BHARATHIAR UNIVERSITY : COIMBATORE 641 046

MA (Journalism & Mass Communication) University Department (CBCS Pattern)

(For the students admitted from the academic year 2018-19 onwards)

Scheme of Examination

Semester I	Code	Subject	Hrs	Internal	External	Total	Credits
Core I	18MCC01	COMMUNICATION MODELS AND CONSTRUCTS	5	25	75	100	4
Core II	18MCC02	INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS	4	25	75	100	4
Core III	18MCC03	REPORTING AND EDITING	5	25	75	100	4
Core IV	18MCC04	EDITORIAL PRACTICE (PRACTICAL I)	5	40	60	100	4
Core V	18MCC05	DEVELOPMENT COMMUNICATION	5	25	75	100	4
Elective I	18MCE01	MEDIA REVIEW	2	*50		50	2
Supportive I		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester II							
Core VI	18MCC06	MEDIA, SOCIETY AND CULTURE	5	25	75	100	4
Core VII	18MCC07	NEW MEDIA STUDIES	5	25	75	100	4
Core VIII	18MCC08	FILM STUDIES	5	25	75	100	4
Core IX	18MCC09	BROADCAST JOURNALISM	5	25	75	100	4
Core X	18MCC10	DESIGN PRINCIPLES (PRACTICAL II)	5	40	60	100	4
Elective II	18MCE02	ADVERTISING AND PUBLIC RELATIONS	5	25	75	100	4
Supportive II		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester III							
Core XI	18MCC11	CRITICAL STUDIES	6	25	75	100	4
Core XII	18MCC12	RADIO AND TELEVISION PRODUCTION (PRACTICAL III)	6	40	60	100	4
Core XIII	18MCC13	ADVERTISING (PRACTICAL IV)	6	40	60	100	4
Core XIV	18MCC14	PHOTOGRAPHY (PRACTICAL V)	6	40	60	100	4
Elective III	18MCE03	LAB JOURNAL PUBLICATION (VIVA VOCE)		40	60	100	4
Supportive III		SUBJECT CHOSEN BY THE STUDENTS	2	12	38	50	2
Semester IV	-						
Core XV	18MCC15	RESEARCH METHODS IN COMMUNICATION	6	25	75	100	4
Core XVI	18MCC16	TECHNICAL/CONTENT WRITING (PRACTICAL VI)	6	40	60	100	4
Core XVII	18MCC17	INTERNSHIP I & II		*75+75		150	6
Elective IV	18MCE04	PROJECT STUDY(Report -75 and Viva -25)	4	-	-	100	4
						2250	**90**
Online Course (I)	18MCC18	ONLINE COURSE **					**4**
							94

* * Mandatory for the completion of the degree

* Internal Valuation only

BHARATHIAR UNIVERSITY::COIMBATORE – 641046
DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

Programme Objectives for the entire programme:

PO1: Provide students with a sound foundation in media subjects, which are necessary prerequisites for a clear understanding of the industry requirements as a whole.

PO2: Encourage students who are motivated to go for higher studies (M.Phil or Ph.D) in the area of their interest.

PO3: Provide students with a comprehensive and balanced understanding of the several branches of the media industry such as Journalism (Print and Broadcast), Advertising, New Media, Designing, Radio and Television Production, Film Studies, Development Communication, Public Relations, Photography and Research to ideate process and offer solutions for the societal problems.

PO4: Prepare postgraduates for successful careers dealing with analyzing, formulating and solving problems and to promote lifelong learning, to develop applications, by helping them develop an intelligent understanding of the theoretical bases of the same.

PO5: Help students understand and imbibe professional ethics, moral values and social concern for their successful professional careers and to evolve as key-players/entrepreneurs in the field of media and related areas.

PO6: Provide opportunities to students to work in interdisciplinary projects across the various branches of Communication and Media Studies.

PO7: Promote leadership skills among students and develop in them the sense of team work.

Journalism and Mass Communication students will be able to help students to,

• Acquire skills to design, analyse and develop media products and implement them using high-level creative, theoretical and technological skills.

• Contribute their skills in media domains like Editorial Practice, Design Principles, Radio and Television Production, Publication of Lab Journal, E-content development and Research.

• Develop strong skills in systematic planning, developing, testing, implementing and providing ICT solutions for different domains which helps in the betterment of life.

Core I : Communication Models and Constructs	No. of Credits: 4
Code Number: 18MCC01	No. of Teaching: 5Hrs per week
COURSE OBJECTIVE: • To make students conversant with the need, scope and important concepts of Communication.	

UNIT I:DEFINING COMMUNICATION: Elements and Functions of Communication; Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication Importance of Verbal and Non-verbal Communication and Role of Kinesics

UNIT II :MODELS OF COMMUNICATION: Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Ecological Model

UNITIII: THEORIES AND IDEOLOGIES OF MASS COMMUNICATION:

NORMATIVE THEORIES: Authoritarian media theory, Soviet-communist media theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory

UNIT IV: PSYCHOLOGICAL AND SOCIOLOGICAL COMMUNICATION THEORIES: Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (*George Gerbner)*, Uses and Gratification Theory (*Blumler, J.* G., & Katz, E.)*, Spiral of Silence (Elisabeth Noelle-Neumann), The Gestalt *Theory*of Motivation.

SOURCE THEORIES: Agenda Setting (McCombandShaw)**MESSAGE THEORIES:** Diffusion of Innovations (Everett M. Rogers), Propaganda theory (Harold Lasswell's), Framing Analysis (Goffman, Erving), Priming (Meyer and Schvaneveldt), Discourse Analysis, Social Construction, Two step flow of information, Print Capitalism (Banedict Anderson) Medium is Message (MacLuhan), and Manufacturing Consent (Chomsky)

CHANNEL THEORIES: Gate-keeping, Technological Determinism, Social Shaping of technology

UNIT V : AUDIENCE THEORIES : Uses and gratifications, Social categories theory, Social Learning theory, Reception, Hypodermic/Stimulus-Response/Magic Bullet, Multi-Step Flow Theory,Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues, Catharsis, Active theory of Television Viewing, The Third- Person Effect

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COURSE OUTCOMES:

On successful completion of the course, the students will be able to:

CO1: TRACE the historical development of Media Theories and its link with historically important social, political and technological events/issues in the field of Mass Communication.

CO2:DEMONSTRATE thebasic theories and ideologies of Mass Communication in research and practiceby developing an understanding of its strengths and limitations.

CO3:COMPREHEND the acceptance of Mass Communication theories throughout society.

CO4:CRITICIZE the relevance of Mass Communication at the centre of perception between "truth "and "reality".

CO5: ESTABLISH practical solutions to communication problems.

CO6: SCHEMATIZE various Psychological and Sociological Communication theories on the process of Formulation of Perception.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core II : Indian Constitution, Media Laws and Ethics	No. of Credits: 4
Code Number: 18MCC02	No. of Teaching : 4 Hrs per week
COURSE OBJECTIVE: • To enable students to explore the interplay of Law and Ethics to understand the professional responsibilities they have to be conscious while exercising their rights and freedom that the media grants.	

UNIT I: Meaning of the term Constitution, the Salient Features of Indian Constitution.Fundamental Rights: Right to Equality; Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Fundamental Duties, The Directive Principles of State Policy, Ordinance, Bill, amendments.

Union Government :Union Legislature (Parliament),LokSabha and RajyaSabha (with Powers and Functions); Union Executive; President of India (with Powers and Functions) ; Prime Minister of India (with Powers and Functions); Union Judiciary (Supreme Court) ; Jurisdiction of the Supreme Court. Structure and function of State Government :State Government – Structure and Functions – Governor – Chief Minister – Cabinet – State Legislature – Judicial System in States – High Courts and other Subordinate Courts.

INDIAN SOCIETY : Nature, Meaning and definition; Indian Social Structure; Caste, Religion, Language in India; Constitutional Remedies for citizens – Political Parties and Pressure Groups; Rights of Women, Children, transgender, Scheduled Castes and Scheduled Tribes and other Weaker Sections.

UNIT II: Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgements related to Article 19, Right to Information Act 2005: Right to know, Fundamental Rights and Duties. Restrictions on Media : Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986

UNIT III: Press Laws: Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI.Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, PrasarBharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act

UNIT IV: Laws of Human Rights- Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

UNIT V : Cyber laws : The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation, Regulation of Broadcast,

Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation,   Press Ombudsman: Readers' Editor, Media Council of India or PCI

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- Proprietary knowledge; politics of Intellectual property rights; KrishanGopal&Sarbjit Sharma; Authors press; 2006

COURSE OUTCOMES:On successful completion of the course, the students will be able to:
CO1:EXPLAIN the role and functions of Journalism in society and democracy.
CO2:DEVELOP understanding of Media and its relationship with India's Constitution and Media Laws**.**
CO3:APPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism.
CO4:DESCRIBEIndian Constitution, Central and State government functionalities in India.
CO5: EVALUATE various Media Laws in Press, Broadcast, Human Rights and Cyber Space.
CO6: CRITICIZE the scope and importance of Freedom of Speech and Expression and its restriction on Media.
CO7: DISCUSS the challenges and issues in content regulation of Media.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core III : Reporting and Editing	No. of Credits: 4
Code Number: 18MCC03	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- Students should be able to explore the organizational relationship between two indispensable parts of the Print Media, Reporting and Editing to understand the news making process.

UNIT I: Understanding news: Definitions, purpose and importance of news, Qualities of news accuracy, clarity, objectivity, balance, directness, media-specific nature of news: cross platform discussion, the news Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

UNIT II: News: Definitions, Concepts, Components, Values, Elements, Sources, Structure; Lead and its types; Body, Back grounding and Conclusion; Regular and Non-regular Reporting Beat; Interpretative and Investigative reporting; News agencies profile, structure and functions. Interview story: types, techniques, preparation and structure; Online News: elements, practice and content management; Essentials of Photo Journalism.

UNIT III : Elements of feature: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; types of features: Human interest story, news features, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis, Data Journalism: process; Data filtering; Data visualization: data analytics dash boards, interactive news graphics, integrated media production.

UNIT IV : Principles of editing: Meaning, objectives and tools - three C‟s; Six R‟s of Subbing; Copy selection; Style sheet: Guidelines for editing; Headlines: importance, functions, typography, style, types, readability and legibility; Editorial writing; Art of Writing: Book and Film Reviews, Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns; Essentials of page make up; layout and design; Picture editing: importance and selection of pictures, cut lines, cropping methods.

UNIT V: Each student will be required to develop a term paper on researchable Data journalism case studies and present them. The challenge here is to develop a topic of current interest in areas such as automobiles, crime, education, culture, archeology, government policies, politics, media, national and international conflict, gender issues , Popular Culture, Politics and Mass Media,

Media in Wartime, Media Images of Women, Media Images of Religion , Fan culture, Teenagers and the Media, Violence in the Media. The paper should comprise around15 pages, including bibliography.

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- Four Worlds of writing" Lauer et al. Harper & Row Pub. NY, 1981. Essentials of Mass media Writing;T.K.Ganesh; authorspress; 2008

COURSE OUTCOMES: On successful completion of the course, the students will be able to:

CO1:DESCRIBEthe fundamentals of News writing and Editing.

CO2:DISCUSS the purpose and importance of News.

CO3:DISCOVER theskills of grasping various editorial applications of news, columns, features, editorials, etc.

CO4:DEDUCE the knowledge and skill of researching into a topic of social importance and its presentation to the society.

CO5:DEMONSTRATE the role of a reporter by gathering information from the field on a daily basis.

CO6:ILLUSTRATE the writing and editing skills by gathering, collecting and organizing the field assignments in the form of a Journal every week.

CO7:PRACTICE the use of writing folders to store and organize newspaper writing activities.

CO8:ARTICULATE the use of journals so that writing becomes a part of the classroom routine.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
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Core IV : Editorial Practice (Practical I)	No. of Credits: 4
Code Number: 18MCC04	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- To enable students to learn, practice and manage news and information to analyze and interpret events to make interesting stories by enhancing their practical skills in writing, page layout and designing.

Module: The subject comprises nearly 50 exercises in various news reporting and editing aspects which are designed and compiled as a work book for a semester. With a view to providing adequate practice and skills in the most essential areas of contemporary journalism, assignments are to be dealt with on a day-to-day basis. The completed work book is to be submitted for the end-semester practical examination.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:ADMINISTER news outputs generated by print media for patterns in news formation.

CO2:DISCOVER different kinds of information found in the newspaper.

CO3:EXPRESS vocabulary related to newspapers.

CO4:ASSEMBLE the details of newspaper production: format, story responsibility, deadlines, etc. on completing the workbook.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
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Core V : Development Communication	**No. of Credits: 4**
Code Number: 18MCC05	**No. of Teaching: 5Hrs per week**
COURSE OBJECTIVE: • To make students understand factors governing national development by critically evaluating developmental approaches and programmes in the context of Communication and Economic development theories.	

UNIT I : Concepts of Development: Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

UNIT II : Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

UNITIII : Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

UNIT IV: Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

UNIT V: Each one will be required to develop a term paper on a researchable topic from the one of the following areas, select the appropriate theories and the methodological approach that will guide the study. The challenge here is to develop a topic of current interest, generate research questions and then identify relevant theories that help us understand the topic. The paper should be around 15 pages, including bibliography.

Suggested areas: Developmental Projects and welfare schemes

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COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:CLASSIFY factors governing national development.

CO2:EVALUATEdevelopmental approaches and programmes in the context of Economic and development theories.

CO3:IDENTIFY the complexities of development indicators.

CO4:CLASSIFY the theories and factors of Social change.

CO5: ILLUSTRATE the development policies and programmes in India.

CO6:EMPLOY a development support communication system.

CO7: ARTICULATE the strategies of participatory communication with its ethical dimension.

CO8: POINT OUT cases of communication experiments in India.

CO9: FOCUS on the initiatives of development support organizations.

CO10: CONNECTthe knowledge and skill of researching into a topic of social importance and its presentation to the society.

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Elective I : Media Review (Elective I)	**No. of Credits: 2**

Code Number: 18MCE01	**No. of Teaching: 2 Hrs per week**
COURSE OBJECTIVE: • To make students critically analyze the structuring of the book reviewed by enhancing book reading habit to draw up inferences on various contentions of the author.	

Two book reviews and their presentation are to be undertaken in a semester, of which one fiction and a non-fiction be chosen. An essential feature of a good book review is the reviewer's ability to write concisely so that a comprehensive evaluation of the book can be obtained from a brief reading in approximately 1200 words. The point of a scholarly book review is not to summarize the content of the book, but to situate the historical merit of the book and to evaluate critically the author's purpose, thesis, contentions, and methods of analysis. Hence, the bulk of the body of one's review essay will be an evaluation of how convincing was the author's presentation of his/her thesis, and a commentary on the book's contribution to one's understanding of important issues. Among the features you will want to include in a strong review are:

• A discussion of the author's main contentions.
• An explanation of the type of sources utilized, and the methods the author employs in choosing and organizing those sources.
• An assessment of the strong points or shortcomings of the book.
• How does this book change the way one should think about the subject (or about debated issues in the history of colonial America).
• Make references of specific portions of the book to illustrate your evaluation.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:IDENTIFY author's main contentions.

CO2: ENUMERATE types of sources and the method employed.

CO3: APPRAISE the shortcomings of the book.

CO4:CONTRAST specific portions of the book to illustrate evaluation.

CO5:PREPARE a comprehensive evaluation of the book from a brief reading.

CO6:INTERPRET the central arguments and key ideas expressed in the book.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core VI: Media, Society and Culture	No. of Credits: 4
Code Number: 18MCC06	No. of Teaching: 5Hrs per week
COURSE OBJECTIVE:	

- To help students gain an understanding of the historical development of Mass Communication theories and its link with historically important social, political and technological events/issues in the field of communication.

UNIT I:COMMUNICATION, CULTURE AND MEDIA LITERACY : Communication- an overview, communication and culture, media literacy

UNIT II : SOCIAL INEQUALITY AND MEDIA REPRESENTATION: Media content and the real world, Race and Media content, Approaches to media analysis- Marxist, Semiotics, Sociology, Psychoanalysis,Gender and Media,Media and realism (class, gender, race, age, minorities, children etc.)

MEDIA AND IDEOLOGY : Dominant ideology versus cultural contradictions: media ideology as societal norms, hegemony as a tool of ideology

UNIT III :MEDIA IN A CHANGING GLOBAL CULTURE: Internet and society-impact on politics, education, business, culture, Crossing limits of time and space, The global media industry, Global media content

THEORIZING MEDIA AND SOCIETY : Globalization, Global Village, Cultural Imperialism, Framing, Public Sphere, Propaganda, Dependency, Structural Imperialism, Catharsis, Cultivation-Mainstreaming and Synchronization ; Frankfurt School (Adorno, Horkhiemer&Habermas),

UNIT IV: MASS MEDIA EFFECTS: The debate over media effects, framing media representations as everyday communication, effects of exposure to media violence, television and its violence- youth and children

UNIT V : Each person will be required to develop a 'term paper' on a researchable topic, select the appropriate theories and the methodological approach that will guide the study. The challenge here is to develop a topic of current interest, generate research questions and then identify relevant theories that help to understand the topic. The paper should be around 15 pages, including bibliography.

Desirable areas: Media and Children ; Media and Violence; Media and Crime; Media and Crisis; Media and Women; Media and Minorities; Media and Corruption; Health Communication, Hunger and poverty, Inequality and illiteracy, Conflicts, Climate Change, Terrorism

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- Global Information and World Communication, Hamid Mowlana, Sage, 1997.
- Mass Media and Political Thought (Ed) SidenyKrans and Richards Perlof, Sage 1985
- The language of Communication, George N Gorden, HustingsHower, 1969
- Theory of Information Society, France Webstar, Roultledge, 1997
- Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
- Communication and Media: Constructing a Cross Discipline –GeorageN.Gordon, Hasting House, 1975
- More than words: An Introduction to Communication, Richard Dimbleby and GreemaButon, Routledge, 1998.
- Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
- Information Inequality, Hebert T. Shiller, Routelge, 1996
- Introduction to Communication studies, John Fisk, Routledge, 1998
- Television Audience and Cultural Studies, David morley, Routledge, 1998

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1: EXPLAIN the role of media in a changing global culture.

CO2:DETERMINE communication strategies in integrating media literacy and cultural framework of the society.

CO3:REPORT various approaches to Media Analysis to address social inequalities.

CO4:CORRELATE the interplay between Media and Ideology.

CO5: EXPLAIN the effects of Mass Media on Society by theorizing the media concepts.

CO6: CONNECTthe knowledge and skill of researching into a topic of social importance and its presentation to the society.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core VII: New Media Studies	**No. of Credits: 4**

Code Number: 18MCC07	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- To familiarize students on the distinctions of new media by critically evaluating theories of new media and its effects.

UNIT I: New media Technology – Characteristics: New Communication Technologies , Convergence, Structure and Functions.

UNIT II: Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, JurgenHabermas, Danah Boyd, *Harold **Adams** Innis*, Manuel Castells, Michel Foucault, <u>Judith Butler</u>. Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

UNIT III : Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – Empowerment, participatory culture, Gaming: Gender representation, Culture jamming , Fan Culture .

Social and cultural consequences: Social Control and Democracy, New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission .Theories : Media Credibility, Technological Determinism, Global Village, Mediamorphosis, Hyperpersonal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory.

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

UNIT V: New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.
REFERENCES

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- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001. Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
- Media performance – By Denis McQuail, Sage Publications London, 1992
- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
- E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:DISCUSS New Media technology and its relevance to social interaction.

CO2:DIFFERENTIATE New Media technology on the basis of its characteristics.

CO3: ASSESSTheories of NewMedia in the context of New Media issues and effects.

CO4:Analyse theories characteristics of Information Society.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core VIII: Film Studies	**No. of Credits: 4**

Code Number: 18MCC08	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- To enable students to have an overview of the basic theories, ideas, and methods of Film and Media studies through routine readings and screenings to introduce important concepts (e.g. realism, authorship, narrative, genre, and national cinema), modes of film practice, and critical approaches.

UNIT I: Film as medium: Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis – film and cultural identity; hermeneutics, reception aesthetics and film interpretation.

UNIT II : Film forms: narrative and non-narrative- acting, costume, and music –Film and post modernism-post structuralism and deconstruction, montage,Russian Formalism, Impressionism, German expressionism and surrealism –Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time- Concepts of national Cinema – Issues in World and Indian Cinema.

UNIT III: Film production: Visualization –Script writing –characterization –storyboard-tools & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience –Review and appreciation of film.

UNIT IV : Gender and Sexuality Feminist theories and Film making practices Feminist Critiques of Dominant practices/ Laura Mulvey / Mary Ann Doane/ Moly Huskel: Women's Cinema, LGBT films, alternative sexualities in documentaries and experimental films.

UNIT V : Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sica, Akira Kurosawa, Ingmar Bergman, Jean Luc Godard, Satyajit Ray, MrinalSen and other contemporary personalities.

REFERENCES:
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- Understanding Digital Photography by Joseph A .Iippolito, Thomson Delmar Learning,2003.USA
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. By Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London
- Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1: CONNECT basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches.

CO2:RELATE film perception in terms of its forms, reception aesthetics and interpretation.

CO3:IDENTIFY the tools and techniques of Film production.

CO4:INDICATE the dimensions and functions of Sound in cinema.

CO5:COMPARE gender and sexuality in film making practices.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core IX: Broadcast Journalism	No. of Credits: 4
Code Number: 18MCC09	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:
- To enable students imbibe skills and techniques in handling content and equipment as well as the nuances of broadcast journalism, a growing and flourishing field.

UNIT I : History of the development of radio journalism; BBC as case study; radio boom to current decline; current developments with FM and independent radio channels; the underdevelopment of radio with the coming of TV

UNIT II : Characteristics of Television as a medium ---Basics of Visual- image, electronic image, television image, Digital image, Edited Image(politics of an image) , Visual (still to moving) Visual Culture Changing ecology of images today.

The potential of radio as a broadcast medium internationally and nationally; examining radio audiences in the region (AIR's reach and popularity) and in the nation . Radio news formats the spot, the report, feature, documentary, docudrama, talk show, interview

Writing news for radio . Skills of speaking over the radio as reporter, presenter, interviewing, narrating, conversation; outside broadcasts and radio conferencing; Principles of sound and production techniques in radio journalism

UNIT III : Basics of Sound- Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design meaning with examples from different forms; Introduction to microphones.

Basics of a Camera- (Lens & accessories) Electronic News Gathering & Electronic field Production ; Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.

UNIT IV : Writing and Editing Television News- Elements of a Television News Story: News Gathering, Writing. Elements of a Television News Bulletins; Basics of Editing for TV Editing a news capsule. TV news in the regional languages reach, popularity, special coverage; TV journalism formats; evolution and popularity of new forms on TV, the long feature or documentary, the panel discussion and its functions, the news talk show.

UNIT V: History of the development of TV journalism internationally and in India; DD and the satellite revolution ;PrasarBharati and broadcast regulations ; The proposed Convergence Bill

TV journalism local, regional, national and international; Exploring the potential of the local cable news network; studying CNN as case study

Understanding the power of the image and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories.

REFERENCE

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- Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
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- Hilliard; Writing for TV, Radio and New Media; 7th edition; Wadsworth
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- Fleming, Carrol. The Radio Handbook; Routledge, 2002.
- Shrivastava, K.M. Broadcast Journalism in the 21st Century. Sterling publisher, 2010.
- Zettl, Herbert. Television Production Handbook. Cengage Learning, 2014.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1: RELATE various characteristics and potential of both radio and television internationally and nationally.

CO2: IDENTIFY the tools and techniques of broadcast journalism.

CO3:COMPARE the writing and editing techniques of radio and television news.

CO4: ASSESS theethical considerations of broadcast coverage.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core X: Design Principles (Practical II)	No. of Credits: 4
Code Number: 18MCC10	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- To enable students design and create creative concepts and 2D animation techniques.

Vector
1. Understanding gradients
2. Using Pattern
3. Creating Characters
4. Working with 3D
5. Typography
6. Building objects
7. Analogue effects

Bitmap
1. Typography: build elegant type art
2. Designing a Concert Poster
3. Illustration and art tutorials
4. Vector portraits
5. Designing an Album
6. Creating Movie Poster Concepts
7. Creating Powerful Lighting Effects
8. Visual Design for the Web
9. Digital Painting

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1: COMPOSEvector characters, objects and effects.

CO2:ORIGINATE an Album, illustration and art tutorials.

CO3:PRODUCE digital painting**.**

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Elective II: Advertising and Public Relations	No. of Credits: 4
Code Number: 18MCE02	No. of Teaching: 5Hrs per week

COURSE OBJECTIVE:

- To help students gain a fair knowledge about various Advertising process concepts and principles with basic skills to understand its need in various media contexts and advertising agency management.
- To enable students gain insight into the evolution of Corporate Communication and its expanded role in organizational and marketing communication.

UNIT I: Understanding Advertising "Concept, Nature, Definitions, Evolution and History " Role, Objectives, Functions, and Significance " Basic Theories and Applications " Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages

Consumer Behaviour: motivation, Personality, perception, Consumer learning, Consumer attitude formation and Change, Reference groups, family influences and Social class. The influence of culture on consumer behaviour, Subcultures, Cross culture consumer behavior: Consumer Influences and diffusion of Innovations

UNIT II: Media planning: The function of media planning in advertising, Media planning process, Sources of media research: Audit Bureau of Circulation, Press Audits, National readership survey/IRS, Businessmen's readership survey, Television, Audience measurement, TRP, National television study, ADMAR satellite cable network study, Reach and coverage study, CB listenership survey,http://www.adageindia.in/, http://www.mediavataar.com/, http://www.exchange4media.com/, http://www.afaqs.com/ , http://www.medianama.com/

Creative Strategy:Phases of Campaign Creation, Brief, Understanding the medium and writing for Print TV, Cinema, Radio, Innovativemedium, Internet, SMS, Principles of writing copy, Writing copy for mail order, direct mail, yellow pages, trade directory,classified advertisement, B2B advertising, Different types of Copy. Brand Building: Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands),Brand vision with respect to generic brandstatus, Product vs corporate branding, Branding strategies, Brand positioning, Brand leveraging

UNIT III: Digital Advertising " Defining Digital Advertising: Evolution and Current Status " Digital Media Landscape " Emailers and Search Engine Optimization Mobile Marketing and Augmented Reality Emerging Trends " Digital Advertising Agencies – Structure and Functions " Digital Media Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline) "Digital Laws –IT Act/TRAI" Various Case Studies: Successful and Disasters Brand Presence on Social MediaAdvertising and Society Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

UNIT IV: Understanding PR & CC " PR –Concepts, Definitions and Theory " Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links. " The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney) " Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory " Understanding Various Concepts, viz., PR, Press Agent, Publicity, Propaganda and Advertising " Defining Publics/Stakeholders Defining Corporate Communication. "Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).
PR Process and Practice " The PR Process: Defining the Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies " Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) "

UNIT V: The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management " Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change What Media Expects from PR? Understanding Media Needs/New Value of Information etc. " PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs. " Crisis Communication " PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations " Media Tracking, PR Angle & Response " Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements " Campaign Planning in PR

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- SMITH D. RONALD: Strategic Planning for Public Relations (4 Edition)(Routledge New York, 2013)
- SMITH D. RONALD: Becoming A Public Relations Writer (4 edition) (Routledge New York, 2012)
- SWANN, PATRICIA: Cases in public relations management (New York: Routledge, 2010)
- TAPRANT, JOHN: Power Public Relations: How to get PR work for you (USA, NTC, 1993)
- THEAKER ALISON : The Public Relations Handbook (4 Edition) (Routledge, UK, 2012)
- TIM JORDAN: Hacking: Digital media and society series (U.K.: Polity Press, 2008)
- THEAKER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Routledge, 2013)
- THOMSON, STUART: Public affairs in practice : A practical guide to lobbying (New Delhi: Kogan Page India, 2008)
- TOM WATSON: Evaluating public relations, 2005 ULMER ROBERT R: Effective Crisis Communication, 2011

JOURNALS
Journal of Public Relations,
PR Quarterly,
Public Relations review PR Strategist

MAGAZINES/NEWSPAPERS
Business India; Business World; Business Today; The Business Standard; The Economic Times

The Financial Express ; Pitch; USP Ag

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:EXAMINE the concepts and principles of Advertising.

CO2:DETERMINE consumer behaviour in terms of perception, attitude and learning towards decision making in product purchases.

CO3: CONSTRUCT creative and innovative media planning strategies in advertising consumer goods and services.

CO4:IDENTIFY phases of Advertising Campaign creation.

CO5:ORGANIZE different types of Advertising copy for branding innovative strategies.

CO6: DESCRIBE the process of Branding with respect to specific brand status.

CO7:CONNECT the digital media landscape in Advertising.

CO8:TRACE the evolution of Corporate Communication and its expanded role in organizational and marketing communication.

CO9: RESEARCH theoretical underpinnings in Public Relations.

CO10:EMPLOY the cases specific to process of Public Relations.

CO11:DISCUSS the Public Relations environment.

CO12: MEASURE Public Relation activity.

CO13:CLASSIFY the Laws of Public Relations.

CO14:DEVISE the Corporate communication plan.

CO15: ARTICULATE the Corporate communication strategies and tools.

CO16: CLASSIFY the Laws and Ethics in Corporate communication.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core XI: Critical Studies	No. of Credits: 4
Code Number: 18MCC11	No. of Teaching: 6Hrs per week

COURSE OBJECTIVE:

- To help students gain a fair knowledge about various philosophical approaches in understanding of social cultural and political scenarios.

UNIT I : Idea of critical Theory-Frankfurt School – Pragmatism – Geneology – hermeneutics – Pluralism. Siegfried Zielinski: Media development: Forerunners to modern technology - Post structuralism and after sacsure,Barthers, Althusser), Michel Foucault, Power and Knowledge, Jacques Derrida: Deconstruction- Critical legal thinking. Friedrich Hegel, Social and Political Thoughts

UNIT II:<u>Friedrich Nietzsche</u>, Cultural theory – Nihilism ; Beyond Good and Evil <u>SlavojZizek</u>:Ideology:Walter Benjamin, Western Marxism, Hartmut Rosa: Social Acceleration- Modernity theory- Temporal Structure of Society ; Michael A.Lebowitz: Socialism ; Antonio Negri: Politics and Post modernity; Karl Marx: Political theory.

UNIT III: Jean-Paul Sartre: Existentialism Franz Kafka: The metamorphosis,Judith Butler: Gender and Sex: Political economy- Commodity Production- Industrialization-Jacques RancièreAisthesis, Aisthesis perception and interpretation, Theodor W. Adorno: Adorno and the Ends of Philosophy; Laura Sjoberg : Gendering Global Conflict: Gender Subordination –Gender Violence –Masouline Posturing- Gendered Understandings of Power.

UNIT IV : John Locke: Consciousness – Identity and Difference – Western Philosophy; Queer Theory: Capitalism, gender, hetrosexism and the state –Status quo; Fredric Jameson: Realism

UNIT V : Sri Aurobindo: Unification of Mankind –Social Psychology; Swami Vivekananda: *Vedanta* Philosophies –Religious Pluralism; SarvepalliRadhakrishnan: Epistemology: Intuition and the Varieties of Experience (Cognitive Experience, Psychic Experience, Aesthetic Experience, Ethical Experience, Religious Experience); Ramanuja: Ethics –Substantive Ethics and Foundations of Ethics; B R Ambedkar: Justice, Liberty and Equality; Periyar E. V. Ramasamy: Feminism and Women's Rights; AmarthyaSen: Politics and Economy, Theory of Justice.

References:
- Amartya Kumar Sen (1999). Development as freedom (1st. ed). New York Knopf
- Ambedkar, B. R. (BhimraoRamji) &Anand, S. (Graphic novelist), (editor.) & Roy, Arundhati, (author.) (2014). Annihilation of caste : the annotated critical edition. New Delhi Navayana Publishing Pvt Ltd
- Balibar, Etienne &Sandford, Stella, 1966-, (editor of compilation.) (2013). Identity and difference : John Locke and the invention of consciousness. London Verso Books

- Butler, Judith &Ebooks Corporation (1990). Gender trouble : feminism and the subversion of identity. Routledge, New York
- Ceugens, David and Me Carthy, Thomas (1996) Critical Theory. Massachuselts: Blackwell
- Douglas Kellner. Nietzsche's Critique of Mass Culture(Illuminations: The Critical Theory Project)https://pages.gseis.ucla.edu/faculty/kellner/Illumina%20Folder/kell22.htmExtracted June 2018.
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- Ghose, Aurobindo (1950). The ideal of human unity (2nd ed. rev). Sri Aurobindo Ashram, Pondecherry
- Howarth, Davie R (2018) Post Structuralism and After (Traditions in Social Theory) Palgrave Macnuthan.
- Internet Encylopedia of Philosophy https://www.iep.utm.edu/Legelsocl/
- Internet Encylopedia of Philosophy https://www.iep.utm.edu/Zizek/
- Jagose, A. (1996). Queer theory: An introduction. New York: New York University Press.
- Jameson, Fredric (2013). The antinomies of realism. London Verso
- Laura, Sjoberg (2013) Gendering Global Conflict: Towards a Feminist Theory of War. New York: Columbia University Press
- Locke, J., &Yolton, J. W. (1993). An essay concerning human understanding. London: Dent.
- Negri, Antonio (2013) Spinoza for Our Time: Politics and Postmodernity. New York: Columbia University Press
- Nihilism; Internet Encyclopedia of Philosophyhttps://www.iep.utm.edu/nihilism/
- Periyār, Ī. V., & K, V. (2007). Why Were Women Enslaved? Periyar Self-respect Propaganda Institution.
- Radhakrishnan, S., &Mohanty, J. N. (2009). Indian philosophy. New Delhi: Oxford University Press.
- Ranciere, Jacques (2013) Aisthesis: Scenes from the Aesthetic Regime of Art. London: Verso
- Rosa, Hartmut (2015) Social Acceleration: A New Theory of Modernity. New York: Columbia University Press
- Satre, Jean Paul (1948) Existentialism is a Humanism. Connecticut, USA: Yale University Press
- Sedgwick, Eve Kosofsky (1990). Epistemology of the closet (Updated with a new preface [ed.]). University of California Press, Berkeley
- Sen, Amartya (1992). Inequality reexamined. Russell Sage Foundation ; Cambridge, Mass. : Harvard University Press, New York
- Sen, Amartya (2005). The argumentative Indian : writings on Indian history, culture and identity (1st American ed). Farrar, Straus and Giroux, New York
- Siegfried Zielinski (2018), Deep Time of the Media, MIT Press.
- Singer, Peter (2018) Marx: A Very Short Introduction. Oxford: Oxford University Press
- Turner, Catherine (2016) Jacque Derrida: Deconstruction. Counterpress.

- Veeramani, K, (compiler,) &PeriyarManiammai University (issuing body) (2010). Periyar feminism (First edition). Thanjavur, Tamil Nadu, India A publication of PeriyarManiammai University (Periyār) & K, 2007)
- Walton, David (2012) Doing Cultural Theory. USA: Sage Books
- Vivekananda Swami (1980). Inspired talks (13th ed). Sri Ramakrishna Math, Madras
- Vivekananda & Waldo, Sarah Ellen, b. 1845 (1910). Inspired talks (2d ed). Madras The Ramakrishna Mission
- Zonghofer, Wesley and Winchester, Daniel (ed.) Social Theory Re-wired. Routledge.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:EXAMINE the multipolar world in which media operates.

CO2:CONSTRUCT an aesthetic regime of art through philosophical lenses.

CO3: IDENTIFYAisthesis perception and interpretation.

CO5: ANALYZE the natural mind through para-phenomenological approaches.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core XII: Radio and Television Production (Practical III)	**No. of Credits: 4**

Code Number: 18MCC12	No. of Teaching: 6Hrs per week
COURSE OBJECTIVE: • To help students gain Radio production skills by producing various programme formats to emphasize the power of sound in Communication. • To enable students to understand the core concepts associated with film and television production through hands-on-training in the same.	

Radio Production

Hands on practical's in radio news writing, scripting , editing and sound recording
A. Submission of script for a radio news bulletin of 5 minutes duration and its production
B. Students have to produce a radio documentary/drama of maximum 15 minutes duration. The project will cover all aspects of sound design and production. Students can do documentary on any current affairs issue.
C. Jingles
D. Commentary (Live)
E. News Feature

Television Production
A. Creation of individual TV News stories of 2 minutes duration
Students are required to produce a full fledged news bulletin. The required reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production should be carried out by the student. The project should be worked and carried out through various news production stages after the final approval from the supervising faculty. The final work will be evaluated on the basis of the journalistic and technical quality.

B. Documentary (15 minutes")
Concept theme- Focus- Treatment-Narration (story- past tense) Script – Story board

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:DETERMINE radio production skills by producing various programme formats.

CO2:PRACTICE radio news writing, scripting, editing and sound recording.

CO3: PRODUCE a radio news bulletin, documentary/drama, jingles, live commentary with all aspects of sound design and production.

CO4:ARTICULATE a theoretical and practical understanding across a range of skills in radio production.

CO5:ASSEMBLE a variety of practical skills in areas including sound design in radio production.

CO6: DESCRIBE the core concepts associated with film and television.

CO7:PRODUCE a full-fledged Television News Bulletin that requires reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production.

CO8: CONSIDER the Journalistic and Technical quality of Television news production.

CO9: PRODUCE a meaningful and compelling documentary with an emotional connection to subject matter.

CO10: ADMINISTER a social and emotional learning by interacting with real-life people to document their experience on a subject matter.

CO11:INTEGRATE literacy with connections to a source, to self, and to the world through a short documentary story.

CO12:FACILITATE newly learned ideas through reflective writing for documentary.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core XIII: Advertising (Practical IV)	No. of Credits: 4
Code Number: 18MCC13	No. of Teaching: 6Hrs per week

COURSE OBJECTIVE:
• To enable students' to have hands-on exercises and tasks through team-building on various concepts in a typical ad campaign.

Students are expected to complete this workbook filled with hands-on exercises on planning and execution of an ad campaign for a new product. Each chapter contains numerous tasks that students can undertake to work together as a team.

Ad Concepts include:

1. Product Summary
2. Understanding the Market place
3. Capture the Target Audience
4. Create a Marketing Plan
5. Write a Client Brief
6. Write a Creative Brief
7. Create a Communications Plan
8. Situational Analysis
9. SWOT Analysis
10. Perceptual Mapping
11. Advertising Budget
12. Media Mix
13. Media Scheduling
14. Persuasive Appeal
15. Brand/Product Logo
16. Writing customer-centric headlines
17. Writing customer-centric bullet points
18. Creative Execution
19. Writing Calls-to-Action (CTA)

COURSE OUTCOMES:On successful completion of the course, the students will be able to:
CO1:DEVELOP an ad campaign.
CO2:GENERALIZE the significance of various aspects involved in creating an ad.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Core XIV: Photography (Practical V)	**No. of Credits: 4**
Code Number: 18MCC14	**No. of Teaching: 6Hrs per week**
COURSE OBJECTIVE: • To help students develop essential skills and techniques for professional photography.	

LIST OF PRACTICALS

1. A day in the life of…
2. Colour challenge
3. After dark
4. Close up
5. Motion, Indoor splash shots
6. Shadows
7. Water
8. Leading lines, Perspectives, Texture, Color harmony
9. Emotions
10. The park bench
11. Evolution of construction
12. Through the season
13. Self portrait
14. Black and white photography
15. Food photography
16. Multiple exposure with flash and slow shutter speed
17. Body, shape and form
18. Magazine cover
19. Studio portraits with strobe
20. Candid moments
21. Natural light ,Artificial light, Ambient light, Back light,Side lighting
22. Portraits
23. Street photography

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1: DEVELOP basic to professional Photographic skills.

CO2: GENERALIZE the significance of Environmental Photo Journalism.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
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Elective III: Lab Journal Publication (Viva Voce)	**No. of Credits: 4**

Code Number: 18MCE03	No. of Teaching Hours: NIL
COURSE OBJECTIVE: • To enable students to receive a hands-on experience in the production of a newspaper in the areas of content creation, editing and page make up. Students should have learnt media components over a period of time by adapting learning applications to improvise and innovate various innovative ideas.	

Every individual student, along with one classmate, has to edit and publish a four page A3 size newspaper which will be circulated to the university departments and the affiliated colleges of the university. The student's publication will be evaluated through a Viva Voce conducted by internal and external examiners. The publication begins in the second semester and ends in the third for every batch.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:PRACTICE the production of a newspaper in terms of content creation, editing and page make up.
CO2:ORGANIZE a newspaper to be circulated to the university departments and the affiliated colleges of the university.
CO3:ASSESS contribution to Journalistic writing, editing and pagination.
CO4:IDENTIFY newspaper as a powerful and cost-effective instructional tool.

CO5:DISCOVER knowledge in the content areas.

CO6:PLAN various sections in the newspaper.

CO7:ESTABLISH the specifications of newspaper before commencing news gathering process.

Course Prepared by:	Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore
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Core XV : Research Methods in Communication	No. of Credits: 4
Code Number: 18MCC15	No. of Teaching: 6Hrs per week

COURSE OBJECTIVE:

- To make students understand the theoretical concepts of qualitative and quantitative research techniques and enhance their applications of research nuances from the stage of research formulation through to presentation.

UNIT I:Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

UNIT II : Methods/techniques of research; Hypothesis and variables; Research design and its types Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources. Methods of research – Census, Survey, Random; Sampling - meaning, types and problems ; Survey research, experimental and field research, panel research; Reliability, validity and objectivity.

UNIT III : Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale. Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size. Tools and methods of research; Sources of data - primary and secondary source; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video.

UNIT IV: Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting.

UNIT V : Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

REFERENCES:

- Social Research and Statistics by R.N. Mukerjee, VivekPrakashan, Delhi

- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92 Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:DETERMINE the theoretical concepts of qualitative and quantitative research techniques.

CO2:CONNECT applications of research nuances from the stage of research formulation through to presentation.

CO3:HYPOTHESIZE various methods and techniques in research on issues and events.

CO4:IDENTIFY the sources and methods of data collection.

CO5:ADMINISTER various Scaling techniques for the concept of Attitude and its formation.

CO6:PRIORITIZE the practical considerations in determining effective sampling for researching a topic.

CO7:EMPLOY research in different media scenarios.

CO8:COMPUTE various Statistical tools to process data.

Course Prepared by:	Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
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Core XVI: Technical/Content Writing (Practical VI)	**No. of Credits: 4**

Code Number: 18MCC16	No. of Teaching: 6Hrs per week

COURSE OBJECTIVE:

- The technical writing needs to be clear and concise manner and to be able to convey information appropriately for a variety of audiences
- To develop e-learning materials in a creative way with out IT expertise
- Enable exploration of more usable presentation in the context of e-learning content creation through models, practical's

Students should do one project each in from technical writing and content/e-learning projects.

Project 1: Technical Writing

Students should submit a project proposal under the following heads
- Technical Writing Project Title
- Project Overview
- Project Rationale
- Project Audience
- Project Format
- Project Scope
- Project Personnel
- Project Design
- Evaluation
- Project related skills
- Resource needs

Technical Writing Projectsmay chosen from among the following (desirable):
- New or Revised employee hand books
- New web sites for departments, clubs, or other organizations
- Reorganized, redesigned, and rewritten web sites
- Company or organization manuals (either brand new or compiling information from a host of other documents)
- Ergonomic or safety process procedures
- Manuals for all types of products and procedures
- Research project reports
- Accident prevention programs
- Chapters for a larger technical manuals
- Product manuals and guidebooks
- Company profile guidebooks
- Medical Writing

Presentation: In printed format using an aspirate size. The page make-up, use of illustrations, graphic detailing etc. should be used to enhance presentation.

Project 2 :E Content Writing

A. To prepare a topic in accordance with the prevailing curriculum in school or higher education (UG and PG)

- Textual Documents
- PDF/e-Books
- Illustration
- Video Demonstrations
- Documents & Interactive Simulation wherever required
- Case studies, Anecdotal Information, Historical development of the subjects

B. **Presentation:** 15 minutes of Power-point/ 2D presentations by using relevant images, video, animation, print, info-graphics, and voice-over.

COURSE OUTCOMES: On successful completion of the course, the students will be able to,

CO1: Learn to identify information sources for technical writing.
CO2: ACQIRO skills to gather information relevant to the subject for technical writing projects.
CO3: IMBIBE skills to present a technical project using a suitable software for page make-up for technical project.
CO4: UNDERSTAND and implement ways of preparing e-content/e-learning projects.
CO5: OBTAIN skills to combine multi-media outputs to present the e-content/e-learning project effectively.

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Core XVII: Internship (I and II)	**No. of Credits: 6**
Code Number: 18MCC17	**No. of Teaching Hours: NIL**

COURSE OBJECTIVE:

- To enhance students' skills personally and professionally in competitive media landscape.

The student is required to undertake an internship of 35 days at the end of the second semester in Journalism / Advertising / Public Relations and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

INTERNSHIP II : The student is required to undertake an internship of 30 days at the end of the Third semester in his/her field of interest and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:USE media organizations to understand strengths and weaknesses.

CO2:IDENTIFY career opportunities in competitive media landscape.

CO3:FOCUS on a career-related structured work experience.

CO4: PRIORITIZE a student's academic, career and personal development.

CO5:PREPARE an entry to permanent workforce to complement their academic preparation.

CO6:DETERMINE new skills to add to knowledge base for gaining confidence in their abilities.

CO7:PRACTICE communication and teamwork skills.

CO8:REFRAME industry knowledge from organizations and professionals.

CO9:ESTABLISH knowledge to provide a bridge between the academic and professionalworld.

CO10: DEVELOP a sense of responsibility to an organization.

CO11:PRACTICE networking skills to establish a network of professional contacts, mentorsand references.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
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Elective IV : Project Study (Report-75 and Viva-25)	No. of Credits: 4

Code Number: 18MCE04	No. of Teaching: 4Hrs per week
COURSE OBJECTIVE: To enable students to enrich their skills in data collection, analysis, problem-solving, and theorizing in the field concerned.	

Chapterisation

1. Introduction & Review of Related Literature
2. Research Methodology
3. Analysis and interpretation
4. Discussion and Conclusion
Bibliography
Viva-voce

SUBJECT CHOSEN BY THE STUDENTS

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:RELATE the Subject and Research Problem through problem-solving skills.

CO2:CONNECT the review of literature to deeply understand the discipline.

CO3:ARTICULATE **t**he relevant methodology to study an issue.

CO4:DEFEND the obtained data.

CO5:VALIDATE greater confidence and independence in exploring data.

CO6:IDENTIFY career directions by building transferable skills.

CO7:CONVINCE to publicly advocate for and defend work.

CO8: CONSIDER knowledge to impact the world.

Course Prepared by:	1. Dr.P.E.Thomas, Professor, Department of Communication and Media Studies, Bharathiar University , Coimbatore 2. Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore 3. Ms. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore

Online Course	No. of Credits: 4
Code Number: 18MCC18	No. of Teaching Hours: NIL

COURSE OBJECTIVE: Online courses would provide life-long learning and unique educational opportunity to expand the horizons of knowledge in digital arena.

Student should take up me online course of his/ her choice of subject from any discipline within the course period from a certified portal such as

1. Swayam
2. Coursera
3. edX
4. Mooc
5. IIMBx

The course is mandatory and on submission of the relevant certificate the student will be accorded with the allotted 4 credits in the fourth semester.

Supportive Classes offered by
The Department of Communication and Media Studies
Bharathiar University, Coimbatore

Fundamentals of Advertising	No. of Credits: 2
Code Number: GS76	No. of Teaching: 2Hrs per week
COURSE OBJECTIVE: To enable students to understand scope and creative aspects of advertising.	

UNIT I : Introduction to Advertising – Definition, need and scope of advertising. Functions of advertising. The AIDA process. Role of Advertising, Types of advertising, Advertiser and Agency partnership, Structure and functioning of an Ad agency.

UNIT II : The lifecycle of product. Audience analysis – buyer behaviour, segmentation, targeting and positioning. Advertising research, objectives, Strategy and Plans. Brand process involved in branding. Types of Appeal

UNIT III : Creative perspectives of advertising - creativity, creative strategy, copy writing, art Direction, print production, and electronic production.

UNIT IV : Strategy – Marketing, Advertising, and Media strategy. Media selection objectives, strategies and planning, Client servicing, print media, electronic media, direct marketing and out of home advertising. Advertising Ethics.

UNIT V : Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

REFRENCES

- Link Jefkins (1992). Advertising Made Simple, Rupa& Co., New Delhi.
- Thomas Russell, J.Ronald Lane, W.Kleppner's(2002). Advertising procedure, Prentice Hall International, Inc., New Jersey.
- MeenakshiR.Chauhan, (1995). Advertising – The Social ad Challenge, Anmol Publications Pvt.Ltd., New Delhi.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:
CO1:DETERMINE the Structure and functions of Advertising agencies.
CO2:CONNECT various theories of advertising to deeply understand its audience behaviour.
CO3:ARTICULATE the creative perspectives of advertising.
CO4:SYSTEMATIZE several strategies in ad planning.
CO5: EXECUTE a complete ad campaign.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore
Basics of Photography	**No. of Credits: 2**
Code Number: GS94	**No. of Teaching: 2 Hrs per week**

COURSE OBJECTIVE:

To introduce students to various skills involved in photography.

UNIT I : Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field. Basic shots, angle, and view. Different styles of Photography – Portrait, Landscape and Documentary.

UNIT II : Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, Filters Converters .

UNIT III : Sources of Light – Nature, Artificial and Available. Lighting techniques – three point lighting. Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography

UNIT IV : Some Basic Aesthetics, Visual Perception, Basics of Photo Journalism, Photo Features, Photo essays, Writing Captions, Visual Story Telling, Photography for advertising – Consumer and industrial. Planning a shoot –studio, location, set props and casting

UNIT V: Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

REFERENCE
- Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, Marshall Editions Limited, London
- Alain Solomon (1987). Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York.
- Dave Johnson (2001). How to do everything with your Digital Camera, Tata McGrawHill, New Delhi.

COURSE OUTCOMES:On successful completion of the course, the students will be able to:

CO1:IDENTIFY different styles of photography.

CO2:CONNECT various techniques of photography to deeply understand its nature and scope.

CO3: ARTICULATE the visual story telling experience.

Course Prepared by:	Dr.M.Srihari, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore
Course Verified by:	Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore