communication and presentation methods.

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 computers-evolution of the computer- generation of computers-types of computers-classification of computers-overview of information technology-scope. New Media: Meaning, Characteristics and principles of New Media - Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of Time, Cost and Quality.

UNIT II

Multimedia : What is Multimedia?, Characteristics and goals of multimedia, application of multimedia, multimedia tools and elements compression, decompression- file formats.

UNIT III

Internet for Interactivity: Introduction to internet application in media - Websites and portals. Static and dynamic websites - Various Internet tools for fast dissemination of news, video and pictures

UNIT IV

Designing and Layout: Concept and theory of design and graphics - Basic elements and principles of graphic design - Design and layout - Use of colours.

UNIT V

Introduction to HTML – Basic programming for Web Designing - web hosting.

TEXT BOOKS

1. B. Ram, Computer fundamentals: architecture and organization
2. Singh Vishnu Priya Singh Meenakshi , Multimedia: Illustrated , Asian publishers, Delhi

BOOKS FOR REFERENCES

1. Lynn Manning, Computing for Beginners: The Basics Explained in Plain English, New Generation Publishing, 2013
2. Harrel, William HTML, CSS, and JavaScript Mobile Development For Dummies , Willey, 2011

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15403	Graphic Designing - I	0	1	3	4	2

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

Learn technical knowledge with specialized skills, attitude to work in manual designing and crafting

UNIT I

Line Study in different Thickness, Shapes, and Pattern Designs

UNIT II

Color cards - Primary colors, secondary colors, tertiary color, and color wheel

UNIT III

Logo, Visiting card, Letter head

UNIT IV

Brochure, Pamphlet, Dangler

UNIT V

Poster, Print ad, Envelope covers

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15404	Web Designing	0	1	3	4	2

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

1. Gain knowledge on the necessary skills for designing and developing a Website.
2. Create and host a website.

UNIT I

INTRODUCTION TO ADOBE PHOTOSHOP: Bitmap vs. vector-based graphics, Color/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 Color - Color modes- RGB, CMYK, grayscale, LAB, bitmap, Hue, saturation, and brightness, Browser safe colors , Shadows, highlights and mid-tones of an image, Image slicing.

UNIT II

HYPertext MARKUP LANGUAGES: 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.

UNIT III

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.

UNIT IV

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, Color swatches and color 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.

UNIT V

PROJECT: Create 3 websites in Dreamweaver/ Flash with 5 pages and links all the pages.

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 examiner during practical examination for award of marks.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15405	Global Media	4	1	0	5	4

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

1. Explore the content of global media.
2. Learn various global media technology
3. Develop the knowledge of media reporting in current scenario

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 Global Media Agents of global journalism- International News Agencies- Reuter, AFP, AP, UPI. Introduction to main international newspapers- NY Times, Wall Street Journal, The Statesman, Russia Today, Aljazeera. 9 Major international television channels: BBC, CNN, FOX, NHK, CBC

UNIT II

Media Scenario: Introduction to major global media companies- NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, BERTELSMAN. Present media scenario in Asia. Special reference to SAARC Countries. Concept of Media Imperialism- News Imbalance

UNIT III

Media Reports: New world communication order - Mac Bride Commission report International flow of communication - Politics of representation of the 'third world' in international press. Cross Culture Communication- Problems among nations

UNIT IV

Media and Market Forces: Misinformation and Information War - Role of media in promoting humanity and peace - Reporting International politics- International Conflicts, Disasters, poverty - Market forces and media - Transnational media ownership.

UNIT V

Global Technology: Global Satellite system-Cable & Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV) Global Internet Service- Journalism in 'real time', Democratizing communication vertical to horizontal communication - Internet journalism.

TEXT BOOK

1. Shahzad Ahmad, Art of Modern Journalism, Anmol Publications, Pvt. Ltd. 2005
2. Tony Silvia, Global News: Perspective on the information age, Surjeet publication, 2006.

BOOKS FOR REFERENCE

1. Scott Collins, 'Crazy like a FOX Crazy like a fox; the inside story of how Fox News beat CNN', the University of Michigan, 2004.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E53	Writing For Media	3	0	0	3	3

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

1. Learn various writing techniques.
2. Understand how to write for different media.
3. Develop other valuable skills for effective media content presentation.

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

WRITING FOR NEWS & FEATURE STORIES

Understanding what makes News – Copy editing symbols – Characteristics of news – writing for interview–Types of leads – Writing obituaries – Editorials – Writing feature stories – News writing

UNIT II

WRITING FOR RADIO

Characteristic of radio – Planning and Scripting for educational radio programme – writing for radio – Context of radio station – Cue materials – News reading and presentation – Writing script for radio programme.

UNIT III

WRITING FOR WEB

Understanding and using the internet – A brief history – Ethical considerations – Online journalism – How it differs from print and electronic journalism – Content developing using links, texts.

UNIT IV

WRITING FOR TV NEWS

TV news gathering – News story format – Basic news scripts in TV – Types of stories – Ethical considerations – Script and visual sync for a news story.

UNIT V

MAGAZINE PUBLICATION

Layout design of the magazine – Difference between newspaper and magazine layout – Collection of articles – Approval of articles – Proof reading– Publishing of the magazine.

TEXT BOOK

1. Sunny Thomas, Writing for the Media, Career Information & Guidance, 2008
2. Usha Raman, Writing for the Media, Oxford University Press, 2010

BOOK FOR REFERENCE

1. Fred Fedler, John .R.Bender, Reporting for the media, Oxford University press, New York, 2000

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E54	Film Studies	3	0	0	3	3

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

1. Learn the birth & Growth of cinema
2. Learn the elements & form of cinema
3. Learn how to write film appreciation

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

Birth and growth of cinema. Early development of motion picture. Early cinema experiments (Thomas Ava Edison and Lumeire Brothers). Studio development. Development of sound in films.

UNIT II

Film Genre . Elements of Film. Film Noir. The concept of form in films, principles of film, narrative form, non-narrative form.

UNIT III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene.

UNIT IV

Film editing, editing terminology, montage, cross-cutting, landmark suspense films, Alfred Hitchcock, other suspense actors and directors.

UNIT V

How to appreciate a film – Difference between appreciation, analysis and review – Film appreciation format.

TEXT BOOKS

1. Jill Neldes, Introduction to Film Studies, Routledge; 5 edition, 2011
2. Kuhn, A and Westwall, G Dictionary of Film Studies, Oxford Univ. Press, 2012

BOOKS FOR REFERENCES

1. David Bordwell, Film Art: An Introduction, McGraw-Hill, 2012
2. Thoraval, Yves, The Cinema of India, Praeger 2000

Course Code	Course Title	L	T	P	C
CDC15401	COMMUNICATION SKILLS	2	0	0	2

OBJECTIVES: At the end of this course, the students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

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

LISTENING SKILL: Listening comprehension and response through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

UNIT –II

SPEAKING SKILL: Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations- Greetings, requests, demands, instructions and enquiries.
Informal speech- Facing audience-Body language- Conversion of mother tongue to English language, Formal speech-Paper presentation and essential aspects of Business communication.

UNIT-III

READING SKILL: Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Speed Reading, Reading comprehension strategies.

UNIT-IV

WRITING SKILL:

Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-E-mail etiquette. Reports, Essay Writing.

UNIT-V

Interpersonal and intrapersonal communication- Ways to communicate in different scenarios- job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate etc.- dress code, Eye contacts, body language and handshakes.

TEXT BOOKS

- Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

REFERENCE BOOKS:

1. Communication Skills-Language in Use-Cambridge Edition.

SEMESTER V

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15501	Communication Research Methodology	4	1	0	5	4

OBJECTIVE: At the end of this course, the students will be able to,

1. Define and explain the process of media research
2. Conduct media research by making use of any of the research methods
3. Write a report after analysis and interpretation of data

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 & scope of Mass Communication Research; Selecting the Research Problem from a broader outline to a workable formulation; Elements of Synopsis and its importance in designing the research studies; research and communication theories; Ethical perspectives of mass media research.

UNIT II

Review of Literature; Defining Research Problem; Research Objectives; Hypothesis; Theoretical frame work; Research Design; Sampling: Meaning & Types of Sampling, Probability & Non-Probability.

UNIT III

Research Elements; Variable: Meaning and Types of Variables; Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and Validity of Measurements; Scales and Types of Scales; Data: Sources of Data - Primary and Secondary Data; Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV

Qualitative and Quantitative studies: Meaning and Differences; **Observational studies**-Field observation technique--Choosing the research site, Gaining access, Sampling, Collecting and analysing the data, Exiting; **Focus Group Studies**: Methodology of FG studies, Defining the problem, Sample selection, Conducting sessions; **Intensive Interviews**: Characteristics of Intensive Interviews in contrast

to the traditional interview techniques. **Descriptive and Analytical Surveys:** Sampling and its importance, Types of sampling designs--Probability and Non-probability sampling designs; **Content Analysis:** Formulating the research question, Defining the universe, Selecting the sample, Selecting units of analysis, Making categories, Coding the content, Data analysis and interpretation. **Experimental Studies:** Methodology, Importance of independent, dependent and control variables, Experimental and control groups.

UNIT V

Data processing; Coding & tabulation (Statistical tools) of the data collected; Elementary understanding of statistical techniques of data analyses; Mechanics of Research Report Writing; Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing,

TEXT BOOKS

1. Berger, Arthur Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, 2000, 2nd Edition.
2. Kumar, Ranjith, Research Methodology: A step by step guide for beginners, Sage Publication. 2001

BOOKS FOR REFERENCES

1. Priest, Susanna Horning, Doing Media Research: An Introduction, Sage Publication, 2000, 2nd Edition.
2. Singh Vishnu Priya, Singh Meenakshi, Multimedia: Illustrated , Asian Publishers, New Delhi, 2009

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15502	Advertising Theory & Practices	4	1	0	5	4

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

1. Understand the role of advertising in marketing and the promotional mix.
2. Identify the scientific and creative aspects of advertising as a business discipline
3. Explore the social, economic and ethical issues surrounding advertising in a free society

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

Advertising: Definition, Historical Development; Social and Economic Benefits of Advertising; Types of Advertising: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising; Functions of advertising-nature and scope of advertising- Target Audience; market segmentation-Brand Positioning; USP.

UNIT II

Advertising as a communication tool-models of Advertising communication-consumer behavior-Advertising strategies, appeals, Creative Strategy; Creative Execution; Ad-Copy Writing; Slogan; Headline; Ad Lay-out in Print Advertisement; Television Advertisement; Storyboard; Radio Advertisement-jingles.

UNIT III

Advertising Media, media buying and planning-characteristics of each media-Newspapers, Magazines, Radio, Television; Media Strategy; Planning of Ad-budget for Ad contents;; Outdoor Advertising; Advertising on Internet.

UNIT IV

Advertising Agencies- Functions -organizational structure-creative & art-Types of ad agencies-criteria of selecting ad agencies- important functionaries; Client; Agency relationship-leading agencies in India.

UNIT V

Advertising and society – social, cultural and ethical issues - Ethical and regulatory aspects of advertising- Regulatory bodies-ASCI- cases of ethical violations.

TEXT BOOKS

1. Gupta, Ruichi Advertising Principles and Practice, S. Chand Publishing, 2010
2. Wells, Burnett Advertising: Principles and Practice, Seventh Edition, Pearson Education, Singapore, 2010

BOOKS FOR REFERENCES

1. Walter Dill Scot, Theory and Practice of Advertising, The Classics. Us, 2013
2. Jonah Berger, Contagious, Simon & Schuster, 2013

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15503	Advertising Campaign	0	1	2	3	2

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

1. Work together and understand individual roles in taking a project from idea to implementation.
2. Create solutions for ad strategies that are aligned with strong marketing plans.
3. Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan.
4. Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.

UNIT I

Creative strategy, planning and development of an Ad Campaign-product/service. Advertising Creativity- the five stages of creativity-AIDA

UNIT II

Creative strategy; components of the creative strategy, putting the strategy in writing Combining creativity and strategy-appeals The creative plan(copy platform)

UNIT III

Phases of campaign creation -Understanding the psychographics of target audiences Story board-script, audio-video copy formats

UNIT IV

Production process of print copy – thumbnail, roughs, comprehensive, mechanical -Role of colours, photographs, computer graphics, artwork

UNIT V

Production process for audio and video copies – pre-production, production and post-production

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15504	Graphic Designing II	0	1	3	4	2

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

Design in scalar, vector images and text are created using Adobe Photoshop, Adobe Illustrator and Corel Draw to compete the latest technology and designs in an industry standards

UNIT I

Design a 'logo' for an a. Advertising agency, b. Commercial organization, c. Non-profit organization. Design a 'visiting card' & 'letter head' for the same THREE organizations mentioned above using the logo created in the previous exercise. Design a 'news letter' for any one of the above-mentioned agencies.

UNIT II

Creation of Posters and Advertisements

UNIT III

Creation of Brochures

UNIT IV

Creation of Dangers

UNIT V

Creation of Leaflet designs

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15E01	Development Communication	4	1	0	5	4

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

1. Learn the theories & Paradigm.
2. Develop the concept & approach Development communication

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

Development: Concept, Theories and Paradigms: Concept of development, Meaning of Development in context of developing countries (Emphasis upon India) Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication

UNIT II

Development Communication: Concept and approaches: Definition and Concept Approaches- Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication-Definition, genesis, areas, Wood's Triangle;

UNIT III

Role of Media in Development: Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues. Cyber media & development - Role of development agencies, NGOs and RTI in Development Communication,

UNIT IV

Social Audit and Social interventions in Development Programmes. Critical appraisal of development communication programmes and government schemes in India such as SITE, Kheda, Jhabua projects, MNREGA and Adhar Yojana. (Flexible Content)

UNIT V

Practicing Development Communication: Strategies for designing the message for print - Community radio and development - Television programmes for Rural India (KrishiDarshan) - Using new media technologies for development.

TEXT BOOK:

1. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.
2. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.

BOOK FOR REFERENCE

1. Mridula Menon, Development Communication and Media Debate, Kanishka Publishers, 2007.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E02	Media And Indian Polity	4	1	0	5	4

OBJECTIVE:

The course intends to explain the functioning of the Central, State and the local government. The various machineries of the government and their role are dealt with in detail.

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:

Features and Philosophical foundations of Indian constitution: Preamble, Nature of government – Parliamentary Vs Presidential - Citizenship – Salient features of Indian constitution - Fundamental rights - Directive principles of state policy – Media and Independent India

UNIT II:

Branches of Government: Executive - President – Prime Minister – Prime Minister's Office – Cabinet – Council of Ministers - Parliament – Lok Sabha – Rajya Sabha - Indian Judiciary – Structure and composition – Judicial Review – relation between Judiciary and Legislature – Impact of media over government

UNIT III

Federalism: Nature of Indian federalism – Challenges – Issue of state autonomy – demands for smaller states – centre-state relations – Governor - Chief Minister – State secretariat – Media and the State machinery

UNIT IV

Electoral Politics: Party system in India – Changing nature – Impacts on federal polity – Election commission – Electoral reforms – Political mobilization – Caste, language, religion and region – role of Media in election and electoral politics

UNIT V:

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

TEXT BOOK:

1. Durga Das Basu, Introduction to the Constitution of India, S. C. Sarkar, Delhi, 2008.
2. Hansraj, Public Administration in India, Surjeet Publications, New Delhi, 2009.

BOOK FOR REFERENCE

1. Pylee. M.V., Constitutional Government in India, S. Chand & Co. Ltd., New Delhi, 2012.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E03	Public Relations And Corporate Communication	4	1	0	5	4

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

1. Obtain the skills of PRO.
2. Know the functioning of a PR department in an organization.
3. Write a press release, organize a press conference and publish a house journal.

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

Public Relations: Definitions, PR as a management concept, elements of PR, evolution of

PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context, PR firms in India: status and growth-Relationship of PR & Communication mix - Relationship Marketing and customer equity - Key Players and issues within the industry.

UNIT II

PR Publics: Internal and external public; issues and problems; management approach, PR strategy, Channels of Communication – public perception, evaluation. PR Strategy, Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, crisis communication, grass roots advocacy, public opinion, corporate social responsibility.

UNIT III

Advertising for PR communications, Press kits, Special events in PR, Special nature of Ads as communication .House journals, advantages of periodicals, limitations of periodicals, types of PR periodicals: internal and external, PR literature special PR media and techniques. Role of PRO in event management. Ethical Issues in PR, Consumer preferences & public opinion.

UNIT IV

Multi-cultural Marketing Theory & practice, advanced writing for PR professionals - Strategy, concept & writing for blogs, websites, other online media. Corporate responsibility - corporate governance, course related marketing & socially responsible investment, ethical dimensions - universalism, utilitarianism, justice & virtue theory, relativism.

UNIT V

Introduction to Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies. Govt. Corporate Communication

TEXT BOOKS

1. Fraser P Seitel, The Practice of Public Relations, Prentice, 2010
2. Clow, K.E., & Baack, D. Integrated Advertising, Promotion and Marketing Communication - (3rd ed.) Prentice Hall of India, 2007.

BOOKS FOR REFERENCES

1. Swarup K. Goyal, Event Management - Adhyayan Publisher - 2009
2. Fearn, Banks, Kathleen, Crisis Communications, Evbaum Associates, 2007.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E04	Event Management	4	1	0	5	4

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

1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event
3. Explain the revenue generating process for an event
4. Enumerate the steps involved in evaluation and assessment of an event
5. Acquire an understanding of the techniques and strategies required to plan successful events.

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

Principles of Event Management - Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager. Conducting market research - Establishing viability - capacities - costs and facilities - plans - timescales - contracts. Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

UNIT II

Crisis planning - Prevention - Preparation - Provision - Action phase - Handling negative publicity - Structuring the plan. Different types of sponsorship - definition - objectives - target market - Budget - Strategic development - Implementation - Evaluation.

UNIT III

Types of Advertising - Merchandising - Giveaways - Competitions - Promotions - Website and text messaging. Media invitations - photo-calls - press releases - TV opportunities - radio interviews.

UNIT IV

Flyers - Posters - Invitations - Website - Newsletters - Ezines - Blogs - tweets. Celebrity endorsement - Ministerial/Presidential visits - security - personal image issues. Staff recruitment and training - health and safety issues - insurance - licenses and permissions. Budget - cost of event - return on investment - media coverage - attendance - feedback.

UNIT V

Event production, stage management and PR: venue selection and management, show production and stage management, audio visuals, light and sound management, backstage management, security and risk management, pre event, post event, logistics, celebrity and artist management and co-ordination, supplier management and cost negotiation, catering and hospitality management, project control and management information system.

TEXT BOOK

1. Charles Bladen, James Kennell, Emma Abson, Nick Wilde, Events Management: An Introduction Paperback, Oxon + Newyork, Routledge, 2012
2. Getz Donald, Event Studies: Theory, Research and Policy for Planned Events (Events Management) Paperback Import, 2012

BOOK FOR REFERENCE

1. Sustainable Event Management: A Practical Guide by Meegan Jones (Paperback - Jan.2010)

Course Code	Course Title	L	T	P	Total of LTP	C
UES15501	Environmental Studies	3	0	0	3	3

45 HRS OF TEACHING + 5 HRS OF FIELD WORK

INSTRUCTIONAL OBJECTIVES	
To enable the students	
1.	To gain knowledge on the importance of natural resources and energy.
2.	To understand the structure and function of an ecosystem.
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
4.	To understand the causes of types of pollution and disaster management.
5.	To observe and discover the surrounding environment through field work.

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, geothermal, solar, biomass(over view) – 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 eg)- food webs(any 2 eg)-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 species 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 imp 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 neighbourhood
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.

TEXT BOOK

1. Sharma B.K., 2001. Environmental Chemistry. Goel Publ. House, Meerut
2. Dr.R.Jeyalakshmi.2014.,Text book of Environmental Studies, Devi publications, Chennai.

BOOKS FOR REFERENCE

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

E-BOOK

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

SEMESTER – VI

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15601	Media & Society	4	1	0	5	4

OBJECTIVE: At the end of this course, the students will be able to,

1. Explore the functions of mass media on society
2. Analyse the significance of an audience

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

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

UNIT III

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

UNIT V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

TEXT BOOKS

1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.

BOOKS FOR REFERENCES

1. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007
2. Understanding Culture's Influence on Behavior, Richard.W.Brislin, Harcourt College Publishers, 2000

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15602	Integrated Marketing Communication	4	1	0	5	4

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

1. Gain knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) program.
2. Effectively use various tools of IMC and know the importance of coordinating them.

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 IMC and the Communications Process: Evolution of IMC and reasons for its growth, promotional tools for IMC, IMC Planning Process, Role of IMC in Marketing Process, Communication Process; Traditional & Alternative Response Hierarchy models. Establishing Objectives and Budgeting: Determining Promotional Objectives, DAGMAR, Problems in Setting Objectives, Setting objectives for the IMC Program, Establishing and Allocation of Promotional budget

UNIT II

Creative and Media Strategy: The Creative Process, Inputs to the Creative Process, Advertising Appeals, Execution, Concepts in Media Planning and Strategy, Developing a Media Plan – Market Analysis, Establishing Media

Objectives, Developing and Implementing Media Strategies, Evaluation and Follow up, Advertising Spiral

UNIT III

The Marketing concept - Segmentation, Targeting and positioning – Strategic Management – Developing Marketing Strategy - SWOT analysis, Strategic planning process – Consumer Behaviour - Branding-an overview

UNIT IV

Developing IMC Plan / Campaign planning, Situation analysis, Market research and formulating objectives, Campaign creation and production, Media Planning, selection, budgeting and scheduling, Evaluation, Feedback and Analysis

UNIT V

Evaluating Sales Promotion, Direct Marketing, Interactive Marketing, Public Relations & Personal Selling - Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects: Measuring Effectiveness: Arguments for and against, Advertising Research- What, When, Where & How, Testing Process. Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences – Stereotypes, Economic Effects of Advertising

TEXT BOOKS

1. Smith, P R, Taylor, Jonathan, Marketing Communications: An Integrated Approach 4th Edition, Kogan Page Limited, 2004.
2. Shimp, Terence A., Integrated Marketing Communications in Advertising and Promotion 8th Edition, Gengage Learning India, 2010.

BOOKS FOR REFERENCES

1. Belch, G.E., Belch, M. A., & Purani, K. - Advertising and Promotion-An Integrated Marketing Communications Perspective. (7th ed.). Tata McGraw Hill, 2010.
2. Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Pearsons, 2009

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15603	Documentary Film Making	0	0	3	3	2

OBJECTIVE: At the end of this course, the student will be able to,

1. Work on the production of various documentary styles.
2. Analyse readings, screenings, analysis, discussion, equipment and process orientation, and unsupervised field production/editing.
3. Work with digital video to develop media production skills.

PROCESS

1. First assignment—Proposal (Individual)
2. Second assignment—Trailer project (Individual)
3. Third assignment—Preproduction presentation (group)
4. Fourth assignment—Production screening (group)
5. Fifth assignment—12 to 20 min. documentary (group)

UNIT I

Developing the Idea and Doing the Research, Critical Needs: Characters and a Visual Story, Proposals, Budgets, and Fund-raising, Documentary samples shown to demonstrate styles, Equipment orientation and proposal previews.

UNIT II

Preparing for Collaboration, Classic documentary styles and production, Discussion of proposals and selection criteria, Trailer projects (individual projects).

UNIT III

Individual Proposal, Planning for Effective Interviews, Sound Considerations

UNIT IV

Preproduction presentation by groups -Preparing Crew List - managing data sheets.

UNIT -V

Documentary production and Post –Production

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 Code	Course Title	L	T	P	Total Of LTP	C
UJM15E05	Photography	4	1	0	5	4

OBJECTIVE: At the end of this course, the student will be able to,

1. To make students understand the principles and practices of photography.
2. Enable students to explore photography as an art.

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

History of B/W Photography: Early experiments and later developments. Different types of camera. Types of lenses - Types of sensors. Basic parts of a camera. Functioning of a camera. Film and digital medium. Advantageous and disadvantages of both.

UNIT II

Aperture, its function, f notation, different kinds of aperture and their construction, dependence of depth of field and focus on distance and f number. Study of shutters, focal plane and between the lens shutters, different shutter speeds, controlling shutter speeds and movements. Effect of aperture on depth of fields. Metering modes in camera Iso – fast iso advantages & disadvantages. Slow ISO advantages and disadvantages.

UNIT III

Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters, various types and their functions, focal plane shutter and in-between the lens shutter, shutter synchronization, self-timer. White balance - Principles of photography: Rules of framing. Rule of third - Other important rules related to photography.

UNIT IV

Types of Filters - Photography EQUIPMENTS - Types of studio lights - Flashes and its usage - Use of post production software to enhance photos. Different types of lights - One two three four lighting - Indoor / out door lighting.

UNIT V

Photography genres – Lighting - Ad photography - Photo journalism. Tips for becoming a Professional photographer / photo journalist - Ethics of photography

Text Book

1. Digital Photography, Steve Bavister - Collin's & Brown Ltd. 2000.
2. John Hedgecoe's Basic Photography, John Hedgecoe - Collin's on Brown Ltd. 2000.

BOOKS FOR REFERENCES

1. David Praker, Basics Photography 01: Composition, Second Edition, AVA Publishing, 2012

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E06	Information And Communication Technology	4	1	0	5	4

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

1. Learn the basics and history of computer.
2. Learn software and hardware of computers and its use in different field.
3. Explore its importance in communication technology

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 Computer System: Definition, Characteristics, Principle, parts of Computer, their functions, Block Diagram of Computer System, Classification, Generations, Input and Output Devices, Number system, Software and Languages of Computer, Operating System, Memory.

UNIT – II

WINDOWS: What is Windows? Features of Windows, Graphic user Interface, Screen to Start and Shutdown Computer, Creating Folders and Short cut Icons. Saving, Copying and Deleting Files, Loading Software. Use of Note Pad and Paint Brush.

UNIT – III

Use of computers in Education: Computer Assisted Instruction & Web Based Instruction: Designing, Advantages and Limitations. Use of Educational Software and CD's. Use of computers in Library, Administration, Guidance and Examination.

UNIT – IV

MS EXCEL: Creating Worksheet and use of Simple Commands, Knowledge of Package. **POWER POINT:** Creating Slides.

UNIT – V

Introduction to software: M.S. WORD: Different menus – File, Edit, View, Insert, Format, Tools, Window and Help: their uses. Internet: Meaning, Online surfing, use of e-mail, Chat. Use of Search Engines, World Wide Web – access information, reliability of information. Web Page and Home Page, Use of Internet in Teaching - Learning Process. Down loading information, Uses and Abuses of INTERNET.

TEXT BOOK

1. Flynn, Meredith and Rutkosky, Nita: Advanced Microsoft Office 2000. New Delhi:PB Publications, 2000.
2. Underdahl, Brian & Underdahl, Keith: Internet with Web Page / Website Design. New Delhi: IDG Books India (P) Ltd., 2000.

BOOK FOR REFERENCE

1. Nagpal, D.P.: Computer Course. New Delhi: Wheeler Publishing, 2001.

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15E07	Inter -Cultural Communication	4	1	0	5	4

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

1. Compare and contrast communication styles between cultures
2. Recognize signs of stereotyping, and describe the effect it may have on communication competence

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 - COMMUNICATION AMONG CULTURES

Introduction & Overview of Cultures, Individualism versus Collectivism, Power, Domination, Uncertainty Avoidance, Long-Term versus Short-Term Orientation, Verbal and Nonverbal Communication among Cultures, Stereotyping and Bias

UNIT II - ADAPTING TO CULTURE

Adapting to Culture, Assimilation, Alienation, Acculturation, Diversity, Diffusion, Culture Shock, Symptoms and **Stages**, Xenophobia, Returning Home, Reverse Culture Shock, Cultural Relativism Case Studies: Global food chains McDonalds and Pizza Hut – why they come? What they bring with them? And how they adapt to local culture and taste

UNIT III - CIVILISATIONS AND CULTURES

Samuel Huntington's ***Clash of Civilisations*** and its relevance to the 21st Century beyond Conflict and Conflict resolution. Has globalization narrowed or widened the gap between cultures? Impact of the digital divide on cultures, Cross-cultural Differences in Values and Beliefs, Value Clarification, Intercultural and Interracial Marriage

UNIT IV

Culture and Identity: Theories of Identity, Identity Crisis, Cultural Identity and types of Identity, Immigration, Diaspora, Emigration, Ethnicity, Race, Ethnic Conflict, Ethnic purity, Ethnic Cleansing, Hate crimes, Stuart Hall's ***"Cultural Identity and Diaspora"***

UNIT V

Barriers to inter- cultural communication, Anxiety, Assuming similarity instead of difference, Ethnocentrism, Stereotypes & Prejudice, Nonverbal misinterpretations, Discrimination and Language.

Films to be screened;*Mississippi Masala, Bend it like Beckham, To Sir With Love, My Big Fat Greek Wedding*

TEXT BOOKS

1. Communication Between Cultures, Larry A. Samovar, Wadsworth Publishing Company, 2012.
2. Social Identity 3rd Edition, Richard Jenkins, T & F Rutledge, 2012

BOOKS FOR REFERENCES

1. Adrian Holliday, Intercultural Communication and Ideology, Sage Publications (CA), 2010
2. Richard.W.Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers, 2000

Course Code	Course Title	L	T	P	Total LTP	Of C
UJM15E08	Introduction To International Relations	4	1	0	5	4

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

1. Gain knowledge about the structures and the functions of the foreign office and the importance of international relations.
2. Know the importance of diplomatic writing, the necessities involved in it and the space given for diplomatic writing in the media.

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

The diplomatic reporter's knowledge of 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 II

The basics of Indian foreign policy pertaining to the neighborhood 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 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.

TEXT BOOKS

1. Stuart Allen, Barbie Zelizer, Reporting War: Journalism in Wartime, Routledge, 2013
2. Richard Devetok, Anthony Burke, An Introduction to International Relations, Cambridge, 2012

BOOKS FOR REFERENCES

1. International News Reporting: Frontlines and Deadlines. John Owen and Heather Purdey, Blackwell Publishers, 2011
2. V.N. International Relations Fourth edition, Khanna, Vikas Publishing 2009

Course Code	Course Title	L	T	P	Total Of LTP	C
UJM15606	MAJOR PROJECT	2	1	2	5	4

OBJECTIVE

To provide the student with the opportunity of doing a micro research in their area of interest.

Stage I: Identifying Topic and Allotment of Guides

Stage II: Review I (Pre - Production)

Stage III: Review II (Production)

Stage IV: Review III (Post Production)

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

Course Code	Course Title	L	T	P	Total of LTP	C
CDC15601	PERSONALITY DEVELOPMENT	2	0	0	2	2

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

- Understand the concept of Personality Development
- Summarize the principles of proper courtesy as practiced in the workplace

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-Personality –Definition, Determinants of Personality-Personality Characteristics and Behaviour at work-Big Five dimensions of Personality

UNIT –II

Personality Types- Sensation –Intuitive- Feelers & Thinkers category - Filling the GAP- Grooming, Attitude and Personality- Time management-Projective Personality Tests.

UNIT –III

Introduction-Meaning and Definition of Ethics- Nature and objective of Ethics- Ethics and Morality – Ethics and Religion - Morals, Values and Ethics – Integrity – Work Ethic – Honesty – Courage –Empathy – Self-Confidence – Character .

UNIT –IV

Ethical Theories – Classification- Basic Moral theories –Peace - Justice**Ethical Decision Making**- Structure-competence in professional ethics- How to use ethical reasoning-approaches and methods of resolving ethical dilemmas

UNIT –V

Development of Ethical corporate Behaviour – Factors affecting managerial work-codes of ethics- Importance of attitudes in personal and professional lives.

TEXT BOOK:

- John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi, 2003.
- Elizabeth Hurlock, Personality Development, McGraw Hill, 4th Edition, 2007.

REFERENCE BOOKS

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2012.
2. Subramaniam.R , Professional Ethics, Oxford Publication, 2013