**M.A. JOURNALISM AND MASS COMMUNICATION**

**Syllabus**

**(With effect from 2022-2023)**

**Program Code:**



**DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

**Bharathiar University**

**(A State University, Accredited with “A” Grade by NAAC and 13th Rank among Indian Universities by MHRD- NIRF)**

**Coimbatore-641046, INDIA**

**BHARATHIAR UNIVERSITY:: COIMBATORE 641046**

**DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

**VISION**

To leverage the science and art of Communication and the prowess of the Media, and thereby stimulate the academic standards of contemporary knowledge gained through practice in consonance with an optimal thrust on the theoretical framework.

**MISSION**

To act as a robust centre of creative craftsmanship by blending techniques with technology, inculcating a sense of ethical practices for students to gain cognizance of their responsibilities and engineering excellence in professional and personal growth.

**BHARATHIAR UNIVERSITY :: COIMBATORE 641046**

**MA. JOURNALISM AND MASS COMMUNICATION**

**ACADEMIC YEAR (2022-2023)**

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| **Course Code** | **Title of the Course** | **Credits** | **Hours per Week** | | **Maximum Marks** | | |
| **Theory** | **Practical** | **CIA** | **ESE** | **Total** |
| **FIRST SEMESTER** | | | | | | | |
| 22MCC01 | Communication Models and Constructs | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC02 | Indian Constitution, Media Laws And Ethics | 3 | **4** | **-** | 50 | 50 | 100 |
| 22MCC03 | Reporting And Editing | 3 | 3 | 2 | 50 | 50 | 100 |
| 22MCC04 | Editorial Practice (Practical I) | 4 | **-** | 5 | 50 | 50 | 100 |
| 22MCC05 | Development Communication | 4 | 3 | 2 | 50 | 50 | 100 |
| 22MCE01 | Media Review  **(Internal Valuation only)** | 2 | **-** | 2 | 50 |  | 50 |
| Supportive | Offered by other Departments | 2 | 2 | **-** | 25 | 25 | 50 |
|  | **Total** | **22** |  |  |  |  | **600** |
| **SECOND SEMESTER** | | | | | | | |
| 22MCC06 | Media, Society And Culture | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC07 | New Media Studies | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC08 | Film Studies | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC09 | Broadcast Journalism | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC10 | Design Principles (Practical II) | 4 | **-** | 5 | 50 | 50 | 100 |
| 22MCE02 | Advertising | 4 | 5 | **-** | 50 | 50 | 100 |
| Supportive | Offered by other Departments | 2 | 2 | **-** | 25 | 25 | 50 |
|  | **Total** | **26** |  |  |  |  | **650** |
| **THIRD SEMESTER** | | | | | | | |
| 22MCC11 | Critical Studies | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCC12 | Radio And Television Production (Practical III) | 4 | **-** | 5 | 50 | 50 | 100 |
| 22MCC13 | Advertising (Practical IV) | 4 | **-** | 5 | 50 | 50 | 100 |
| 22MCC14 | Photography (Practical V) | 4 | **-** | 5 | 50 | 50 | 100 |
| 22MCC15 | Corporate Communication | 4 | 5 | **-** | 50 | 50 | 100 |
| 22MCE03 | Lab Journal Publication  (Viva Voce & Practical Exam) (Practical VI) | 4 | **-** | 5 | 50 | 50 | 100 |
| Supportive | Offered by other Departments | 2 | 2 | **-** | 25 | 25 | 50 |
|  | **Total** | **26** |  |  |  |  | **650** |
| **FOURTH SEMESTER** | | | | | | | |
| 22MCC16 | Research Methods In Communication | 4 | 4 | 2 | 50 | 50 | 100 |
| 22MCC17 | Technical/Content Writing (Practical VII) | 4 | 2 | 3 | 50 | 50 | 100 |
| 22MCC18 | Internship I & II  **(Internal Valuation only)** | 4 | **-** | **-** | 50+50 |  | 100 |
| 22MCE04 | Project Study | 4 | **-** | 5 | 50 | 50 | 100 |
|  | **Total** | **16** |  |  |  |  | **400** |
| **CO-SCHOLASTIC COURSES** | | | | | | | |
| **ONLINE COURSES** | | | | | | | |
|  | SWAYAM – MOOC Course etc | 2 | - | - | - | - | - |
| **VALUE ADDED COURSES** | | | | | | | |
|  | Value added Course - I | 2 | 30 | - | 50 | - | 50 |
|  | Value added Course - II | 2 | 30 | - | 50 | - | 50 |
| **CERTIFICATE COURSES** | | | | | | | |
|  | Certificate Course - I | 4 | 30-40 | - | 100 | - | 100 |
|  | Certificate Course - II | 4 | 30-40 | - | 100 | - | 100 |
| **The Scholastic courses are only counted for final grading and ranking. However, for the award of the degree, the completion of co-scholastic courses is also mandatory.** | | | | | | | |

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| **ONLINE COURSES** | | | | | | | |
|  | SWAYAM – MOOC – Online Course\* | 2 |  |  |  |  |  |
| **VALUE ADDED COURSES** | | | | | | | |
| **Semester I**  22MCVA01 | Social Media Data Analytics using R  **(Non-scholastic course)** | 2 | 2 |  |  |  |  |
| **Semester III**  22MCVA02 | Python  **(Non-scholastic Course)** | 2 | 2 |  |  |  |  |
| **JOB ORIENTED CERTIFICATE COURSES** | | | | | | | |
| **Semester II**  22MCJC01 | Social Media Marketing  **(Non-scholastic Course)** | 4 | 3 |  |  |  |  |
| **Semester IV**  22MCJC02 | Film Production, Techniques and Technology  **(Non-scholastic Course)** | 4 | 3 |  |  |  |  |

\*SWAYAM – MOOC – online course shall be of duration at least 4 weeks with at least 2 credits. The course shall be mandatory and is to be completed within the third semester (i.e., before the beginning of fourth semester).

**Distribution of Marks and Credits**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Subjects** | | | | | | |
| **Core** | **Elective** | **Supportive** | **Swayam** | **VAC** | **JOC** | **Total** |
| **Marks** | **1800** | **350** | **150** | **-** | **-** | **-** | **2300** |
| **Credits** | **70** | **14** | **06** | **02** | **04** | **08** | **104** |

**VAC: Value Added Course JOC: Job Oriented Course**

**The M.A JOURNALISM AND MASS COMMUNICATION program describes accomplishments that graduates are expected to attain within five to seven years after graduation**

**Program Educational Objectives (PEOs)**

|  |  |
| --- | --- |
| PEO1 | Acquire skills to design, analyze and develop media products and implement them using high-level creative, theoretical and technological skills. |
| PEO2 | Contribute their skills in media domains like Editorial Practice, Design Principles, Radio and Television Production, Film Production Technologies, Publication of Lab Journal, E-content development and Research. |
| PEO3 | Develop strong skills in systematic planning, developing, testing, implementing and providing ICT solutions for different domains which helps in the betterment of life. |

**Program Specific Outcomes (PSOs)**

|  |  |
| --- | --- |
| After the successful completion of M.A Journalism and Mass Communication program, the students are expected to | |
| PSO1 | **Understand the fundamentals of various media outlets such as Journalism (Print and Broadcast), Advertising, New Media, Designing, Radio and Television Production, Film Studies, Development Communication, Public Relations, Photography and Research to meet the industry requirements** |
| PSO2 | **Get motivated to pursue higher studies (M.Phil or Ph.D) in the media domain of their interest.** |
| PSO3 | **Harmoniously integrate various aspects of media industry in totality to ideate and develop creative modules for the societal well-being.** |
| PSO4 | **Encourage lifelong learning through a strong theoretical foundation built during the course work.** |
| PSO5 | **Maintain code of conduct towards developing critical media resources towards contribution to nation building.** |
| PSO6 | **Collaborate with other disciplines to provide innovative technological solutions to keep pace with the digital media landscape.** |
| PSO7 | Develop essential life skills to handle intricate issues both in professional as well as personal spheres of life. |
| PSO8 | Exploit their imaginative power in synthesizing concrete media products from its abstract form. |

**BHARATHIAR UNIVERSITY::COIMBATORE – 641046**

**DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

**Programme Objectives for the entire programme:**

**PO1: Provide students with a comprehensive and balanced understanding of the several branches of the media subjects, which are necessary prerequisites for a clear understanding of the industry requirements in the field of 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.**

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

**PO3: 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.**

**PO4: 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.

**PO5:  Provide opportunities to students to work in interdisciplinary projects across the various branches of Communication and Media Studies.**

**PO6:** Imbibe Interpersonal skills and promote leadership skills among students and develop in them the sense of team work to analyze communication patterns between students.

PO7: Develop motivational skills to ramify complex unwelcoming consequences Intrapersonal Communication.

PO8: Amplify the power of imagination among students for visualizing and developing media content.

PO9: Encourage creativity as a food for thought for identifying unique characteristics in an individual.

PO10: Help students face challenges during job recruitments.

**SEMESTER I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course code** | | | | **22MCC01** | **COMMUNICATION MODELS AND CONSTRUCTS** | | | | | **L** | **T** | **P** | | **C** |
| **Core I** | | | | |  | | | | | **4** | **-** | **-** | | **4** |
| **Pre-requisite** | | | | | Students should have an ability to integrate the real life situations with the existing media environment to model various communication perspectives. | | | | | **Syllabus Version** | | **2022-2023** | | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To make students understand the historical underpinnings of media theories with relevant models. 2. To situate the practical application of basic theories and ideologies in mass communication. 3. To explore the four theories of the press to get acquainted with the mass communication domain. 4. To critically examine various psychological and sociological communication theories. 5. To examine audience theories for understanding audience receptivity for media offerings. | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | **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. | | | | | | | | | | | | K1 | |
| 2 | **APPLY the** basic theories and ideologies of Mass Communication in research and practice **by developing** an understanding of its strengths and limitations. | | | | | | | | | | | | K3 | |
| 3 | **COMPREHEND the** press theories and their relevance in the digital era. | | | | | | | | | | | | K2 | |
| 4 | SCHEMATIZE various Psychological and Sociological Communication theories on the process of Formulation of Perception. | | | | | | | | | | | | K2 | |
| 5 | MEASURE audience receptivity through theoretical relevance to media audience. | | | | | | | | | | | | K5 | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **COMMUNICATION** | | | | | **18 hours** | | | | | |
| Elements, Functions and Dimensions- Verbal and Non-verbal Communication: [Communication Accommodation Theory](https://www.communicationtheory.org/communication-accommodation-theory/) (CAT), [Cross Cultural Communication](https://www.communicationtheory.org/cross-cultural-communication/), [Cultural Identity Theory](https://www.communicationtheory.org/cultural-identity-theory/), Face-Negotiation Theory, Symbolic interactionism- Barriers of Communication: Semantic , Physical, Environmental, attitudinal, Body language, Cultural. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **MODELS OF COMMUNICATION** | | | | **13 hours** | | | | | | |
| [Aristotle’s Rhetoric](https://www.communicationtheory.org/aristotle%e2%80%99s-communication-model/), [Laswell’s Linear model](https://www.communicationtheory.org/lasswells-model/), [Berlo’s SMCR model](https://www.communicationtheory.org/berlos-smcr-model-of-communication/) , Shannon-Weaver’s Mathematical model, Westley -MacLean’s Conceptual model, Newcomb’s ABX model, Osgood- Schramm’s Circular model, De Fleur’s Ecological model, [Duck’s Relationship Filtering model](https://www.communicationtheory.org/ducks-relationship-filtering-model/), Petty -Cacioppo’s [Elaboration Likelihood Model](https://www.communicationtheory.org/elaboration-likelihood-model/), [Gerbner’s General model](https://www.communicationtheory.org/gerbners-general-model/)/Cultivation Theory, Dance’s [Helical model](https://www.communicationtheory.org/helical-model-of-communication/), [Knapp’s Relationship model](https://www.communicationtheory.org/knapps-relationship-model/), P[oole’s Multiple Sequence model](https://www.communicationtheory.org/pooles-model-small-group-communication/), Chomsky’s [Propaganda model](https://www.communicationtheory.org/propaganda-model/), [Riley & Riley Group Communication](https://www.communicationtheory.org/riley-riley-model-of-communication/) model, Luft- Ingham’s  [Johari Window model](https://www.communicationtheory.org/the-johari-window-model/). | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **NORMATIVE THEORIES OF PRESS** | | | **12 hours** | | | | | | | |
| Authoritarian theory, Soviet-communist theory, Libertarian or free press theory, Social responsibility theory; Democratic participant theory, Development theory. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **THEORIES OF COMMUNICATION** | | | **15 hours** | | | | | | | |
| **Psychological and Sociological:** Festinger’s Cognitive Dissonance, Burner-Postman’s Selective Perception, Blumler-Katz’s Uses and Gratifications Theory, Noelle-Neumann’s Spiral of Silence, Gestalt’s Perception Theory, Altman-Taylor’s [Social Penetration Theory](http://communicationstudies.com/communication-theories/social-penetration-theory), Hegel’s [Standpoint Theory](http://communicationstudies.com/communication-theories/standpoint-theory), Ajzen’s [Theory of Planned Behavior (TPB)](http://communicationstudies.com/communication-theories/theory-of-planned-behavior-tpb), Fishbein’s [Theory of Reasoned Action (TRA)](http://communicationstudies.com/communication-theories/theory-of-reasoned-action-tra).  **Source:** McComb-Shaw’s Agenda Setting.  **Message:** Roger’s Diffusion of Innovations, Lasswell’s Propaganda theory, Goffman’s Framing Analysis, Meyer-Schvaneveldt’s Priming, Foucault’s Discourse Analysis, Brown’s Social Construction, Lazarsfeld-Katz’s Two step and Multi-step flow of information, Anderson’s Print Capitalism, McLuhan’s Medium is Message, Chomsky’s Manufacturing Consent CHANNEL THEORIES: White’s Gate-keeping, Veblen’s Technological Determinism, Williams-Edge’s Social Shaping of technology. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **AUDIENCE THEORIES** | | **12 hours** | | | | | | | | |
| Banton’s Social categories theory, Bandura’s Social Learning theory, Stuart’s Reception theory, Lasswell’s Hypodermic/Magic Bullet, Ackerman’s Individual Differences, Smith’s Selectivity Process, Tichenor- Donohue- Olien’s Knowledge Gap theory, Berkowitz’s Aggressive Cues, Freud’s Catharsis, Davison’s Third Person Effect , Vygotsky-Piaget’s [Constructivism](http://communicationstudies.com/communication-theories/constructivism). | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Presentations, Scenario-Based Learning, Experiential Learning | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | 1. Craig, Robert T. & Muller, Heidi L. (2007). *Theorizing Communication: Readings across Traditions*, Sage Publications: USA. | | | | | | | | | | | | |
| 2 | | 1. Deshmukh, Sandeep (2008). *Group Communication: Theory and Methods*, Ane Books India. | | | | | | | | | | | | |
| 3 | | 1. Duck, Stave & McMahan, David T. (2009). *The Basics of Communication: A Relational Perspective*, Sage Publications Inc California. | | | | | | | | | | | | |
| 4 | | 1. McQuail, Denis (2008). *Mass Communication Theory* (5th Edition), Vistaar Publications: New Delhi. | | | | | | | | | | | | |
| 5 | | 1. Watson, James (2003). *Media Communication: An Introduction to Theory and Process* (2nd Edition)*,* Palgrave, McMillan: New York. | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | | 1. Bergman, Mats, Kirtiklis, Kestas and Siebers, Johan. (2020). *Models of Communication: Theoretical and Philosophical Approaches*, Routledge Publishing: New York 2. https://www.google.co.in/books/edition/Models\_of\_Communication/CfW2DwAAQBAJ?hl=en&gbpv=1&dq=1.%09Bergman,+Mats,+Kirtiklis,+Kestas+and+Siebers,+Johan.+(2020).+Models+of+Communication:+Theoretical+and+Philosophical+Approaches&printsec=frontcover | | | | | | | | | | | |
| 2 | | | 1. Casmir, Fred L. (2011). *Building Communication Theories: A Socio-Cultural Approach*, Routledge Publishing: New Jersey.   <https://www.google.co.in/books/edition/Building_Communication_Theories/dUpUAQAAQBAJ?hl=en&gbpv=1&dq=communication+theories+and+constructs&pg=PT392&printsec=frontcover> | | | | | | | | | | | |
| 3 | | | 1. Cobley, Paul; Schulz, Peter J & Mouten, De Gruyter (2013). *Theories and Models of Communication*, Boston Publishing: Germany. 2. <https://www.google.co.in/books/edition/Theories_and_Models_of_Communication/6xrNrpSZKxsC?hl=en&gbpv=1&dq=communication+theories+and+models&printsec=frontcover> | | | | | | | | | | | |
| 4 | | | 1. Siebert, Fred S; Peterson, Theodore & Schramm, Wilbur (1984). *Four Theories of the Press*, University of Illinois Press: US. 2. <https://www.google.co.in/books/edition/Four_Theories_of_the_Press/E4deDwAAQBAJ?hl=en&gbpv=1&dq=communication+theories+and+models&printsec=frontcover> | | | | | | | | | | | |
| 5 | | | 1. Sharma, Ashish (2018). Introduction to Mass Communication: Model and Theories, Evincepub Publishing : Chattisgarh.   <https://www.google.co.in/books/edition/Introduction_to_Mass_Communication/ERFfDwAAQBAJ?hl=en&gbpv=1&dq=mass+communication&printsec=frontcover>) | | | | | | | | | | | |
| 6 | | | 1. Watzlawick, Paul; Bavelas, Janet Beavin & Jackson, Don D (2011). *Pragmatics of Human Communication*, WW Norton Publishers: US.   <https://www.google.co.in/books/edition/Pragmatics_of_Human_Communication_A_Stud/YcBUAgAAQBAJ?hl=en&gbpv=1&dq=communication+theories+and+models&printsec=frontcover> | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| Course Designed By:Mrs. 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 | | | | | | | | | | | | | | |

**Search Keywords:** Elements, Functions, Dimensions, Barriers, Process, Models, Press Theories, Communication Theories (Psychological- Sociological-Source-Message-Channel-Audience)

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | L | S | L | L | L | L | L |
| **CO2** | S | S | S | M | S | S | S | S | S | S |
| **CO3** | S | S | S | S | S | S | S | L | M | S |
| **CO4** | S | M | S | S | S | S | S | L | L | M |
| **CO5** | S | S | S | S | S | S | S | S | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC02** | **INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS** | | | | | **L** | **T** | | **P** | **C** |
| **Core II** | | | | |  | | | | | **3** | **-** | | **-** | **3** |
| **Pre-requisite** | | | | | Students must possess the basic information on the administrative set up of the Indian Constitution is viable to understand the challenges and issues in the realm of media content regulation. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To provide the framework of Indian Constitution for students to be aware of their fundamental rights and duties. 2. To present the administrative set up of Union and State Government for students to understand its structure and functions. 3. To enable students to explore various laws related to media industry. 4. To help students understand their professional responsibilities and ethical considerations while representing media organizations. 5. To critically appraise the debates and controversies related to media regulation. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | **DESCRIBE** Indian Constitution, Central and State government functionalities in India. | | | | | | | | | | | K2 | | |
| 2 | CRITICIZE the scope and importance of Freedom of Speech and Expression and its restriction on Media. | | | | | | | | | | | K4 | | |
| 3 | **D**EVELOP understanding of Media and its relationship with India’s Constitution and Media Laws**.** | | | | | | | | | | | K6 | | |
| 4 | **A**PPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism. | | | | | | | | | | | K5 | | |
| 5 | APPLY various Media Laws in Press, Broadcast, Human Rights and Cyber Space. | | | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Unit:1** | | | | **INDIAN CONSTITUTION** | | | | | **12 hours** | | | | | |
| Features - Fundamental Rights and Directive Principles of State Policy - [Union Government](http://indianconstitution4ba.blogspot.in/2012/10/union-government-of-india.html): Legislative, Executive and Judiciary - State Government: Structure, Functions and Administration set up - **Indian Society**: Definition and Nature - Social Structure - Constitutional Remedies for citizens – Political Parties and Pressure Groups; Rights of Women, Children, transgender, Scheduled Castes and Scheduled Tribes and other Weaker Sections. | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Unit:2** | | | | **FREEDOM OF SPEECH AND EXPRESSION (ARTICLE 19)** | | | | **12 hours** | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **PRESS LAWS** | | | **11 hours** | | | | | | | |
| 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. Press Ethics: Rights, Duties and Restrictions of Media Professionals. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **LAWS OF HUMAN RIGHTS** | | | **10 hours** | | | | | | | |
| Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **CYBER LAWS** | | **13 hours** | | | | | | | | |
| 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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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Case **A**nalysis (***Shrinking Press Freedom in India due to Covid 19;*** *Disproportionate Assets Case in 2015****;*** *India's Laws Pressure Reporters Covering Pandemic****;******Amendment of the Guidelines for Accreditation of Journalists by Press Information Bureau of India on April 2, 2018;***New draft rules proposed by the government to curtail the misuse of social networks and increase accountability in 2018 etc. ) | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **60 hours** | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | 1. Bakshi, P.M (2009*). The Constitution of India* (9th Edition), Universal Law Publishing Co. Pvt. Ltd: New Delhi. | | | | | | | | | | | | |
| 2 | | 1. Dash, Ajay (2007). *Freedom of Press*, Discovery Publishing House: New Delhi. | | | | | | | | | | | | |
| 3 | | 1. Jacquette, Dale (2007). *Journalistic Ethics: Moral Responsibilities in the Media*, Dorling Kindersley Publishing, Inc: New Delhi. | | | | | | | | | | | | |
| 4 | | 1. Prasad, Kiran (2008). *Media Law and Ethics: Readings in Communication Regulation* (Vol I), B.R. Publishing Corporation: New Delhi. | | | | | | | | | | | | |
| 5 | | 1. Trager, Robert; Russomanno Joseph & Rose, Susan Dente (2012*). The Law of Journalism and Mass Communication* (3rd Edition), Sage Publications: New Delhi. | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | | 1. Brown, Fred (2011). *Journalism Ethics: A Case Book of Professional Conduct for News Media*, Marion Street Press: US. 2. <https://www.google.co.in/books/edition/Journalism_Ethics/iA71jNwtekwC?hl=en&gbpv=1&dq=media+law+and+ethics&printsec=frontcover> | | | | | | | | | | | |
| 2 | | | 1. Dwyer, Tim (2012). *Legal and Ethical Issues in the Media,* McMillan Publishers.   <https://www.google.co.in/books/edition/Legal_and_Ethical_Issues_in_the_Media/B8kcBQAAQBAJ?hl=en&gbpv=1&dq=media+law+and+ethics&printsec=frontcover> | | | | | | | | | | | |
| 3 | | | 1. Mathewson, Joe (2015). *Law and Ethics for Today’s Journalist: A Concise Guide*, Routledge Publishers, US.   <https://www.google.co.in/books/edition/Law_and_Ethics_for_Today_s_Journalist/wEffBQAAQBAJ?hl=en&gbpv=1&dq=media+law+and+ethics&printsec=frontcover> | | | | | | | | | | | |
| 4 | | | 1. Mishra, Akash Kamal(2020). *Media Laws in India: A Brief Observation*, Xpress Publishing: Tamil Nadu. 2. https://www.google.co.in/books/edition/Media\_Laws\_In\_India\_A\_Brief\_Observation/2u73DwAAQBAJ?hl=en&gbpv=1&dq=Media+Laws+in+India:+A+Brief+Observation&printsec=frontcover | | | | | | | | | | | |
| 5 | | | 1. Moore, L; Murray, D; Farrell, M & Youm, Kyo Ho (2017). Media Law and Ethics (5th Edition), Routledge: US.   <https://www.google.co.in/books/edition/Media_Law_and_Ethics/CY89DwAAQBAJ?hl=en&gbpv=1&dq=media+laws+and+ethics&printsec=frontcover>) | | | | | | | | | | | |
| 6 | | | Neelamalar, M. (2010). Media Law and Ethics, PHI Learning Private Limited: New Delhi. <https://www.google.co.in/books/edition/MEDIA_LAW_AND_ETHICS/z_Mz9u0BFtEC?hl=en&gbpv=1&dq=media+laws+and+ethics&printsec=frontcover>) | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| Course Designed 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 | | | | | | | | | | | | | | |

**Search Keywords:** Indian Constitution, Union Government, State Government, Article 19, Press Laws, Press Ethics, Laws (Press-Human Rights- Cyber), Ownership, Content Regulation

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | M | S | M | S | L | L | L | S |
| **CO2** | S | M | S | S | S | S | S | S | L | S |
| **CO3** | S | S | S | S | M | S | L | L | L | S |
| **CO4** | S | S | S | S | M | L | L | S | L | S |
| **CO5** | S | S | S | S | L | L | S | L | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC03** | **REPORTING AND EDITING** | | | | | **L** | **T** | | **P** | **C** |
| **Core III** | | | | |  | | | | | **2** | **-** | | **1** | **3** |
| **Pre-requisite** | | | | | An ability to identify various sources of news and understand news values to determine the type of news to be published in compliance with editing principles is mandated for students. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To provide a comprehensive understanding on essentials of News in Print Media. 2. To help students explore the organizational relationship between two indispensable parts of the Print Media, Reporting and Editing to understand the news making process. 3. To acquaint students with the art of writing and interviewing techniques for Print Media 4. To introduce students to the significance of data journalism for integrated media production. 5. To help students develop a term paper on researchable Data journalism with relevant case studies. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **DESCRIBE** the fundamentals of News writing and Editing. | | | | | | | | | K2 | | |
| 2 | | | **DISCOVER the** skills of grasping various editorial applications of news, columns, features, editorials, etc. | | | | | | | | | K6 | | |
| 3 | | | **DEVELOP interviewing skills among students for gathering information from sources.** | | | | | | | | | K6 | | |
| 4 | | | **DEDUCE** the knowledge and skill of researching into a topic of social importance and its presentation to the society. | | | | | | | | | K6 | | |
| 5 | | | **APPLY data visualization skills for students to manage data for integrated media production** | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **UNDERSTANDING NEWS** | | | | | **9 hours** | | | | | |
| Definitions, purpose and importance, News Elements and News Values- Sources of news: News agencies profile, structure and functions~~,~~ Structure of News- Inverted Pyramid, Hour Glass, Martini’s Glass; News Leads and its types. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **THE NEWS REPORTER** | | | | **9 hours** | | | | | | |
| Classifications, Functions, Qualities, Rights and ResponsibilitiesReporting Beat: Regular and Non-regular- Reporting: Interpretative and Investigative- Essentials of Photo Journalism. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **PRINCIPLES OF EDITING** | | | **9 hours** | | | | | | | |
| Meaning, objectives and tools - three C‟s; Six R‟s of Subbing; Style sheet: Guidelines for Editing- Headlines: Functions, typography, style, types, readability and legibility- Picture Editing: Selection of pictures, cut lines and cropping methods - Page Make Up: layout and design. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **ART OF WRITING** | | | **7 hours** | | | | | | | |
| Guest Columns, Letters to the editor, syndicate columns, sponsored columns -Feature Writing (Hard and Soft): Elements and Types (Book Review, Film Reviews, Profiles, Colour Piece, Vox Pop, Backgrounder etc)- Interview: Structured and Unstructured, Techniques & Preparation. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **ONLINE NEWS** | | **9 hours** | | | | | | | | |
| Elements, practice and content management, Data Journalism for Integrated Media Production: Process, Filtering, Visualization, Analytics, Dash boards and Graphics.  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](https://www.questia.com/library/communication/media-studies/popular-culture), [Politics and Mass Media](https://www.questia.com/library/communication/media-studies/politics-and-mass-media), [Media in Wartime](https://www.questia.com/library/communication/media-studies/media-in-wartime), [Media Images of Women](https://www.questia.com/library/communication/media-studies/media-images-of-women), Media Images of Religion , [Fan culture](https://www.questia.com/library/communication/media-studies/fan-fiction), [Teenagers and the Media](https://www.questia.com/library/communication/media-studies/teenagers-and-the-media), [Violence in the Media](https://www.questia.com/library/communication/media-studies/media-violence). The paper should comprise around15 pages, including bibliography. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Debates, Discussions, Case Analysis (*Accountability and Responsibility in Investigative Journalism:* ***Tehelka’s Defence Deals Expose,  Open Magazine’s Nira Radia Tapes etc;*** *Doctor Priyanka Reddy Case: The Brutal* *Rape and Murder; Prevention, Prohibition, and Redressal Act, 2013 against Sexual Harassment of Women in Workplace* etc. ) | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **45 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Allan, Stuart (2008). *Journalism: Critical Issues*, Rawat Publications: Jaipur. | | | | | | | | | | | | | |
| 2 | Brighton, Paul & Foy, Dennis (2007). *News Values*, Sage Publications: London. | | | | | | | | | | | | | |
| 3 | Fox, Walter (2003). *Writing the News: A Guide for Print Journalists* (3rd Edition), Surjeet Publications: New Delhi. | | | | | | | | | | | | | |
| 4 | Ganesh, T.K (2008). *Essentials of Mass Media* *Writing*, Authors Press: New Delhi. | | | | | | | | | | | | | |
| 5 | Smith, Ron F. & Connell, Loraine, M.O (2004). *Editing Today* (2rd Edition), Surjeet Publications: New Delhi. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Filak, Vincent (2019). *Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age*, CQ Press: US. 2. <https://www.google.co.in/books/edition/Dynamics_of_News_Reporting_and_Writing/F4BZDwAAQBAJ?hl=en&gbpv=1&dq=news+reporting+and+editing&printsec=frontcover> | | | | | | | | | | | | |
| 2 | | 1. Shrivastava, K.M (2008). *News Reporting and Editing*, Sterling Publishers Pvt Limited: New Delhi.   <https://books.google.co.in/books?id=0bSeWgXibm0C&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false> | | | | | | | | | | | | |
| 3 | | 1. <http://www.nraismc.com/wp-content/uploads/2017/03/104-REPORTING-EDITING.pdf> and <http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/62/ET/72-62-ET-V1-S1__jmc-25-lec.pdf> | | | | | | | | | | | | |
| 4 | | 1. <http://rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf> | | | | | | | | | | | | |
| 5 | | 1. <http://books.irri.org/9712200094_content.pdf> | | | | | | | | | | | | |
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| Course Designed and Verified By:Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | | |

**Search Keywords:** News Elements (Attributes), News Values, Sources, News Agencies, News Structure, Beat Reporting, Photo Journalism, News Editing, page Makeup, Feature Writing, Interviews, Online News, Data Journalism, Data Analytics

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | L | S | S | S | S | S |
| **CO2** | S | S | S | S | L | S | S | S | S | S |
| **CO3** | S | L | S | S | L | S | S | S | S | S |
| **CO4** | S | S | S | S | L | S | S | M | M | S |
| **CO5** | S | S | S | S | S | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | **22MCC04** | **EDITORIAL PRACTICE (PRACTICAL I)** | | | | | **L** | **T** | | **P** | **C** |
| **Core IV** | | | |  | | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | | Basic Vocabulary skills is mandatory for students to explore writing for the media in general and print journalism in particular with the ability to undertake hands on exposure in this realm through weekly field assignments.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 in various modules with on a day-to-day basis. Based on inputs, the completed work book by students will be assessed for the end-semester practical examination. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To impart vocabulary skills required for effective written communication 2. To help students compose attention-grabbing stories for enhancing their practical skills in writing. 3. To provide exposure on types of writing skills for students to learn, practice and manage news writing required for newspapers. 4. To make students learn the art of news editing techniques. 5. To enhance students with news gathering skills. 6. To help students analyze and interpret data graphically. | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | RECOGNIZE vocabulary related to newspapers. | | | | | | | | | | K2 | | |
| 2 | COMPREHEND different kinds of information found in the newspaper. | | | | | | | | | | K2 | | |
| 3 | **ILLUSTRATE** the writing and editing skills by gathering, collecting and organizing the field assignments in the form of a Journal every week. | | | | | | | | | | K2 | | |
| 4 | **CHECK AND MEASURE the newspaper text using various editing tools.** | | | | | | | | | | K5 | | |
| 5 | **CREATE ideas needed for brainstorming topics of concern** | | | | | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | |
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| **Module:1** | | | **BASICS OF WRITING** | | | | | **18 hours** | | | | | |
| Types: Persuasive, Informative, Narrative etc.- Writing for Print Media: Profiles, Editorials, Letters to the Editor, Press Releases, Newspaper Article, Book Review, Film Review. | | | | | | | | | | | | | |
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| **Module:2** | | | **NEWS VALUES** | | | | **15 hours** | | | | | | |
| Identifying News Values, Newsworthiness, Finding the Focus. | | | | | | | | | | | | | |
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| **Module:3** | | | **NEWS EDITING TECHNIQUES** | | | **15 hours** | | | | | | | |
| Language Learning for Print Media: Wordiness, Redundancy, Cliché, Sequencing sentences in a Paragraph, Word Choice: Headlines: Restructuring Headlines, Headlines for Lead paragraphs, Keywords for Headline Writing – Copy Editing Symbols. | | | | | | | | | | | | | |
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| **Module:4** | | | **NEWS REPORTING TECHNIQUES** | | | **12 hours** | | | | | | | |
| Data Interpretation: Graphical Representation through Charts, Graphs, Tables – Interview Questions – News Leads - Reporting: Mock Press Conference. | | | | | | | | | | | | | |
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| **Module:5** | | | **FIELD REPORTING** | | **10 hours** | | | | | | | | |
| Students will be required to do fieldwork for assignments designated in non-regular Beat Reporting once in a week and submit the News Articles on the same day. | | | | | | | | | | | | | |
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| **Module:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Mock Press Conference, Role Play, Situation-based Learning | | | | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
| **Workbook** | | | | | | | | | | | | | |
| 1 | | Editorial Practice | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| Course Designed and Verified By:Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | S | S | M | S | M | S | M | M |
| **CO2** | S | M | S | M | L | S | S | S | L | L |
| **CO3** | S | S | S | M | L | S | S | S | S | S |
| **CO4** | M | S | M | M | L | M | M | M | M | L |
| **CO5** | S | M | S | S | L | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC05** | **DEVELOPMENT COMMUNICATION** | | | | | **L** | **T** | | **P** | **C** |
| **Core V** | | | | |  | | | | | **3** | **-** | | **1** | **4** |
| **Pre-requisite** | | | | | A working knowledge on the development scenario in India is prudent for students to understand the underlying gaps as lacunae for social change. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To impart an understanding of development and its indicators significant for economic growth with theoretical underpinnings 2. To help students know the role of communication in social change. 3. To acquaint students with the integral role of Indian media in development communication. 4. To introduce alternative theories of communication for development for strategizing participatory communication. 5. To help students develop a term paper on a researchable topic on development projects in India. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | **EMPLOY a development support communication system.** | | | | | | | | | | | K3 | | |
| 2 | **ARTICULATE the strategies of participatory communication with its ethical dimension.** | | | | | | | | | | | K3 | | |
| 3 | **EVALUATE** developmental approaches and programmes in the context of Economic and development theories**.** | | | | | | | | | | | K5 | | |
| 4 | **POINT OUT cases of communication experiments in India.** | | | | | | | | | | | K4 | | |
| 5 | **FOCUS on the initiatives of development support organizations.** | | | | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **DEVELOPMENT** | | | | | **9 hours** | | | | | |
| Concepts and Approaches- Complexities of development indicators- Paradigms of development-dominant and alternative paradigms -Economic growth theories;; Relevant Models and Theories of Development . | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **SOCIAL CHANGE** | | | | **9 hours** | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **DEVELOPMENT COMMUNICATION** | | | **9 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **ALTERNATIVE THEORIES OF COMMUNICATION FOR DEVELOPMENT** | | | **7 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **TERM PAPER** | | **9 hours** | | | | | | | | |
| 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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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Online Participatory Workshops | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **45 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | 1. Melkote, Srinivas R. & Steeves, H. Leslie (2008). *Communication for Development in the Third World: Theory and Practice for Empowerment* (2nd Edition), Sage Publications: New Delhi. | | | | | | | | | | | | |
| 2 | | 1. Narula, Uma (2008). *Development Communication: Theory and Practice*, HAR-ANAND Publications Pvt Ltd: New Delhi | | | | | | | | | | | | |
| 3 | | 1. Servaes, Jan (2008). *Communication for Development and Social Change*, Sage Publications: Paris. | | | | | | | | | | | | |
| 4 | | 1. Sen, Amartya (2018). *Development as Freedom* (7th Edition), Oxford University Press: New Delhi. | | | | | | | | | | | | |
| 5 | | 1. Thomas, Pradip Ninan (2012). *Digital India*, Sage Publications: New Delhi. | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | | Bessette, Guy (2004). *Involving the Community: A Guide to Participatory Development Communication*, IDRC: Malaysia.  <https://www.google.co.in/books/edition/Involving_the_Community/xNHPBeQspjsC?hl=en&gbpv=1&dq=development+communication&printsec=frontcover> | | | | | | | | | | | |
| 2 | | | Heeks, Richard (2018). *Information and Communication Technology for Development (ICT4D)*, Routledge: New York  https://www.google.co.in/books/edition/Information\_and\_Communication\_Technology/j90rDwAAQBAJ?hl=en&gbpv=1&dq=Information+and+Communication+Technology+for+Development+(ICT4D)&printsec=frontcover | | | | | | | | | | | |
| 3 | | | Manyazo, Linje (2012). *Media Communication and Development Three approaches*, Sage Publication: New Delhi.   1. <https://www.google.co.in/books/edition/Media_Communication_and_Development/D7KICwAAQBAJ?hl=en&gbpv=1&dq=development+communication&printsec=frontcover> | | | | | | | | | | | |
| 4 | | | 1. Mefalopulus, Paolo (2008). *Development Communication Source Book: Broadening the Boundaries of Communication*, World Bank: Washington DC. 2. <https://www.google.co.in/books/edition/Development_Communication_Sourcebook/yfhBSLtSSZYC?hl=en&gbpv=1&dq=development+communication&pg=PA188&printsec=frontcover> | | | | | | | | | | | |
| 5 | | | Vilanilam, J.V (2009). *Development Communication in Practice: India and the Millennium Development Goals*, Sage Publication: New Delhi.   1. <https://www.google.co.in/books/edition/Development_Communication_in_Practice/jdRjDwAAQBAJ?hl=en&gbpv=1&dq=development+communication&pg=PT162&printsec=frontcover> | | | | | | | | | | | |
| 6 | | | Wilkins, Karin, Jwinn; Tufte, Thomas and Obregon, Rafael (2014). *The handbook of Development Communication and Social Change*, Wiley Publishers.   1. <https://www.google.co.in/books/edition/The_Handbook_of_Development_Communicatio/wzCpAgAAQBAJ?hl=en&gbpv=1&dq=development+communication&printsec=frontcover> | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| Course Designed By:Dr. Sujala S. Nair, Guest Faculty, 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 | | | | | | | | | | | | | | |

**Search Keywords:** Development Approaches, Indicators, Paradigms, Theories, Models, Social Change, Communication Policies, Indian Media, Alternative C4D Theories, Participatory Communication, Media Ethics

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | S | S | M | S | S |
| **CO2** | S | S | S | S | S | S | S | S | S | S |
| **CO3** | S | S | S | S | S | S | S | L | S | S |
| **CO4** | S | S | S | S | S | M | M | M | S | S |
| **CO5** | S | S | M | S | S | M | M | M | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCE01** | **MEDIA REVIEW (ELECTIVE I)** | | | | | **L** | **T** | | **P** | **C** |
| **Elective I** | | |  | | | | | **-** | **-** | | **2** | **2** |
| **Pre-requisite** | | | A regular reading habit is rudimentary for students to draw inferences from the structural analysis of literary art forms critically. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To make students critically analyze the structuring of the book (both fiction and non-fiction). 2. To enhance students’ book reading habit to draw up inferences on various contentions of the author. 3. To enable students to appraise the shortcomings of the book. 4. impart an understanding of development and its indicators significant for economic growth with theoretical underpinnings 5. To help students know the role of communication in social change. 6. To acquaint students with the integral role of Indian media in development communication. 7. To introduce alternative theories of communication for development for strategizing participatory communication. | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | |
| 1 | **IDENTIFY author’s main contentions.** | | | | | | | | | K2 | | |
| 2 | **APPRAISE the shortcomings of the book.** | | | | | | | | | K5 | | |
| 3 | **CONTRAST specific portions of the book to illustrate evaluation.** | | | | | | | | | K2 | | |
| 4 | **PREPARE a comprehensive evaluation of the book from a brief reading.** | | | | | | | | | K5 | | |
| 5 | INTERPRET the central arguments and key ideas expressed in the book. | | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Module:1** | | **DISCUSSION** | | | | | **3 hours** | | | | | |
| A discussion of the author's main contentions. | | | | | | | | | | | | |
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| **Module:2** | | **EXPLANATION AND METHODS** | | | | **2 hours** | | | | | | |
| An explanation of the type of sources utilized, and the methods the author employs in choosing and organizing those sources. | | | | | | | | | | | | |
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| **Module:3** | | **NARRATIVE ASSESSMENT** | | | **2 hours** | | | | | | | |
| An assessment of the strong points or shortcomings of the book. | | | | | | | | | | | | |
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| **Module:4** | | **DEBATABLE ISSUES** | | | **3 hours** | | | | | | | |
| How does this book change the way one should think about the subject (or about debated issues in the history of colonial America). | | | | | | | | | | | | |
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| **Module:5** | | **EVALUATION** | | **3 hours** | | | | | | | | |
| Make references of specific portions of the book to illustrate your evaluation. | | | | | | | | | | | | |
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| **Module:6** | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Five literary 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. | | | | | | | | | | | | |
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|  | | **Total Lecture hours** | | **15 hours** | | | | | | | | |
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| Course Designed By:  1**.** Mrs. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore  2. Dr. Sujala S. Nair, Guest Faculty, 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 | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | S | S | S | S | S | S | S | S |
| **CO2** | S | L | M | M | L | M | M | S | S | M |
| **CO3** | S | L | S | L | M | M | M | S | S | M |
| **CO4** | S | L | S | S | L | M | S | S | S | M |
| **CO5** | S | L | S | S | L | M | S | S | S | L |

**S- Strong, M- Medium, L- Low**

**SEMESTER II**

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| **Course code** | | | | **22MCC06** | **MEDIA, SOCIETY AND CULTURE** | | | | | **L** | **T** | | **P** | **C** |
| **Core VI** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | The changing and evolving nature of the media industry is paramount for students to frame media representation in contextualized communication patterns. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To help students gain an understanding of the transformation in media industry and media content due to evolving global culture. 2. To explain the power of media to students from a structuralist and culturalist perspectives. 3. To enable students to frame media representations in everyday communication 4. To make students contextualize globalization by theorizing media and society. 5. **To facilitate a term paper on a researchable topic based on varied media content.** | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | **EXPLAIN t**he role of media in a changing global culture. | | | | | | | | | | | K2 | | |
| 2 | **DETERMINE communication strategies in integrating media literacy and cultural framework of the society.** | | | | | | | | | | | K2 | | |
| 3 | **REPORT various approaches to Media Analysis to address social inequalities.** | | | | | | | | | | | K6 | | |
| 4 | **CORRELATE the interplay between Media and Ideology.** | | | | | | | | | | | K2 | | |
| 5 | **EXPLAIN the effects of Mass Media on Society by theorizing the media concepts.** | | | | | | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **OVERVIEW** | | | | | **16 hours** | | | | | |
| **The Evolving global culture, media content, media industry- Media and Ideology: Dominant ideology versus cultural contradictions, societal norms, hegemony- Connections and conflicts, Power and inequality, social integration and identity, social change and development, space and time, the mass society.** | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **POWER OF THE MEDIA** | | | | **13 hours** | | | | | | |
| **Theory and empiricism, Structuralist and Culturalist studies, Political economy, Frankfurt school and the critique of the ‘culture industry’ Marxism, functionalism; social constructionism; technology determinism- Approaches to media analysis**-** Marxist, Semiotics, Sociology, Psychoanalysis **-** Mass culture versus folk culture.** | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **THEORIZING MEDIA AND SOCIETY** | | | **16 hours** | | | | | | | |
| **Globalization, Global Village, Cultural Imperialism, Framing, Public Sphere, Propaganda, Dependency, Structural Imperialism, Catharsis, Cultivation-Mainstreaming and Synchronization ; Frankfurt School (Adorno, Horkhiemer&Habermas); Liberalism, Political Realism, Constructivism, Postmodernism, Feminism, Trans-Formationalism and Eclecticism.** | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **MEDIA EFFECTS** | | | **12 hours** | | | | | | | |
| The debate- Framing media representations in everyday communication - Media violence: Television Aggression and Internet Gaming. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **TERM PAPER** | | **15 hours** | | | | | | | | |
| **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 include 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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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Cultural Conditioning Workshops,Case Analysis (*Framing Race and Blame in the Media:* ***A Case Study on Chapel Hill Shooting,****Bombay High Court’s Fury on Rhea Chakraborty’s Media Trial* ***etc;*** *The Socio-cultural Impact of New Media on Society*: *Facebook Campaigns* *by UNICEF, Johnson’s Baby; Prime Time Television getting bad to worse for digital kids etc* **)** | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | Bharati, Sachin (2008). *Mass Communication and Society*, Aavishkar Publishers, Distributors: Jaipur. | | | | | | | | | | | | |
| 2 | | Chakravarthy, Paula & Sarikakis, Katharine (2007). *Media Policy and Globalization*, Rawat Publications: Jaipur. | | | | | | | | | | | | |
| 3 | | Holt, Jennifer & Perren, Alisa (2009). *Media Industries: History, Theory and Method*, Wiley Blackwell: UK. | | | | | | | | | | | | |
| 4 | | Reich, Brian & Solomon, Dan (2008). *Media Rules*, John Willey & Sons Inc: Canada. | | | | | | | | | | | | |
| 5 | | Schramm, Wilbur (2006). *Communication in Modern Society*, Surjeet Publications: New Delhi. | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | | 1. Bolin, Goran (2012). Cultural Technologies: The Shaping of Culture in Media and Society, Routledge Publication: New York. 2. <https://www.google.co.in/books/edition/Cultural_Technologies/f8lB5eT9dDYC?hl=en&gbpv=1&dq=media+society+and+culture&printsec=frontcover> | | | | | | | | | | | |
| 2 | | | 1. Carah, Nicholas and Louw, Eric (2015). Media and Society: Production, Content and Participation, Sage Publication: London. 2. <https://www.google.co.in/books/edition/Media_and_Society/8pKbBgAAQBAJ?hl=en&gbpv=1&dq=media+society+and+culture&printsec=frontcover> | | | | | | | | | | | |
| 3 | | | Gurevitch, Michael; Bennett, Tony; Curran, James and Woollacott, Janet (1982). Culture, Society and the Media, Routledge Publication: London.   1. <https://www.google.co.in/books/edition/Culture_Society_and_the_Media/Cwfbp1QmffsC?hl=en&gbpv=1&dq=media+society+and+culture&printsec=frontcover> | | | | | | | | | | | |
| 4 | | | 1. Hjarvard, Stig (2013). The Mediatization of Culture and Society, Routledge Publication: New York. 2. <https://www.google.co.in/books/edition/The_Mediatization_of_Culture_and_Society/UTBC6eX69AwC?hl=en&gbpv=1&dq=media+society+and+culture&printsec=frontcover> | | | | | | | | | | | |
| 5 | | | 1. Hodkinson, Paul (2017). *Media, Culture and Society: An Introduction*, Sage Publication: U.K. 2. <https://www.google.co.in/books/edition/Media_Culture_and_Society/ZCeYDQAAQBAJ?hl=en&gbpv=1&dq=media+society+and+culture&printsec=frontcover> | | | | | | | | | | | |
| 6 | | | 1. Kellner, Douglas (2020). *Media Culture: Cultural Studies, Identity and Politics in the Contemporary Moment.* Routledge: New York 2. https://www.google.co.in/books/edition/Media\_Culture/FF7hDwAAQBAJ?hl=en&gbpv=1&dq=Media+Culture:+Cultural+Studies,+Identity+and+Politics+in+the+Contemporary+Moment.&printsec=frontcover | | | | | | | | | | | |
| Course Designed 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 | | | | | | | | | | | | | | |

**Search Keywords:** Dominant Media Ideology, Hegemony, Connections-Conflicts, Mass Society, Power of Media, Structuralism, Culturalism, Imperialism, Functionalism, Constructivism, Determinism, Global Village, Liberalism, Realism, Post-Modernism, Feminism, Formationalism, Eclecticism, Media Effects

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| **Mapping with Programme Outcomes** | | | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **CO1** | S | S | S | M | S | M | S | M | L | S | L | S |
| **CO2** | S | S | S | M | S | M | L | S | S | M | L | S |
| **CO3** | S | S | S | M | S | S | L | S | S | M | L | S |
| **CO4** | S | S | S | S | S | M | S | S | S | S | L | S |
| **CO5** | S | S | S | S | S | M | S | M | L | S | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC07** | **NEW MEDIA STUDIES** | | | | | **L** | **T** | | **P** | **C** |
| **Core VII** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | Students need to have clarity in differentiating the conventional and the modern media to critically appraise plethora of issues linked with the evolving nature of media. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   * 1. To familiarize students with new media technology   2. To explain the characteristics of information and knowledge society   3. To elucidate Social and Cultural effects of New Media.   4. To help students apply the distinctions of new media by critically evaluating its theories and effects.   5. To introduce students to various issues emerging from new media with its regulatory aspects. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | DISCUSS New Media technology and its relevance in social interaction. | | | | | | | | | K2 | | |
| 2 | | | DIFFERENTIATE New Media technology on the basis of its characteristics. | | | | | | | | | K4 | | |
| 3 | | | **ASSESS** Theories of NewMedia in the context of New Media issues and effects**.** | | | | | | | | | K5 | | |
| 4 | | | **ANALYZE theories and characteristics of Information and Knowledge Society.** | | | | | | | | | K4 | | |
| 5 | | | **EXEMPLIFY the** Social and Cultural effects of New Media | | | | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **NEW MEDIA TECHNOLOGY** | | | | | **15 hours** | | | | | |
| Characteristics: New Communication Technologies, Convergence, Structure and Functions. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **INFORMATION AND KNOWLEDGE SOCIETY** | | | | **15 hours** | | | | | | |
| Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, HaroldAdamsInnis, Manuel Castells, Michel Foucault, [Judith Butler](http://theory.cribchronicles.com/tag/judith-butler/). Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **SOCIAL AND CULTURAL EFFECTS OF NEW MEDIA** | | | **15 hours** | | | | | | | |
| 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, Hyper personal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **NEW MEDIA THEORY** | | | **15 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **NEW MEDIA ISSUES** | | **13 hours** | | | | | | | | |
| Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Discussions. | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Dawdney, Andrew & Ride, Peter (2006) *The New Media Handbook*, Routlegde: USA. | | | | | | | | | | | | | |
| 2 | Duhe, Sandra C. (2007). *New Media and Public Relations* (2nd Edition), Peterlang: New York. | | | | | | | | | | | | | |
| 3 | Everett, Anna & Caldwell, John T (2003). *New Media: Theories and Practices of Digitextuality*, Routlegde: Great Britain. | | | | | | | | | | | | | |
| 4 | Kyong, Hui Wendy & Keenan, Thomas (2006). *New Media: History and Theory Reader*, Routlegde, Taylor & Francis Group: London. | | | | | | | | | | | | | |
| 5 | Lister, Martin; Dovey, Jon; Giddings, Seth; Grant, Iain & Kelly, Kieran (2009). *New Media: Critical Introduction* (2nd Edition), Routlegde, Taylor & Francis Group: London. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Booth, Paul (2010). *Digital Fandom: New Media Studies*, Peter Lang Publishing Inc: New York.   <https://www.google.co.in/books/edition/Digital_Fandom/9LdS5WwGOvwC?hl=en&gbpv=1&dq=New+Media+Studies&printsec=frontcover> | | | | | | | | | | | | |
| 2 | | 1. Hassan, Robert and Thomas, Julian (2016). *The New Media Theory Reader*, Open University Press: England. 2. <https://www.google.co.in/books/edition/The_New_Media_Theory_Reader/sFfOKVf2l7UC?hl=en&gbpv=1&dq=New+Media+Studies&printsec=frontcover> | | | | | | | | | | | | |
| 3 | | 1. Lievrouw, Leah A. and Livingston, Sonia (2017). *The Handbook of New Media: Social Shaping and Social Consequences of ICTs* (Updated Student Edition), Sage Publications: US, 2017. 2. <https://www.google.co.in/books/edition/Handbook_of_New_Media/NZ3ktyGA0rwC?hl=en&gbpv=1&dq=New+Media+Studies&pg=PA1&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Lister, Martin; Dovey, John; Giddings, Seth; Grant, Lain and Kelly, Kieran (2009). *New Media : A Critical Introduction* (2ndEdition) , Routledge Publication: New York.   <https://www.google.co.in/books/edition/New_Media/gMx-AMRg3A0C?hl=en&gbpv=1&dq=New+Media+Studies&pg=PA418&printsec=frontcover> | | | | | | | | | | | | |
| 5 | | 1. Siapera, Eugenia (2017). *Understanding New Media (Second Edition)*. Sage Publishers 2. https://www.google.co.in/books/edition/Understanding\_New\_Media/5AxADwAAQBAJ?hl=en&gbpv=1&dq=Understanding+New+Media+(Second+Edition).+Sage+Publishers&printsec=frontcover | | | | | | | | | | | | |
| Course Designed and Verified by: Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | | |

**Search Keywords:** New Media, Convergence, Information Society, Knowledge Society, New Media Audience, Socio-Cultural Effects, Information Overload, Information Rich-Poor, Knowledge Gap, Cultural Alienation, Gender Representation, Digital Divide, E-Governance, Media Morphosis, Hyper-Personal Communication, Information Commodification, Cyber Crime, IT Policies, Information Bill

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | M | M | L | S | S | S |
| **CO2** | S | M | S | M | L | M | L | S | M | M |
| **CO3** | S | M | S | M | L | M | L | S | L | M |
| **CO4** | S | M | S | M | L | L | M | S | L | M |
| **CO5** | S | M | S | M | L | S | M | S | L | M |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC08** | **FILM STUDIES** | | | | | **L** | **T** | | **P** | **C** |
| **Core VIII** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | The potential to deconstruct cinema is imperative for students to assess and get acquainted with the structural and technical aspects of film making as an art. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students to have an overview of the film and its characteristics 2. To make students understand various film forms 3. To facilitate the techniques involved in film production 4. To portray gender and sexuality in films for students to critically appreciate films on the genre 5. To provide an outline on the art of film making to students to get acquainted with the industry knowledge | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **CONNECT** basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches. | | | | | | | | | K3 | | |
| 2 | | | **RELATE film perception in terms of its forms, reception aesthetics and interpretation.** | | | | | | | | | K3 | | |
| 3 | | | **IDENTIFY the tools and techniques of Film production.** | | | | | | | | | K2 | | |
| 4 | | | **INDICATE the dimensions and functions of Sound in cinema.** | | | | | | | | | K4 | | |
| 5 | | | **COMPARE gender and sexuality in film making practices.** | | | | | | | | | K2 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **FILM AS MEDIUM** | | | | | **15 hours** | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **FILM FORMS** | | | | **15 hours** | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **FILM PRODUCTION** | | | **15 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **GENDER AND SEXUALITY** | | | **13 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **GREAT DIRECTORS** | | **14 hours** | | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Film Appreciation, Film Analysis And Criticism. | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Chandler, Daniel (2008). *The Basics: Semiotics* (2nd Edition), Routledge: London. | | | | | | | | | | | | | |
| 2 | Eleftheriots, Dimtris & Needha, Gary (2006). *Asian Cinema: A Reader and Guide*, Eidenburgh University Press: Great Britain. | | | | | | | | | | | | | |
| 3 | Monaco, James (2009). *How to Read a Film? Movies, Media and Beyond* (4th Edition), Oxford University Press: New York. | | | | | | | | | | | | | |
| 4 | Proferes, Nicholas T. (2008). *Film Directing Fundamentals: See Your Film Before Shooting* (3rd Edition), Focal Press: UK. | | | | | | | | | | | | | |
| 5 | Vasudev, Aruna; Padgaonkar, Latika & Duraiswamy, Rashmi (2002). *Being and Becoming the Cinemas of Asia*, MacMillan India Ltd: New Delhi. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Edsikov (2010). *Film Studies: An Introduction*, Columbia University Press: New York.   <https://www.google.co.in/books/edition/Film_Studies/zbCK8ETCWzwC?hl=en&gbpv=1&dq=film+studies&printsec=frontcover> | | | | | | | | | | | | |
| 2 | | 1. Grieveson, Lee and Wassom, Haidee (2008). *Inventing Film Studies*, Duke University Press: US.   <https://www.google.co.in/books/edition/Inventing_Film_Studies/g2KHO5cCx6IC?hl=en&gbpv=1&dq=Film+Studies&printsec=frontcover> | | | | | | | | | | | | |
| 3 | | 1. Nelmes, Jill (2012). *Introduction to Film Studies*, Rouledge Publication: New York. 2. <https://www.google.co.in/books/edition/Introduction_to_Film_Studies/Ng2tAgAAQBAJ?hl=en&gbpv=1&dq=film+studies&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Novak, Philip (2020). *Interpretation and Film Studies: Movie Made Meanings*. Springer Publishing: Switzerland 2. https://www.google.co.in/books/edition/Interpretation\_and\_Film\_Studies/u6L0DwAAQBAJ?hl=en&gbpv=1&dq=Interpretation+and+Film+Studies:+Movie+Made+Meanings&printsec=frontcover | | | | | | | | | | | | |
| 5 | | 1. Villarejo, Amy (2017). *Film Studies: The Basics (Second Edition)*. Routledge: Newyork 2. https://www.google.co.in/books/edition/Film\_Studies\_The\_Basics/yc8cAAAAQBAJ?hl=en&gbpv=1&dq=Film+Studies:+The+Basics+(Second+Edition)&printsec=frontcover | | | | | | | | | | | | |
| Course Designed and Verified by: Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | | |

**Search Keywords:** Film Perception, Film Theory, Film Language, Hermeneutics, Film Forms, Production, Camera Shots, Sound, Dimensions, Film Appreciation, Film Audience

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| **Mapping with Programme Outcomes** | | | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **CO1** | S | S | M | S | S | S | S | S | L | S | S | S |
| **CO2** | S | S | M | S | S | S | M | L | L | S | S | S |
| **CO3** | S | S | M | S | S | L | L | L | L | S | S | S |
| **CO4** | S | S | M | S | S | L | L | L | L | S | S | S |
| **CO5** | S | S | M | S | S | L | L | L | L | M | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC09** | **BROADCAST JOURNALISM** | | | | | **L** | **T** | | **P** | **C** |
| **Core IX** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | An in-depth knowledge of the difference in news structure and writing styles for the broadcast media is rudimentary for students to have a fine distinction of broadcasting trends in news production. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students imbibe skills and techniques in handling content and equipment 2. To make students understand the nuances of Radio and TV broadcast journalism as a growing and flourishing field. 3. To help students learn various tools and techniques of electronic news gathering. 4. To help students explore the historical underpinnings and characteristics of Radio and TV as broadcast media 5. To facilitate the writing and editing skills among students for broadcast news production 6. To help students critically evaluate trends in broadcast news with suitable case references. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **RELATE various characteristics and potential of both radio and television internationally and nationally.** | | | | | | | | | K4 | | |
| 2 | | | **IDENTIFY the tools and techniques of broadcast journalism.** | | | | | | | | | K2 | | |
| 3 | | | **COMPARE the writing and editing techniques of radio and television news.** | | | | | | | | | K2 | | |
| 4 | | | **ASSESS the** ethical considerations of broadcast coverage. | | | | | | | | | K5 | | |
| 5 | | | **ANALYZE trends in broadcast news production for content and format** | | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **RADIO AS A BROADCAST MEDIUM** | | | | | **17 hours** | | | | | |
| Nature and History – Microphones and its types- AM and FM Transmitters-AIR’s reach and popularity- Developments with FM and independent radio channels- Radio News Formats: Spot, Report, feature, documentary, docudrama, talk show, interview- Principles of Sound and Production Techniques. Emerging Trends in Radio Journalism. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **CHARACTERISTICS OF TELEVISION AS A BROADCAST MEDIUM** | | | | **12 hours** | | | | | | |
| 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; 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. Basics of a Camera- (Lens & accessories) Electronic News Gathering & Electronic field Production ; Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **WRITING NEWS FOR RADIO** | | | **16 hours** | | | | | | | |
| Skills of speaking over the radio as reporter, presenter, interviewing, narrating, conversation; outside broadcasts and radio conferencing. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **WRITING AND EDITING TELEVISION NEWS** | | | **15 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **RECENT TRENDS IN TV JOURNALISM** | | **10 hours** | | | | | | | | |
| DD and the satellite revolution; Prasar Bharati and broadcast regulations; The proposed Convergence Bill, Local Cable News Network and BBC as Case Studies. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Panel Discussions, Talk Shows, Comparative case Studies on News Reportage (*Coverage of Floods in Kashmir by National Media and International Media*,*Analysis of Channels TV and CNN's coverage of World News*, *Television Coverage of the 2014 Hong Kong Protests on Global Media BBC World News and CCTV News*, *News Content of Public News Channel vs Private News Channel*, *Mainstream Media’s Irresponsible Reporting On Tablighi Jamaat Case* *during Pandemic, Cross-consumption of regional contents during Pandemic etc.)* | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Boyd, Andrew; Stewart, Peter & Alexander, Ray (2008). *Broadcast Journalism: Techniques of Radio and Television News* (6th Edition), Elsevier Ltd: UK. | | | | | | | | | | | | | |
| 2 | Gandhi, Ved Prakash (2008). *Broadcasting and Development Communication: Law, Policy and Action Plan*, Kanishka Publishers: New Delhi. | | | | | | | | | | | | | |
| 3 | Gormly, Eric K. (2005). *Writing and Producing Television News* (2nd Edition), *,* Surjeet Publications: New Delhi. | | | | | | | | | | | | | |
| 4 | Mehta, Nalin (2008). *India on Television: How Satellite News Channels have changed the way we think and act,* Harper Collins Publishers India. | | | | | | | | | | | | | |
| 5 | Saxena, Ambrish (2011). *Radio in New Avatar: AM to FM,* Kanishka Publishers: New Delhi. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press: Oxford.   <https://www.google.co.in/books/edition/Broadcast_Journalism/617QUL7Gv5cC?hl=en&gbpv=1&dq=broadcast+journalism&printsec=frontcover> | | | | | | | | | | | | |
| 2 | | 1. Boyd, Andrew; Stewart, Peter and Alexandar, Ray (2008). *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press: Burlington, USA.   <https://www.google.co.in/books/edition/Broadcast_Journalism/lHwrBgAAQBAJ?hl=en&gbpv=1&dq=broadcast+journalism&printsec=frontcover> | | | | | | | | | | | | |
| 3 | | 1. Chantler, Paul and Stewart, Peter (2009). *Essential Radio Journalism: How to Produce and Present Radio News*, A & C Black Publishing: London. 2. <https://www.google.co.in/books/edition/Essential_Radio_Journalism/izNDR2gG_PwC?hl=en&gbpv=1&dq=broadcast+journalism&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Jukes, Stephen; Mcdonald, Katy and Starkey, Guy (2018). *Understanding Broadcast Journalism*, Rouledge Publication: New York.   <https://www.google.co.in/books/edition/Understanding_Broadcast_Journalism/GN5CDwAAQBAJ?hl=en&gbpv=1&dq=broadcast+journalism&printsec=frontcover> | | | | | | | | | | | | |
| 5 | | 1. Stewart, Peter and Alexandar, Ray (2018). *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press: Burlington, USA.   <https://www.google.co.in/books/edition/Broadcast_Journalism/8T9-CwAAQBAJ?hl=en&gbpv=1&dq=broadcast+journalism&printsec=frontcover> | | | | | | | | | | | | |
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| Course Designed 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 | | | | | | | | | | | | | | |

**Search Keywords:** AM, FM Transmitters, AIR, Radio News Formats, Sound Principles, Sound Production Techniques, Sound Design, Basics of Visuals, Digital Image, Visual Culture, ENS, EFP, Visual Grammar, News Writing, Elements of Broadcast News Story, News Editing, Broadcast Regulations

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
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| **CO1** | S | S | S | S | L | M | S | S | S | S |
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| **CO3** | S | S | M | S | L | S | M | S | S | S |
| **CO4** | S | S | S | S | M | S | M | M | S | L |
| **CO5** | S | S | M | S | M | L | M | M | L | M |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC10** | **DESIGN PRINCIPLES (PRACTICAL II)** | | | | **L** | **T** | | **P** | **C** |
| **Core X** | | | | |  | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | | | Students must be able to think divergently for the creative visualization and incubation of inventive ideas pertaining to concrete manifestation of abstract concepts. | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students design and create creative concepts and 2D animation techniques using vector characters and bitmap | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | | | **CREATE** vector characters, objects and effects. | | | | | | | | K6 | | |
| 2 | | | **ORIGINATE an Album, illustration and art tutorials.** | | | | | | | | K6 | | |
| 3 | | | **PRODUCE digital painting.** | | | | | | | | K6 | | |
| 4 | | | **ASSESS the creative** animation techniques. | | | | | | | | K5 | | |
| 5 | | | **ANALYZE the latest trends in visual design through bitmapping.** | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | |
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| **Module:1** | | | | **VECTOR** | | | | **35 hours** | | | | | |
| Understanding gradients, patterns, character creation, working with 3D, typography, building objects, analogue effects | | | | | | | | | | | | | |
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| **Module:2** | | | | **BITMAP** | | | **35 hours** | | | | | | |
| Typography: build elegant type art, designing a concert poster, [illustration and art tutorials](http://www.digitalartsonline.co.uk/features/illustration/85-best-photoshop-tutorials/?2#34), [vector portraits](http://www.digitalartsonline.co.uk/features/illustration/85-best-photoshop-tutorials/?3#49) , d[esigning an Album,](https://www.digitaltutors.com/tutorial/538-Designing-an-Album-Cover-in-Photoshop) c[reating movie poster concepts,](https://www.digitaltutors.com/tutorial/1763-Creating-Movie-Poster-Concepts-in-Photoshop) c[reating powerful lighting effects](https://www.digitaltutors.com/tutorial/1640-Creating-Powerful-Lighting-Effects-in-Photoshop) ,[Visual Design for the Web](https://www.digitaltutors.com/tutorial/2465-Visual-Design-for-the-Web), Digital Painting | | | | | | | | | | | | | |
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| **Module:3** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Hands-On Action Learning, Visual Story-Telling | | | | | | | | | | | | | |
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|  | | | | **Total hours** | | **72 hours** | | | | | | | |
|  | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | |
| 1 | Carver, Gavin & White, Christine (2003). *Computer Visualization for the Theater 3D Modeling for Designers,* Elsevier Ltd: New York. | | | | | | | | | | | | |
| 2 | Colsol, Richard (2007). *The Fundamentals of Digital Art,* AVA Publishing: Switzerland. | | | | | | | | | | | | |
| 3 | Cuttle, Christopher (2008). *Lighting by Design* (2nd Edition), Elsevier Ltd: New York. | | | | | | | | | | | | |
| 4 | Dramstol, David (2009). *Idea Searching: Basics of Product Design,* AVA Publishing: Switzerland. | | | | | | | | | | | | |
| 5 | McDermott, Katherine (2007). *Design the Key Concepts,* Routledge, Taylor & Francis Group: London. | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | |
| 1 | | Colour Theory Basics<https://www.youtube.com/watch?v=L1CK9bE3H_s> | | | | | | | | | | | |
| 2 | | 37 Design Principles – Balance<https://www.youtube.com/watch?v=TcmkqMHn_AA> | | | | | | | | | | | |
| 3 | | Principles of Design<https://www.youtube.com/watch?v=eLZc-jGXQ8A> | | | | | | | | | | | |
| 4 | | The Gestalt Principles: Basics for Beginners<https://www.youtube.com/watch?v=eLZc-jGXQ8A> | | | | | | | | | | | |
| 5 | | Understanding the Principles of Design<https://www.youtube.com/watch?v=65WjYDEzi88> | | | | | | | | | | | |
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| Course Designed 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 | | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | M | M | L | S | S | S | S | S |
| **CO2** | S | M | M | M | L | S | S | S | S | S |
| **CO3** | S | M | M | M | L | S | S | S | S | S |
| **CO4** | S | S | S | S | M | S | M | M | S | L |
| **CO5** | S | S | M | S | M | L | M | M | L | M |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCE02** | **ADVERTISING** | | | | | **L** | **T** | | **P** | **C** |
| **Elective II** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | A strategic thinking is essential for students to read in to the mind of consumers and explore enormous marketing opportunities for brand building and management. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:  1. To enable 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.   1. To enable students gain insight into various strategic approaches to advertising campaign planning. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **DETERMINE consumer behaviour in terms of perception, attitude and learning towards decision making in product purchases**. | | | | | | | | | K2 | | |
| 2 | | | **CONSTRUCT creative and innovative media planning strategies in advertising consumer goods and services.** | | | | | | | | | K6 | | |
| 3 | | | **ORGANIZE different types of Advertising copy for branding innovative strategies**. | | | | | | | | | K4 | | |
| 4 | | | **CONNECT the research scope in the digital media landscape of Advertising.** | | | | | | | | | K4 | | |
| 5 | | | **APPLY the advertising models for designing suitable creative strategy for product/brand promotion** | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **UNDERSTANDING ADVERTISING** | | | | | **18 hours** | | | | | |
| Evolution, Concept, Nature, Definitions, Objectives, Functions, and Significance - Types and Classification of Advertising - Factors Determining Advertising Opportunity of a Product/Service/Idea - Types of Appeals and Advertising Messages - Advertising Agencies – Structure and Functions. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **ADVERTISING MODELS** | | | | **16 hours** | | | | | | |
| Hierarchy of Needs, DAGMAR, AIDA, Ehrenberg, Nicosia, MECCA, VIPS, DMP, PLC, Hierarchy of Effects, ELM, DRIP, Kapferer’s Brand Identity Prism, Aaaker’s Brand Equity – Theories in Advertising: Stimulus Response, Classical Conditioning, Big Brand Theory, Mediation of Reality, Shifting Loyalties, Magic of Meaning, Hidden Message, Imitative Desire - Consumer Behaviour: Motivation, Personality, Perception, Consumer Learning - Consumer attitude formation and Change: Reference groups, family influences and Social class –Influence of Culture on Consumer Behavior. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **BRAND BUILDING** | | | **15 hours** | | | | | | | |
| Process, Identity, Image, Strategy, Positioning and Repositioning, Leveraging – Creative Strategy: Phases of Campaign Creation, Brief (Creative and Client) – Elements and Techniques: Print, Broadcast (Radio and TV) and Web - Ad Copy: Types, Principles of Writing Copy for Print, Broadcast and Digital Advertising –Advertising Campaign: Planning and Execution : Perceptual Mapping, Target Plan, Situation Analysis, Measurement of Effectiveness (Copy Testing and Eye Tracking). Popular Campaigns: Amul, Fevicol, Lifebuoy, Liril etc. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **MEDIA PLANNING AND BUYING** | | | **12 hours** | | | | | | | |
| Functions and Planning – Media Mix - Sources: 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **EMERGING RESEARCH TRENDS IN ADVERTISING** | | **11 hours** | | | | | | | | |
| Code of Conduct with Ethical Guidelines: Role of AAA and ASCI – Case Studies in Ethical Considerations in Advertising: Nike, Coke, Reebok, Snickers, Metro Trains, Mountain Dew and other Relevant Case Studies. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Product and Concept Presentations, Strategic Thinking, Brainstorming | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Ahuja, B.N & Chhabra, S.S (2004). *Advertising and Public Relations* (3rd Edition), Surjeet Publications: New Delhi. | | | | | | | | | | | | | |
| 2 | Danesh, Marcel (2006). *Brands*, Routledge, Taylor & Francis Group: London. | | | | | | | | | | | | | |
| 3 | Dixit, S.N. (2008). *Advertising and Media Research*, Pearl Books: New Delhi. | | | | | | | | | | | | | |
| 4 | Galician, Mary Lou (2006). *Handbook of Product Placement in Mass Media*, JAICO Publishing House: Mumbai. | | | | | | | | | | | | | |
| 5 | Warner, Charles (2009). *Media Selling* (4th Edition), Wiley Blackwell: UK. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Einstein, Mara (2017). *Advertising: What Everyone Needs to Know*. Oxford University Press: UK 2. https://www.google.co.in/books/edition/Advertising/jjsoDwAAQBAJ?hl=en&gbpv=1&dq=Advertising:+What+Everyone+Needs+to+Know&printsec=frontcover | | | | | | | | | | | | |
| 2 | | 1. Fennis, Bob.M and Stroebe, Wolfgang (2016). *The Psychology of Advertising, Second Edition*. Routledge: NewYork 2. https://www.google.co.in/books/edition/The\_Psychology\_of\_Advertising/hCVACwAAQBAJ?hl=en&gbpv=1&dq=The+Psychology+of+Advertising,+Second+Edition&printsec=frontcover | | | | | | | | | | | | |
| 3 | | 1. Mohan, Manendra (2008). *Advertising Management: Concepts and Cases*, Tata McGraw-Hill Publishing: New Delhi.   <https://www.google.co.in/books/edition/Advertising_Management/eLgobuBJQXYC?hl=en&gbpv=1&dq=advertising&pg=PA16&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Murthy, S.N. and Bhojanna, U. (2009). *Advertising: An IMC Perspective*, Excel Books: New Delhi.   <https://www.google.co.in/books/edition/Advertising/rcRfT5Doh1kC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | | |
| 5 | | 1. Shimp, Terence A. (2010). *Advertising, Promotion and Other aspects of Integrated Marketing Communication*, South Western Cengage Learning: US.   <https://www.google.co.in/books/edition/Advertising_Promotion_and_Other_Aspects/wUB9cczGxiAC?hl=en&gbpv=1&dq=advertising&pg=PR15&printsec=frontcover> | | | | | | | | | | | | |
| 6 | | 1. Tuten, Tracy L (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, Greenwood Publishing.   <https://www.google.co.in/books/edition/Advertising_2_0/ScdF1-vHvHwC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | | |
| 7 | | 1. Yeshin, Tony (2006). *Advertising,* Thomson Publisher: London.   <https://www.google.co.in/books/edition/Advertising/sV_fJN4RtJcC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | | |
| Course Designed By: **:** Mrs. 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 | | | | | | | | | | | | | | |

**Search Keywords:** Types, Advertising Types, Classification, Agencies, Models, Theories, Consumer Behaviour, Brand Building, Ad Copy/Copy Platform, Ad Campaign, Perceptual Mapping, T-Plan, Situational Analysis, Media Planning, Media Buying, Code of Conduct

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | S | S | L | S | M | S | S | S |
| **CO2** | S | M | S | S | L | S | M | S | S | S |
| **CO3** | S | M | S | S | M | S | M | S | S | S |
| **CO4** | S | M | S | S | L | S | S | S | S | S |
| **CO5** | S | M | S | S | L | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

**SEMESTER III**

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| **Course code** | | | **22MCC11** | **CRITICAL STUDIES** | | | | | **L** | **T** | | **P** | **C** |
| **Core XI** | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | Students are required to have a critical thinking approach towards efficiently blending the philosophy of media with the aesthetics of the self. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To help students gain a fair knowledge about various philosophical approaches in understanding of social cultural and political scenarios. | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | **EXAMINE the multi-polar world in which media operates.** | | | | | | | | | | K2 | | |
| 2 | **CONSTRUCT an aesthetic regime of art through philosophical lenses.** | | | | | | | | | | K6 | | |
| 3 | **IDENTIFY** Aesthetic perception and interpretation. | | | | | | | | | | K2 | | |
| 4 | **ANALYZE the natural mind through para-phenomenological approaches.** | | | | | | | | | | K4 | | |
| 5 | **APPLY the philosophical approach to real time situations.** | | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | |
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| **Unit:1** | | | **IDEA OF CRITICAL THEORY** | | | | | **18 hours** | | | | | |
| Frankfurt School – Pragmatism – Geneology – Hermeneutics – Pluralism. Siegfried Zielinski: Media development: Forerunners to modern technology - Post structuralism and after Sacsure, Barthes, Althusser), Michel Foucault, Power and Knowledge, Jacques Derrida: Deconstruction- Critical legal thinking. Friedrich Hegel, Social and Political Thoughts. | | | | | | | | | | | | | |
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| **Unit:2** | | |  | | | | **16 hours** | | | | | | |
| SOCIO-CULTURAL THEORIES OF IDEOLOGY: [Friedrich Nietzsche](https://en.wikipedia.org/wiki/Friedrich_Nietzsche), Cultural theory – Nihilism ; Beyond Good and Evil [Slavoj Zizek](http://sites.cardiff.ac.uk/zizekcentre/slavoj-zizek-and-the-critique-of-ideology/) : 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. | | | | | | | | | | | | | |
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| **Unit:3** | | | **PERCEPTION AND INTERPRETATION** | | | **12 hours** | | | | | | | |
| [Jean-Paul Sartre:](https://en.wikipedia.org/wiki/Jean-Paul_Sartre) Existentialism Franz Kafka: The metamorphosis, Judith Butler: Gender and Sex: Political economy - Commodity Production- Industrialization-[Jacques Rancière](https://en.wikipedia.org/wiki/Jacques_Ranci%C3%A8re) [Aisthesis](https://fi2.zrc-sazu.si/en/programi-in-projekti/aisthesis-in-philosophy-psychoanalysis-and-politics), 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 Under standings of Power. | | | | | | | | | | | | | |
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| **Unit:4** | | | **CONSCIOUSESS OF THE SELF** | | | **12 hours** | | | | | | | |
| John Locke: Consciousness – Identity and Difference – Western Philosophy; Queer Theory: Capitalism, gender, hetrosexism and the state –Status quo; Fredric Jameson: Realism. | | | | | | | | | | | | | |
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| **Unit:5** | | | **PHILOSOPHY OF ETHICS AND JUSTICE** | | **12 hours** | | | | | | | | |
| Sri Aurobindo: Unification of Mankind –Social Psychology; Swami Vivekananda: Vedanta Philosophies –Religious Pluralism; Sarvepalli Radhakrishnan: 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; Amarthya Sen: Politics and Economy, Theory of Justice. | | | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Philosophical Concept Review | | | | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | |
| 1 | | Amartya Kumar Sen (1999). *Development as freedom* (1st Edition), Knopf: New York | | | | | | | | | | | |
| 2 | | Ambedkar, B. R.; Anand, S. and Roy, Arundhati (2014). *Annihilation of Caste : The annotated critical edition*. New Delhi Navayana Publishing Pvt Ltd | | | | | | | | | | | |
| 3 | | Balibar, Etienne & Sandford, Stella, 1966-, (editor of compilation.) (2013). *Identity and difference : John Locke and the invention of consciousness*. London Verso Books | | | | | | | | | | | |
| 4 | | Butler, Judith & Ebooks Corporation (1990). *Gender trouble : feminism and the subversion of identity*. Routledge, New York | | | | | | | | | | | |
| 5 | | Ceugens, David and Me Carthy, Thomas (1996) *Critical Theory. Massachuselts: Blackwell* | | | | | | | | | | | |
| 6 | | 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. | | | | | | | | | | | |
| 7 | | Edelman, Lee (2004). *No future : queer theory and the death drive*. Duke University Press, Durham | | | | | | | | | | | |
| 8 | | Ghose, Aurobindo (1950). *The ideal of human unity (2nd ed. rev)*. Sri Aurobindo Ashram, Pondecherry | | | | | | | | | | | |
| 9 | | Howarth, Davie R (2018) *Post Structuralism and After (Traditions in Social Theory) Palgrave Macnuthan*. | | | | | | | | | | | |
| 10 | | Internet Encylopedia of Philosophy <https://www.iep.utm.edu/Legelsocl/> | | | | | | | | | | | |
| 11 | | Internet Encylopedia of Philosophy <https://www.iep.utm.edu/Zizek/> | | | | | | | | | | | |
| 12 | | Jagose, A. (1996). *Queer theory: An introduction.* New York: New York University Press. | | | | | | | | | | | |
| 13 | | Jameson, Fredric (2013). *The antinomies of realism*. London Verso | | | | | | | | | | | |
| 14 | | Laura, Sjoberg (2013) *Gendering Global Conflict: Towards a Feminist Theory of War*. New York: Columbia University Press | | | | | | | | | | | |
| 15 | | Locke, J., & Yolton, J. W. (1993). *An essay concerning human understanding*. London: Dent. | | | | | | | | | | | |
| 16 | | Negri, Antonio (2013) *Spinoza for Our Time: Politics and Postmodernity*. New York: Columbia University Press | | | | | | | | | | | |
| 17 | | Nihilism; Internet Encyclopedia of Philosophyhttps://www.iep.utm.edu/nihilism/ | | | | | | | | | | | |
| 18 | | Periyār, Ī. V., & K, V. (2007). *Why Were Women Enslaved? Periyar Self-respect Propaganda Institution*. | | | | | | | | | | | |
| 19 | | Radhakrishnan, S., & Mohanty, J. N. (2009). *Indian philosophy*. New Delhi: Oxford University Press. | | | | | | | | | | | |
| 20 | | Ranciere, Jacques (2013) *Aisthesis: Scenes from the Aesthetic Regime of Art*. London: Verso | | | | | | | | | | | |
| 21 | | Rosa, Hartmut (2015) *Social Acceleration: A New Theory of Modernity*. New York: Columbia University Press | | | | | | | | | | | |
| 22 | | Satre, Jean Paul (1948) *Existentialism is a Humanism. Connecticut*, USA: Yale University Press | | | | | | | | | | | |
| 23 | | Sedgwick, Eve Kosofsky (1990). *Epistemology of the closet* (Updated with a new preface [ed.]). University of California Press, Berkeley | | | | | | | | | | | |
| 24 | | Sen, Amartya (1992). *Inequality reexamined*. Russell Sage Foundation ; Cambridge, Mass. : Harvard University Press, New York | | | | | | | | | | | |
| 25 | | Sen, Amartya (2005). *The argumentative Indian : writings on Indian history, culture and identity* (1st American ed). Farrar, Straus and Giroux, New York | | | | | | | | | | | |
| 26 | | Siegfried Zielinski (2018), *Deep Time of the Media*, MIT Press. | | | | | | | | | | | |
| 27 | | Singer, Peter (2018) Marx*: A Very Short Introduction.* Oxford: Oxford University Press | | | | | | | | | | | |
| 28 | | Turner, Catherine (2016) *Jacque Derrida: Deconstruction*. Counterpress. | | | | | | | | | | | |
| 29 | | Veeramani, K, (compiler,) & Periyar Maniammai University (issuing body) (2010). *Periyar feminism* (First edition). Thanjavur, Tamil Nadu, India A publication of Periyar Maniammai University (Periyār) & K, 2007) | | | | | | | | | | | |
| 30 | | Walton, David (2012) *Doing Cultural Theory*. USA: Sage Books | | | | | | | | | | | |
| 31 | | Vivekananda Swami (1980). *Inspired talks* (13th ed). Sri Ramakrishna Math, Madras | | | | | | | | | | | |
| 32 | | Vivekananda & Waldo, Sarah Ellen, b. 1845 (1910). *Inspired talks* (2d ed). Madras The Ramakrishna Mission | | | | | | | | | | | |
| 33 | | Zonghofer, Wesley and Winchester, Daniel (ed.) *Social Theory Re-wired.* Routledge. | | | | | | | | | | | |
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| Course Designed By:  1. Dr. P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore  2. Dr. Sujala S. Nair, Guest Faculty, 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 | | | | | | | | | | | | | |

**Search Keywords:** Frankfurt School, Pragmatism, Geneology, Pluralism, Post Structuralism, Deconstruction, Social Acceleration, Existentialism, Commodity Production, Gender Subordination, Consciousness, Unification of Mankind, Epistemology, Substantive Ethics

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | M | S | S | M | L | M |
| **CO2** | S | S | S | L | S | S | S | L | L | S |
| **CO3** | S | S | S | S | S | S | S | S | S | S |
| **CO4** | S | S | M | L | S | S | S | S | S | S |
| **CO5** | S | L | S | S | S | S | S | S | S | L |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCC12** | **RADIO AND TELEVISION PRODUCTION (PRACTICAL III)** | | | | | **L** | **T** | | **P** | **C** |
| **Core XII** | | |  | | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | A comprehensive conception of various audio-visual formats is vital for students to integrate the intricacies of production techniques with the medium. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To help students gain Radio production skills by producing various programme formats to emphasize the power of sound in Communication. 2. To enable students to understand the core concepts associated with film and television production through hands-on-training in the same. | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | |
| 1 | **PRODUCE a radio news bulletin, documentary/drama, jingles, live commentary with all aspects of sound design and production.** | | | | | | | | | K6 | | |
| 2 | **GENERATE a full-fledged Television News Bulletin that** requires reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production**.** | | | | | | | | | K6 | | |
| 3 | **PLAN a meaningful and compelling documentary with an emotional connection to subject matter.** | | | | | | | | | K6 | | |
| 4 | **INTEGRATE literacy with connections to a source, to self and to the world through a short documentary story.** | | | | | | | | | K4 | | |
| 5 | **ADMINISTER a social and emotional learning by interacting with real-life people to document their experience on a subject matter.** | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | |
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| **Module:1** | | **RADIO PRODUCTION** | | | | | **15 hours** | | | | | |
| Radio news writing, scripting, editing, sound design, sound recording. | | | | | | | | | | | | |
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| **Module:2** | | **SCRIPT WRITING** | | | | **14 hours** | | | | | | |
| Script for a radio news bulletin of 5 minutes duration and its production. | | | | | | | | | | | | |
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| **Module:3** | | **RADIO PROGRAMME PRODUCTION** | | | **15 hours** | | | | | | | |
| Production of a radio documentary/drama on any current affairs of maximum 15 minutes, jingles, live commentary, news feature | | | | | | | | | | | | |
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| **Module:4** | | **TELEVISION PRODUCTION** | | | **14 hours** | | | | | | | |
| Creation of a full fledged news bulletin of 2 minutes duration with reporting, editing, sound mixing and other journalistic and non-journalistic aspects of news production. | | | | | | | | | | | | |
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| **Module:5** | | **TELEVISION PROGRAMME PRODUCTION** | | **15 hours** | | | | | | | | |
| Documentary (15 minutes) with a Concept theme- Focus- Treatment-Narration (story- past tense) Script – Story board | | | | | | | | | | | | |
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| **Module:6** | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Hands-on Training Programmes, Online Tutorials | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
|  | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | |
| 1 | Chignell, Hugh (2009). *Key Concepts in Radio Studies,* Sage Publications: London. | | | | | | | | | | | |
| 2 | Donald, Ralph & Spann, Thomas (2004). *Fundamentals of Television Production,* Surjeet Publications: New Delhi. | | | | | | | | | | | |
| 3 | Fleming, Carole (2010). *The Radio Handbook* (3rd Edition), Routledge, Taylor & Francis Group: Great Britain. | | | | | | | | | | | |
| 4 | Fossard, Esta De & Riber, John (2005). *Writing & Producting for Television and Film Communication for Behaviour Change* (Volume II), Sage Publications Inc: New Delhi. | | | | | | | | | | | |
| 5 | Rumsey, Francis (2004). *Desktop Audio Technology: Digital Audio and Midi Principles*, Focal Press: USA. | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | |  |
| 1 | Vlogging: Radio Production Techniques and Hand Signals  <https://www.youtube.com/watch?v=bF6Ljkt67Tc>  <https://www.youtube.com/watch?v=up7saoQxkEU> | | | | | | | | | | | |
| 2 | How to create a ‘Radio Type’ Voice-Over Sound  <https://www.youtube.com/watch?v=HcTufePMQog> | | | | | | | | | | | |
| 3 | The Voiceover – Recording and Production Techniques  <https://www.youtube.com/watch?v=VkRmExG-Qw8> | | | | | | | | | | | |
| 4 | The Art of Television Production and Design  <https://www.youtube.com/watch?v=Max8MRVVdkI> | | | | | | | | | | | |
| 5 | The History and Science of Lenses  <https://www.youtube.com/watch?v=1YIvvXxsR5Y> | | | | | | | | | | | |
| Course Designed 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 | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **CO1** | S | M | M | M | M | M | S | S | L | S | M | M |
| **CO2** | S | M | M | M | S | M | M | M | L | S | L | M |
| **CO3** | S | M | M | M | M | M | M | S | M | S | L | M |
| **CO4** | S | M | M | M | M | M | M | M | L | S | L | M |
| **CO5** | S | M | M | M | M | M | M | S | L | S | L | M |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | **22MCC13** | **ADVERTISING (PRACTICAL IV)** | | | | | **L** | **T** | | **P** | **C** |
| **Core XIII** | | | |  | | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | | Students should be able to stipulate the practicality of various processes involved in the Ad campaign planning and execution based on the assimilated theoretical inputs in this domain. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students’ to have hands-on exercises and tasks on various innovative concepts in a typical ad campaign. 2. To make students know the marketplace. 3. To facilitate strategic thinking in students for creating a framework for an Advertising campaign in terms of marketing plan to communicate with the target audience. 4. To help students understand the core tactics involved in writing creative and client brief. 5. To foster the relevance of perceptual mapping through Situation Analysis and Boston Matrix. 6. To make students understand the concepts of media mix in strategically formalizing an Advertising campaign. 7. To help students execute the Advertising campaign creatively and innovatively. | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | | **DEVELOP an innovative ad campaign.** | | | | | | | | | K6 | | |
| 2 | | **GENERATE marketing and communication plan to reach the target audience.** | | | | | | | | | K6 | | |
| 3 | | **PRODUCE the creative and client briefing for the inventive product chosen by each student** | | | | | | | | | K6 | | |
| 4 | | **PRODUCE a full-fledged, meaningful and compelling Advertising campaign by collating all the processes involved from the stage of ideation to conceptualization and execution.** | | | | | | | | | K6 | | |
| 5 | | **ADMINISTER the marketing process involved in reaching the target audience for the chosen inventive product.** | | | | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | |
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| **Module:1** | | | **MARKETING PLAN** | | | | | **15 hours** | | | | | |
| Define product, determine customer and purchase decisions, message characteristics, marketing goals. | | | | | | | | | | | | | |
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| **Module:2** | | | **CLIENT BRIEF** | | | | **15 hours** | | | | | | |
| Stages, data on sales, market and customers. | | | | | | | | | | | | | |
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| **Module:3** | | | **CREATIVE BRIEF** | | | **15 hours** | | | | | | | |
| Quantitative goals, branding, target market, key messages, design specifications, budgeting. | | | | | | | | | | | | | |
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| **Module:4** | | | **COMMUNICATION PLAN** | | | **14 hours** | | | | | | | |
| Goals, key audience, key messages, tactical outreach plan, developing materials for the press, communicating research results. | | | | | | | | | | | | | |
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| **Module:5** | | | **CREATIVE EXECUTION** | | **14 hours** | | | | | | | | |
| Media Mix, Media Scheduling, SWOT, Situation Analysis, Perceptual Map, persuasive appeals, logo design, slogan writing, headline writing, execution on Print, Radio, TV, Online, Call-to-Action (CTA). | | | | | | | | | | | | | |
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| **Module:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Inventive Product Demos And Presentations | | | | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Work Book** | | | | | | | | | | | | | |
| 1 | Advertising | | | | | | | | | | | | |
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| Course Designed By:Mrs. 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 | | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | L | S | S | S | S | S |
| **CO2** | S | S | S | S | M | S | S | S | S | S |
| **CO3** | S | M | S | S | L | S | S | S | S | S |
| **CO4** | S | M | S | S | L | S | S | S | S | M |
| **CO5** | S | M | S | S | M | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC14** | **PHOTOGRAPHY (PRACTICAL V)** | | | | | **L** | **T** | | **P** | **C** |
| **Core XIV** | | | | |  | | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | | | A flair for photography with essential skills for analyzing and interpreting the magnitude and depth of the unspoken story is of prime importance. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To help students develop essential skills and techniques for professional photography. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **DEVELOP basic to professional Photographic skills.** | | | | | | | | | K6 | | |
| 2 | | | **GENERALIZE the significance of Environmental Photo Journalism.** | | | | | | | | | K2 | | |
| 3 | | | **PRODUCE the creative story without words.** | | | | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
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| **Module:1** | | | | **BASICS OF PHOTOGRAPHY** | | | | | **24 hours** | | | | | |
| Camera shots and angles, Lighting effects. | | | | | | | | | | | | | | |
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| **Module:2** | | | | **TYPES OF PHOTOGRAPHY** | | | | **26 hours** | | | | | | |
| Emotions, feelings, moments, studio portraits, magazine cover. | | | | | | | | | | | | | | |
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| **Module:3** | | | | **DIGITAL PROCESSING** | | | **20 hours** | | | | | | | |
| Colour challenge, through the season, multiple exposure. | | | | | | | | | | | | | | |
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| **Module:3** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Hands-on Practice, Camera Foraging | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | Busch, David D. (2003). *Digital Photography: All in One Desk Reference for Dummies*, Wiley Publishing: New York. | | | | | | | | | | | | |
| 2 | | Davies, Adrian (2002). *A Beginner’s Guide to Digital Photography*, AVA Publishing: Switzerland. | | | | | | | | | | | | |
| 3 | | Galer, Mark (2005).  *Creative Photography: Foundations for Art and Design* (3rd Edition), Elsevier Publications: London. | | | | | | | | | | | | |
| 4 | | Kim, John (2004). *40 Digital Photography Techniques*, Youngjin: Korea. | | | | | | | | | | | | |
| 5 | | Prakel, David (2006). *Basic Photography Composition*, AVA Publishing: Switzerland. | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | Be a Better Photographer in 45 minutes  <https://www.youtube.com/watch?v=WXdAX0No2hM> | | | | | | | | | | | | | |
| 2 | Photography to Another Level: Amazing Photo Effects  <https://www.youtube.com/watch?v=Gdol2bzWGCs> | | | | | | | | | | | | | |
| 3 | Outdoor Photography for Beginners: Angles, Lighting and Posing  <https://www.youtube.com/watch?v=ykELkjZWyG4> | | | | | | | | | | | | | |
| 4 | 8 Important Composition Tips for Better Photos  <https://www.youtube.com/watch?v=VArISvUuyr0> | | | | | | | | | | | | | |
| 5 | How to Shoot Manual in 10 Minutes: Beginner Photography Tutorial  <https://www.youtube.com/watch?v=uyXiWF3mI2s> | | | | | | | | | | | | | |
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| Course Designed 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 | | | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | S | S | S | S | S |
| **CO2** | S | S | M | S | S | S | S | S | S | S |
| **CO3** | S | L | S | S | S | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCC15** | **CORPORATE COMMUNICATION** | | | | | **L** | **T** | | **P** | **C** |
| **Core XV** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | An elementary knowledge is mandatory for students to explore the vitality of communication patterns in an organization that is directed towards both the internal and external stakeholders. | | | | | **Syllabus Version** | | | **2022-2023** | | S | S | S | S |
| **Course Objectives:** | | | | | | | | | | | | | | |  |  | S | S | S | S | S |
| The main objectives of this course are to:   * + - 1. To enable students gain insight into the evolution of Corporate Communication and its expanded role in organizational and marketing communication.       2. To help students gain a fair knowledge about various PR activities as a corporate communicator, concepts and principles with basic skills to understand its need in various media contexts and crisis management. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | **EXAMINE theoretical underpinnings in Public Relations.** | | | | | | | | | K2 | | |
| 2 | | | **EMPLOY the cases specific to Public Relations in Crisis Management.** | | | | | | | | | K3 | | |
| 3 | | | **MEASURE Public Relation activity.** | | | | | | | | | K5 | | |
| 4 | | | **DEVISE the Corporate communication plan.** | | | | | | | | | K3 | | |
| 5 | | | **ARTICULATE the Corporate communication strategies and tools.** | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **INTRODUCTION TO PUBLIC RELATIONS** | | | | | **18 hours** | | | | | |
| Evolution, Definition and Concepts – Historical Link between PR and CC - PR Process: Problem Definition, Strategy, Media Selection, Feedback and Evaluation -– PR Environment – Defining Publics/Stakeholders – Models of PR: Grunig’s Symmetrical Model, Burney’s Two Way Asymmetrical Model, Barnum’s Press Agentry, Lee’s Public Information - Theoretical Underpinnings: Organizational Theory (System, Situational, Conflict Resolution), Excellence Theory. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **INTRODUCTION TO CORPORATE COMMUNICATION** | | | | **18 hours** | | | | | | |
| Responsibilities, Vehicles, Forms, Elements – Nature of Stakeholders: Stakeholder Salience Model and Power Interest Matrix – Corporate Branding and Reputation: Birkigt and Stadler Model – Aligning Vision, Culture and Image: Hatch and Schultz’s Toolkit. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **TOOLS AND TECHNIQUES** | | | **14 hours** | | | | | | | |
| Public Affairs: Issue Identification and Analysis – Corporate Social Responsibility: Tri-Strategic Approach (Stakeholder Information, Response and Involvement) – Strategic Planning and Campaign Management: Strategic Intent, Objectives, Target Audience, Themed Messages, Message Style, Media Strategy and Budget. Measuring Effectiveness of Corporate Campaigns: Audit, Objectives, Planning and Execution, Evaluation and Results. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **MEDIA RELATION MANAGEMENT** | | | **10 hours** | | | | | | | |
| Communication Activities: Composing and Transmitting 7C’s of Message -Organizing Press Conference, Press Meet, Press Releases, Selection of Media and Public Outreach. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **EMERGING PERSPECTIVES IN CORPORATE COMMUNICATION** | | **10 hours** | | | | | | | | |
| Change Communication Strategies with associated Factors - Crisis Type Matrix for Crisis Communication: Popular Case Studies such a Coco-Cola, Cadbury’s Diary Milk, Domino Pizza, Maggi Noodles, etc. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Presentations, Situational Analysis | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
|  | | | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | Argenti, Paul A. (2009). *Corporate Communication* (5th Edition), McGraw-Hill Publishers: New York. | | | | | | | | | | | | | |
| 2 | Belasen, Alan T. (2008). *The Theory and Practice of Corporate Communication: A Competing Values Perspective,* Sage Publications: New Delhi | | | | | | | | | | | | | |
| 3 | Desai, Vasant (1999). *Dynamic Entrepreneurial Development and Management* (3rd Edition), Himalaya Publishing House: New Delhi. | | | | | | | | | | | | | |
| 4 | Freitag, Alan R. & Stokes, Ashli Quesinberry (2009). *Global Public Relations: Spanning Borders, Spanning Cultures*, Routledge, Taylor & Francis Group: New York. | | | | | | | | | | | | | |
| 5 | Weihrich, Heinz & Koontz, Harold (1993). *Management: A Global Perspective* (10th Edition), McGraw-Hill Publishers: Singapore. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Beger, Rudolf (2018). *Present-Day Corporate Communication: A Practice-Oriented, State-of-The-Art Guide*. Springer Publications: Singapore 2. https://www.google.co.in/books/edition/Present\_Day\_Corporate\_Communication/27BhDwAAQBAJ?hl=en&gbpv=1&dq=Present-Day+Corporate+Communication:+A+Practice-Oriented,+State-of-The-Art+Guide&printsec=frontcover | | | | | | | | | | | | |
| 2 | | 1. Belasen, Alan T. (2008). *The Theory and Practice of Corporate Communication: A Competing Values Perspective*, Sage Publishing: US.   <https://www.google.co.in/books/edition/The_Theory_and_Practice_of_Corporate_Com/dIP_UmIqazwC?hl=en&gbpv=1&dq=corporate+communication&printsec=frontcover> | | | | | | | | | | | | |
| 3 | | 1. Christensen, Lars Thojer; Mettemorsing and Cheney, George (2008). *Corporate Communications: Convention, Complexity and Critic*, Sage Publications: London.   <https://www.google.co.in/books/edition/Corporate_Communications/QhQWUUyaE7wC?hl=en&gbpv=1&dq=corporate+communication&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Cornelissen, Joep (2011). *Corporate Communication: A Guide to Theory and Practice*, Sage Publishing: London.   <https://www.google.co.in/books/edition/Corporate_Communication/lEZdBAAAQBAJ?hl=en&gbpv=1&dq=corporate+communication&printsec=frontcover> | | | | | | | | | | | | |
| 5 | | 1. Fernandes, Joseph (2004). *Corporate Communications: A 21st Century Primer*, Response Books: New Delhi.   <https://www.google.co.in/books/edition/Corporate_Communications/eM2GAwAAQBAJ?hl=en&gbpv=1&dq=corporate+communication&printsec=frontcover> | | | | | | | | | | | | |
| 6 | | 1. Frandsen, Finn and Johansen, Winni (2017). *Organizational Crisis Communication: A Multi-Vocal Approach*. Sage Publishers: UK 2. https://www.google.co.in/books/edition/Organizational\_Crisis\_Communication/L6HUDAAAQBAJ?hl=en&gbpv=1&dq=Organizational+Crisis+Communication&printsec=frontcover | | | | | | | | | | | | |
| 7 | | 1. Oliver, Sandra (1997). *Corporate Communication: Principles, Techniques and Strategies*, Kogan Page: London.   <https://www.google.co.in/books/edition/Corporate_Communication/BM230lRdB7IC?hl=en&gbpv=1&dq=corporate+communication&printsec=frontcover> | | | | | | | | | | | | |
| Course Designed By:  1. Dr. Sujala S. Nair, Guest Faculty, Department of Communication and Media Studies, Bharathiar University, Coimbatore  2. Mrs. 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 | | | | | | | | | | | | | | |

**Search Keywords:** PR Process, Environment, Models, Theories, Forms of Corporate Communication, Stakeholders, Corporate Branding, Tools, Techniques, Strategic Planning, Campaign Management, Measurement of Effectiveness, Evaluation, Media Relation Management, Crisis Communication

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | S | S | M | S | S | M | L | S |
| **CO2** | S | M | S | M | L | M | S | M | L | S |
| **CO3** | S | M | S | M | L | M | S | M | L | S |
| **CO4** | S | M | S | M | L | M | S | M | L | S |
| **CO5** | S | M | S | M | L | M | S | M | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCE03** | **LAB JOURNAL PUBLICATION (VIVA VOCE& PRACTICAL EXAM) (PRACTICAL VI)** | | **L** | **T** | | **P** | **C** |
| **Elective III** | | |  | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | Students should have a preliminary understanding of the overall newspaper organization in terms of content and page design. | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. 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. | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | PRACTICE the production of a newspaper in terms of content creation, editing and page make up. | | | | | | K3 | | |
| 2 | ORGANIZE a newspaper to be circulated to the university departments and the affiliated colleges of the university. | | | | | | K4 | | |
| 3 | ASSESS contribution to Journalistic writing, editing and pagination. | | | | | | K5 | | |
| 4 | DISCOVER knowledge in the content areas. | | | | | | K2 | | |
| 5 | PLAN various sections in the newspaper. | | | | | | K6 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | |
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| **Note\*** | | 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. | | | | | | | |
|  | | **Total Practical hours** | | **70 hours** | | | | | |
| Course Designed and Verified by: Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | M | S | S | S | M | S | S | S |
| **CO2** | S | S | M | S | M | S | M | S | S | M |
| **CO3** | S | S | M | S | M | S | M | S | S | M |
| **CO4** | S | S | M | S | M | S | M | S | S | M |
| **CO5** | S | S | M | S | M | S | M | S | S | M |

**S- Strong, M- Medium, L- Low**

**Search Keywords:** Loops, Exception Handling, String Objects, Database Programming, Relational Databases, Data Manipulation Tools, Statistical Concepts, Algorithm Based Models, Interactive Visualization, Neural Networking, Spark Streaming, Semi-Supervised Learning

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | L | S | L | M | M | L | S |
| **CO2** | S | S | S | L | S | L | M | M | L | S |
| **CO3** | S | S | S | L | S | L | M | M | L | S |
| **CO4** | S | S | S | L | S | L | M | M | L | S |
| **CO5** | S | S | S | L | S | L | M | M | L | S |

**S- Strong, M- Medium, L- Low**

**SEMESTER IV**

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| **Course code** | | | | **22MCC16** | **RESEARCH METHODS IN COMMUNICATION** | | | | | **L** | **T** | | **P** | **C** |
| **Core XVI** | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | Students must be able to decipher the distinction between various types of research to connect with the existing societal framework. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. 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. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | CONNECT applications of research nuances from the stage of research formulation through to presentation. | | | | | | | | | K3 | | |
| 2 | | | HYPOTHESIZE various methods and techniques in research on issues and events. | | | | | | | | | K6 | | |
| 3 | | | ADMINISTER various Scaling techniques for the concept of Attitude and its formation. | | | | | | | | | K6 | | |
| 4 | | | EMPLOY research in different media scenarios. | | | | | | | | | K3 | | |
| 5 | | | COMPUTE various Statistical tools to process data. | | | | | | | | | K5 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **RESEARCH** | | | | | **12 hours** | | | | | |
| Meaning, definition, nature and concepts; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **METHODS AND TECHNIQUES OF RESEARCH** | | | | **12 hours** | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **SAMPLING AND SCALING TECHNIQUES** | | | **12 hours** | | | | | | | |
| 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. 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. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **IMPORTANCE OF RESEARCH IN MEDIA** | | | **11 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **APPLICATION OF STATISTICS** | | **11 hours** | | | | | | | | |
| 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. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Thematic Presentations, Conceptual Framework, Abstract to Concrete Planning | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **60 hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | 1. Buddenbaum, Judith M. & Novak, Katherine B. (2005). *Applied Communication Research*, Surjeet Publications: New Delhi. | | | | | | | | | | | | | |
| 2 | 1. Creswell, John S. (1994). *Research Design: Qualitative and Quantitative Approaches*, Sage Publications: London. | | | | | | | | | | | | | |
| 3 | Gaur, Ajai S. & Gaur, Sanjaya S. (2006). *Statistical Methods for Practice and Research: A Guide to Data Analysis using SPSS*, Response Books, Sage Publications: New Delhi. | | | | | | | | | | | | | |
| 4 | Hayes, Andrew F; Slater, Michael D. & Snyder, Leslie B. (2008). *The SAGE Sourcebook of Advanced Data Analysis Methods for Communication Research*, Sage Publications Inc: California. | | | | | | | | | | | | | |
| 5 | Jansen, Bruhn Klaus (2005). *A* *Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*, Routledge, Taylor & Francis Group: London | | | | | | | | | | | | | |
| 6 | Miller, Tyler (2019). *Mass Communication: Research and Analysis*. Ed-Tec Press: UK  https://www.google.co.in/books/edition/Mass\_Communication/keLEDwAAQBAJ?hl=en&gbpv=1&dq=Mass+Communication:+Research+and+Analysis&printsec=frontcover | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Anderson, James A. (2012). *Media Research Methods: Understanding Metric and Interpretive Approaches*, Sage Publications: New York.   <https://www.google.co.in/books/edition/Media_Research_Methods/DdwgAQAAQBAJ?hl=en&gbpv=1&dq=research+methods+in+mass+communication&printsec=frontcover> | | | | | | | | | | | | |
| 2 | | 1. Boyld, Michael P. and Schmierback, Mike (2015). *Applied Communication Research Methods: Getting Started as a Researcher*, Routledge Publication: New York.   <https://www.google.co.in/books/edition/Applied_Communication_Research_Methods/QpvwCQAAQBAJ?hl=en&gbpv=1&dq=research+methods+in+communication&printsec=frontcover> | | | | | | | | | | | | |
| 3 | | 1. Brennen, Bonnie S. (2013). *Qualitative Research Methods for Media Studies*, Routledge Publication: New York.   <https://www.google.co.in/books/edition/Qualitative_Research_Methods_for_Media_S/vhZxz7A6oYsC?hl=en&gbpv=1&dq=research+methods+in+mass+communication&printsec=frontcover> | | | | | | | | | | | | |
| 4 | | 1. Pettey, Gary R; Bracken, Cheryl Campanella and Pask, Elizabeth Babin (2017). *Communication Research Methodology: A Strategic Approach to Applied Research*, Routledge Publication: New York.   <https://www.google.co.in/books/edition/Communication_Research_Methodology/8DclDwAAQBAJ?hl=en&gbpv=1&dq=research+methods+in+communication&printsec=frontcover> | | | | | | | | | | | | |
| 5 | | 1. Williams, Frederick; Rice, Ronald E. and Rogers, Everett M. (1988). *Research Methods and the New Media*, The Free Press: New York.   <https://www.google.co.in/books/edition/Research_Methods_and_the_New_Media/rhZO_kjNeyMC?hl=en&gbpv=1&dq=research+methods+in+mass+communication&printsec=frontcover> | | | | | | | | | | | | |
| Course Designed By:Mrs. 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 | | | | | | | | | | | | | | |

**Search Keywords:** Objectivity, Concepts, Methods, Techniques, Data Types, Data Sources, Sampling, Scaling Techniques, Sampling Design, Tools, Ethics, Statistical Application, Data Analysis, Indexing, Citation, Bibliography

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | L | M | L | S | S | S | S |
| **CO2** | S | S | S | S | M | L | S | S | S | L |
| **CO3** | S | S | S | S | M | L | S | S | S | S |
| **CO4** | S | S | S | S | M | L | S | S | S | S |
| **CO5** | S | S | S | S | M | L | S | S | S | L |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCC17** | **TECHNICAL/CONTENT WRITING (PRACTICAL VII)** | | | | **L** | **T** | | **P** | **C** |
| **Core XVII** | | |  | | | | **1** | **-** | | **3** | **4** |
| **Pre-requisite** | | | A flair for writing is essential for students to explore its practical applications on the generated content using existing softwares.  The page make-up, use of illustrations, graphic detailing etc. should be used to enhance presentation for technical writing and 15 minutes of Power-point/ 2D presentations by using relevant images, video, animation, print, info-graphics, and voice-over for E-Content by students. | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | |
| The main objectives of this course are to:   1. The technical writing needs to be clear and concise manner and to be able to convey information appropriately for a variety of audiences 2. To develop e-learning materials in a creative way without IT expertise 3. To enable exploration of more usable presentation in the context of e-learning content creation through models and practicals. | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | |
| 1 | LEARN to identify information sources for technical writing. | | | | | | | | K2 | | |
| 2 | ACQIRE skills to gather information relevant to the subject for technical writing projects. | | | | | | | | K2 | | |
| 3 | IMBIBE skills to present a technical project using a suitable software for page make-up for technical project. | | | | | | | | K3 | | |
| 4 | UNDERSTAND and implement ways of preparing e-content/e-learning projects. | | | | | | | | K2 | | |
| 5 | OBTAIN skills to combine multi-media outputs to present the e-content/e-learning project effectively. | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | |
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| **Project:1** | | **TECHNICAL WRITING** | | | | **22 hours** | | | | | |
| **Essentials:** Students should submit a project proposal under the following heads: Technical Writing Project Title, Overview, Rationale, Audience, Format, Scope, Personnel, Design, Evaluation, Related skills, Resource needs.  Technical Writing Projects may chosen from among the following (desirable):   * + - 1. New or Revised employee hand books       2. New web sites for departments, clubs, or other organizations       3. Reorganized, redesigned, and rewritten web sites       4. Company or organization manuals (either brand new or compiling information from a host of other documents)       5. Ergonomic or safety process procedures       6. Manuals for all types of products and procedures       7. Research project reports       8. Accident prevention programs       9. Chapters for a larger technical manuals       10. Product manuals and guidebooks       11. Company profile guidebooks       12. Medical Writing | | | | | | | | | | | |
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| **Project:2** | | **E-CONTENT WRITING** | | | **23 hours** | | | | | | |
| **Essentials:** To prepare a topic in accordance with the prevailing curriculum in school or higher education (UG and PG) as Textual Documents, PDF/e-Books, Illustration, Video Demonstrations, Documents & Interactive Simulation wherever required, Case studies, Anecdotal Information, Historical development of the subjects. | | | | | | | | | | | |
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|  | | **Total Lecture hours** | | **45 hours** | | | | | | | |
|  | | | | | | | | | | | |
| Course Designed by: Dr. Sujala.S.Nair, Guest Faculty, 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 | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | M | L | S | S | S | M | S | S | S |
| **CO2** | S | M | L | M | S | S | M | S | S | S |
| **CO3** | S | M | L | M | S | S | M | S | S | S |
| **CO4** | S | M | L | S | S | S | M | S | S | S |
| **CO5** | S | M | L | S | S | S | M | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCC18** | **INTERNSHIP (I & II)** | | **L** | **T** | | **P** | **C** |
| **Core XVIII** | | |  | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | **Before the Covid-19 Pandemic**  Before undertaking the formalized internships in media organizations, each student is required to initiate a background of the respective organization to be utilized for the training purpose. Besides, each student should be able to record events of the day to enable an understanding of various media procedures and practices after resuming the training.  The student is required to undertake an internship of 35 days at the end of the second semester in Journalism / Advertising / Public Relations and 30 days at the end of the Third semester and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.  **During and after the Covid-19 Pandemic/Crisis**  **Internship/Workshop/Online Course/Campaigns etc**  The Internships routed from the department focuses on an appropriate discipline related work experience with the intentional work outcome to work in collaboration with the media industry. Due to the current covid-19 pandemic or any further crisis in future, the department has designed the accommodation of these internships placing safety precautions to support academic excellence of students. The department has recently provided alternative choices in the traditional internships for generation of creative outputs in the form of 1 documentary and 5 news capsules per student subjected to internal valuation of the submission of report format of the same.  The department proposes the following alternatives for internships as projects to be undertaken by students:  Community Radio work using mobile phone that involves the local people to promote the local culture and its needs. (Duration of 35 days)  (or)  Educational coverage inputs using mobile phone that will create awareness and opportunities for its prospective listeners. (Duration of 35 days)  (or)  Creation of Blogs/YouTube channels as per students area of interest that will be updated with locally relevant content and routinely monitored through audience feedback. (Duration of 35 days)  (or)  Social Service Campaigns using Social Media platforms will be utilized to spread awareness on common issues among the masses. (Duration of 35 days)  (or)  Minimum of one Online Workshop / Two Workshops (Duration of One Week)  (or)  A Online Course related to Media (Duration of Two Weeks)  The above mentioned may suffice the alternative approaches that may help in supporting the internship experience of students as well as to obtain academic credit | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | |
| The main objectives of this course are to:   1. To enhance students’ skills personally and professionally in competitive media landscape. | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | |
| 1 | **PREPARE an entry to permanent workforce to complement their academic preparation.** | | | | | | K6 | | |
| 2 | **REFRAME industry knowledge from organizations and professionals.** | | | | | | K6 | | |
| 3 | **DEVELOP a sense of responsibility to an organization.** | | | | | | K6 | | |
| 4 | **PRACTICE communication and teamwork skills.** | | | | | | K3 | | |
| 5 | **PRACTICE networking skills to establish a network of professional contacts, mentors and references.** | | | | | | K3 | | |
| **K1** - Remember; **K2** - Undestand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | |
|  | | | | | | | | | |
|  | | **Total Lecture hours** | | **45 hours** | | | | | |
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| Course Designed 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 | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | L | L | L | S | S | S | S | S |
| **CO2** | S | L | M | L | L | S | S | S | S | S |
| **CO3** | S | L | L | L | L | S | S | L | L | L |
| **CO4** | S | L | M | L | L | S | S | S | S | S |
| **CO5** | S | L | L | M | L | S | S | L | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCE04** | **PROJECT STUDY** | | | | | **L** | **T** | | **P** | **C** |
| **Elective IV** | | |  | | | | | **-** | **-** | | **4** | **4** |
| **Pre-requisite** | | | The problem-solving skills are mandatory for students to connect with reality through a researchable topic.  The student is required to choose a researchable area in the domain of media that will add to his or her credentials in terms of problem solving and in-depth understanding of the subject concerned with required bibliographical back grounding during viva voce. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students to enrich their skills in data collection, analysis, problem-solving, and theorizing in the field concerned. | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | |
| 1 | **DEFEND the obtained data** | | | | | | | | | K5 | | |
| 2 | **VALIDATE greater confidence and independence in exploring data.** | | | | | | | | | K5 | | |
| 3 | **CONVINCE to publicly advocate for and defend work.** | | | | | | | | | K4 | | |
| 4 | CONNECT the review of literature to deeply understand the discipline | | | | | | | | | K3 | | |
| 5 | **ARTICULATE t**he relevant methodology to study an issue. | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | |
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| **Unit:1** | | **INTRODUCTION** | | | | | **13 hours** | | | | | |
| Formulation of Research Problem. | | | | | | | | | | | | |
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| **Unit:2** | | **REVIEW OF RELATED LITERATURE** | | | | **15 hours** | | | | | | |
| Primary and Secondary sources of data. | | | | | | | | | | | | |
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| **Unit:3** | | **RESEARCH METHODOLOGY** | | | **15 hours** | | | | | | | |
| Selection of Research Design and Sampling Design with Conceptual Framework. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:4** | | **ANALYSIS AND INTERPRETATION** | | | **15 hours** | | | | | | | |
| Descriptive and Inferential Statistical Tools for Data Interpretation. | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Unit:5** | | **DISCUSSION AND CONCLUSION** | | **12 hours** | | | | | | | | |
| Implications for New Knowledge Generation in the chosen domain. | | | | | | | | | | | | |
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| **Unit:6** | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Research Gap Analysis | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
|  | | **Total Lecture hours** | | **72 hours** | | | | | | | | |
|  | | | | | | | | | | | | |
| Course Designed By:   * + - 1. Dr.P.E.Thomas, Professor & Head, 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. Mrs. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore       4. Dr. Sujala.S.Nair, Guest Faculty, 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 | | | | | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | L | L | L | S | S | S | S | S |
| **CO2** | S | L | M | L | L | S | S | S | S | S |
| **CO3** | S | L | L | L | L | S | S | L | L | L |
| **CO4** | S | L | M | L | L | S | S | S | S | S |
| **CO5** | S | L | L | M | L | S | S | L | L | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCC19** | **ONLINE COURSE (I)** | **L** | **T** | | **P** | **C** |
|  | | |  | **-** | **-** | | **-** | **2** |
| **Pre-requisite** | | | A passion for learning is mandatory in exploring various educational opportunities by students in the domains of their interest.  Student should mandatorily take up me online course of his/ her choice of subject from any discipline within the course period from a certified portal such as Swayam, Coursera, edX, MOOC and IIMBx and on submission of the relevant certificate the student will be accorded with the allotted 4 credits in the fourth semester. | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | |
| The main objectives of this course are to:   1. Online courses would provide life-long learning and unique educational opportunity to expand the horizons of knowledge in digital arena. | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | |
| 1 | **IDENTIFY career directions by building transferable skills.** | | | | | K1 | | |
| 2 | **CONSIDER knowledge to impact the world.** | | | | | K2 | | |
| 3 | CONNECT the knowledge gained to the real world happenings. | | | | | K3 | | |
| 4 | **VALIDATE the imbibed learning for greater confidence and independence in creating the uniqueness in knowledge.** | | | | | K5 | | |
| 5 | **ARTICULATE t**he relevance of new knowledge to create myriad of opportunities. | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | |
|  | | | | | | | | |
| Course Designed 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 | | | | | | | | |

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | S | S | L | M | S | M | L | S |
| **CO2** | S | L | S | S | L | M | S | S | L | S |
| **CO3** | S | L | S | S | M | M | S | S | L | S |
| **CO4** | S | L | S | S | L | M | S | M | L | S |
| **CO5** | S | L | S | S | M | M | S | S | L | S |

**S- Strong, M- Medium, L- Low**

**Value Added Course offered by**

**The Department the Communication and Media Studies**

**Bharathiar University, Coimbatore**

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| **Course code** | | | | 22MCVA01 | **SOCIAL MEDIA DATA ANALYTICS USING ‘R’** | | | | | **L** | **T** | | **P** | **C** |
| **Value-added** | | | | |  | | | | | **1** | **-** | | **1** | **2** |
| **Pre-requisite** | | | | | Students must have elementary skills on computer programming and statistical procedures to explore the vast amount of data. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. Introduce the programming knowledge in R 2. Inculcate various methods to visualize data 3. understand the concept descriptive and summary statistics 4. Perform social media data analysis | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | | | IDENTIFY to download and install open source software R | | | | | | | | | K2 | | |
| 2 | | | UNDERSTAND various methods of visualization of data | | | | | | | | | K2 | | |
| 3 | | | SUMMARIZE data by computing various descriptive measures | | | | | | | | | K2 | | |
| 4 | | | APPLY classification and clustering of data | | | | | | | | | K3 | | |
| 5 | | | ANALYZE and INTERPRET social media data**.** | | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Unit:1** | | | | **ESSENTIALS OF ‘R’** | | | | | **-- hours** | | | | | |
| Introduction to R – download and installation procedure – Data types: vectors, list, matrix, array, data frame, list - data management – Functions: built in functions – user defined function – Control structures: looping and conditional structures – R packages. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **VISUALIZATION OF DATA** | | | | **-- hours** | | | | | | |
| Methods of collection of various data - Visualization of data: bar plot – line plot – pie plot – multiple bar diagram – histogram - boxplot - steam-leaf plot – strip chart –– scatter plot. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **DESCRIPTIVE STATISTICS** | | | **-- hours** | | | | | | | |
| Descriptive Statistics: construction of frequency tables – measure of location and scale: mean – median - mode – percentiles - range – inter quartile range – standard deviation - quartile deviation - mean deviation - Summary statistics. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **CLASSIFICATION AND CLUSTERING TECHNIQUES** | | | **-- hours** | | | | | | | |
| Correlation - regression - classification – clustering procedures – Applications into social media data analysis. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **SOCIAL MEDIA DATA ANALYSIS** | | **-- hours** | | | | | | | | |
| Text mining - text data – collection – build corpus – data cleaning - construction of term document matrix - analysis – formation of word cloud - Social media data (Twitter, YouTube, LinkedIn, Instagram, etc.) - collection – processing - analysis – Sentiment analysis. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Hands-on Practice | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **-- hours** | | | | | | | | |
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| **Reference Books** | | | | | | | | | | | | | | |
| 1 | 1. Bali, R, Sarkar, D and Sharma, T. (2017). *Learning Social Media Analytics with R*, Packt Publishing: UK | | | | | | | | | | | | | |
| 2 | 1. Crawley, M.J. (2007). *The R Book*, John Willey and Sons Limited: | | | | | | | | | | | | | |
| 3 | 1. Gupta, S.P. (2014). *Statistical Methods* (43rd Edition), Sultan Chand: New Delhi | | | | | | | | | | | | | |
| 4 | 1. Purohit, Gore and Deshmukh (2008). *Statistics Using R*, Narosa Publishing House: New Delhi | | | | | | | | | | | | | |
| 5 | 1. Sharan, M. (2019). *Practical R for Mass Communication and Journalism*, CRC Press: New York. | | | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | <https://cran.r-project.org/> | | | | | | | | | | | | |
| 2 | | <https://www.datacamp.com/courses/analyzing-social-media-data-in-r> | | | | | | | | | | | | |
| 3 | | <https://www.coursera.org/learn/social-media-data-analytics> | | | | | | | | | | | | |
| 4 | | <https://www.youtube.com/watch?v=0xsM0MbRPGE&list=PL34t5iLfZddtfgOcE6aKCEXWtCkolpgjV&index=1> | | | | | | | | | | | | |
| 5 | | <https://www.youtube.com/watch?v=otoXeVPhT7Q> | | | | | | | | | | | | |
| 6 | | <https://www.youtube.com/watch?v=2GRs1HKaLnA> | | | | | | | | | | | | |
| Course Designed By:   1. Dr.R.Muthukrishnan, Professor, Department of Statistic, Bharathiar University, Coimbatore 2. 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 | | | | | | | | | | | | | | |

**Search Keywords:** AI, Machine Learning, Deep Learning, Big Data Analysis, Ethics, Web Scrapping, Open Source programming Languages, Data Mining, Algorithms, Data Predictions, Visualization

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | L | S | L | L | L | L | S | L |
| **CO2** | S | S | L | S | L | M | L | L | S | L |
| **CO3** | S | S | L | S | L | M | L | L | S | L |
| **CO4** | S | S | L | S | L | M | L | L | S | L |
| **CO5** | S | S | L | S | L | S | L | L | S | L |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | **22MCVA02** | **PYTHON** | | | | | **L** | **T** | | **P** | **C** |
|  | | |  | | | | | **2** | **-** | | **-** | **2** |
| **Pre-requisite** | | | The fundamentals of open source statistical tools must be known for students to model the systematic data flown in the media organization. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students to comprehend the ethical considerations in data science in the field of artificial intelligence and machine learning | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | |
| 1 | UNDERSTAND the fundamentals of open source software Python. | | | | | | | | | K2 | | |
| 2 | APPLY Machine learning models in the media domain | | | | | | | | | K3 | | |
| 3 | **VISUALIZE the systematic data flow using algorithm and neural networks** | | | | | | | | | K4 | | |
| 4 | **STRATEGIZE statistical tools in Interactive data Visualization** | | | | | | | | | K3 | | |
| 5 | **EXECUTE a deep learning through big data** | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Module:1** | | **FUNDAMENTALS OF PYTHON** | | | | | **6 hours** | | | | | |
| **Basics of Python, Conditional and Loops, String and List Objects, Functions & OOPs Concepts, Exception Handling, Database Programming.** | | | | | | | | | | | | |
|  | | | | | | | | | | | | |
| **Module:2** | | **DATA WRANGLING** | | | | **6 hours** | | | | | | |
| **Reading CSV, JSON, XML and HTML files using Python, NumPy & Pandas, Relational Databases and Data Manipulation with SQL, Scipy Libraries, Loading, Cleaning, Transforming, Merging, and Reshaping Data.** | | | | | | | | | | | | |
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| **Module:3** | | **DATA VISUALIZATION USING MATPLOTLIB** | | | **6 hours** | | | | | | | |
| **Interactive Visualizations with Matplotlib.** | | | | | | | | | | | | |
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| **Module:4** | | **STATISTICS AND PROBABILITY** | | | **6 hours** | | | | | | | |
| **Descriptive Statistics & Data Distributions, Probability Concepts and Set Theory, Probability Mass Functions, Probability Distribution Functions, Cumulative Distribution Functions, Modeling Distribution, Inferential Statistics, Estimation, Hypothesis Testing, Implementation of Statistical Concepts in Python.** | | | | | | | | | | | | |
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| **Module:5** | | **MACHINE LEARNING MODELS-** | | **6 hours** | | | | | | | | |
| **Building Models Using Below Algorithms, Linear and Logistics Regression, Decision Trees, Support Vector Machines (SVMs), Random Forests, XGBoost, K Nearest Neighbour & Hierarchical Clustering, Principal Component Analysis, Text Analytics and Time Series Forecasting.** | | | | | | | | | | | | |
|  | | **Total Lecture hours** | | **30 hours** | | | | | | | | |
| Course Designed 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 | | | | | | | | | | | | |

**Search Keywords:** Loops, Exception, Handling, String Objects, Database Programming, Relational Space Databases, Data Manipulation Tools, Statistical Concepts, Algorithm based Models, Interactive Visualization, Neural Networking, Spark Streaming, Semi- supervised Learning.

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | L | S | L | M | M | L | S |
| **CO2** | S | S | S | L | S | L | M | M | L | S |
| **CO3** | S | S | S | L | S | L | M | M | L | S |
| **CO4** | S | S | S | L | S | L | M | M | L | S |
| **CO5** | S | S | S | L | S | L | M | M | L | S |

**S- Strong, M- Medium, L- Low**

**Job Oriented Certificate Course offered by**

**The Department the Communication and Media Studies**

**Bharathiar University, Coimbatore**

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| **Course code** | | | | 22MCJC01 | **SOCIAL MEDIA MARKETING** | | | | | **L** | **T** | | **P** | **C** |
|  | | | | |  | | | | | **4** | **-** | | **-** | **4** |
| **Pre-requisite** | | | | | Students must have an understanding of various facets of consumer behavior besides the evolving social media channels for institutionalizing marketing plans. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To define different types of social media channels along with key trends in this evolving medium. 2. To describe and apply best practices for utilizing various social channels in marketing plans. 3. To research/ analyze audience behaviour and needs in order to define target segments and develop appropriate marketing programs to achieve business objectives. 4. To describe, and apply marketing techniques used in social media. Position these Techniques within the overall integrated marketing communications program. 5. To create social media marketing campaigns with targeted objectives & outcome measurements. 6. To identify and define appropriate metrics of success for each medium. 7. To describe macro-environmental issues of social media such as privacy, security, regulation, political impact etc. 8. To demonstrate the ability to create and present a project as an individual contributor. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | APPLY best practices in marketing plans for social media channels. | | | | | | | | | | | K3 | | |
| 2 | **ANALYZE audience behavior to achieve business objectives through market segmentation.** | | | | | | | | | | | K4 | | |
| 3 | **PLAN marketing campaigns for social media.** | | | | | | | | | | | K6 | | |
| 4 | **EVALUATE social media marketing campaigns based on suitable success metrics.** | | | | | | | | | | | K5 | | |
| 5 | **DEMONSTRATE the campaign planning process.** | | | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Unit:1** | | | | **SOCIAL MEDIA CHANNELS AND UTILITY** | | | | | **10 hours** | | | | | |
| Introduction to social media and its role within marketing, Goals and Strategies, Social Channels as part of the broader marketing plan: Facebook, Google, Instagram, Youtube, Twitter, Linked-in, Pintrest, Others (Tumblr, Vine, Snapchat, Reddit, etc.) | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **RULES OF ENGAGEMENT ON SOCIAL MEDIA &TARGET IDENTIFICATION** | | | | **5 hours** | | | | | | |
| Definition. Content for Social Media: text posts, image posts, Blog URLs and even video posts. Different kind of ads in Social Media, Size restrictions, text restrictions etc. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **SOCIAL MEDIA MANAGEMENT** | | | **5 hours** | | | | | | | |
| Continuity, automation Setting Objectives, Social Media Marketing Strategy; planning content creation and promotion for achieving different marketing objectives on your social media channels | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **MONITORING SOCIAL MEDIA PROJECTS** | | | **8 hours** | | | | | | | |
| Measurement tools and techniques, Generating reports, Tasks, Frequency, Reach Vs Clicks. Measuring response, Objectives, Call for action etc | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Unit:5** | | | | **SOCIAL MEDIA CHANNELS** | | **10 hours** | | | | | | | | |
| Mobile as a force in Business and Marketing.  Each student will be required to undertake creative task to help build a resume that he or she can possibly draw from to create a social media campaign to launch a career in Social Media Marketing; Use the updated resume to create social media posts that will creatively present each student as a ‘candidate of choice’ for social media marketing by local companies. The students will then make use of design tools to create a social media campaign integrating multiple social media platforms for the Department of Media Studies for its annual admission programme. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Marketing Case Studies (*Launch of Digital Empire by Mint, Fuji Xerox, Creative Monkeys, Surflive Saving Foundation, ABC Reading Eggs,* ***Vogue India social awareness initiative******using Hashtags****,* ***DisabledGo Digital Marketing Case Studies etc*)** | | | | | | | | | | | | | | |
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|  | | | | **Total Lecture hours** | | **40 hours** | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | Shameem, A. (2009). *New Media Marketing: Re-Inventing New Avenues*, Excel Books: New Delhi. | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | | Hajli, Nick (2015). *Handbook of Research on Integrating Social Media into Strategic Marketing*, IGI Global: US.  https://www.google.co.in/books/edition/Handbook\_of\_Research\_on\_Integrating\_Soci/Q4gfCgAAQBAJ?hl=en&gbpv=1&dq=social+media+marketing+management&printsec=frontcover | | | | | | | | | | | |
| 2 | | | Heinze, Aleksej; Fletcher, Gordon; Rashid, Tahir and Cruz, Ana (2016). *Digital and Social Media Marketing: A Results-driven Approach*, Routledge, Taylor and Francis: UK.  https://www.google.co.in/books/edition/Digital\_and\_Social\_Media\_Marketing/Th6HDQAAQBAJ?hl=en&gbpv=1&dq=social+media+marketing&printsec=frontcover | | | | | | | | | | | |
| 3 | | | Ozuem, Wilson and Bowen, Gordon (2016). *Competitive Social Media Marketing Strategies*, IGI Global: USA.  https://www.google.co.in/books/edition/Competitive\_Social\_Media\_Marketing\_Strat/U3aBCwAAQBAJ?hl=en&gbpv=1&dq=social+media+marketing+management&printsec=frontcover | | | | | | | | | | | |
| 4 | | | Tuten, Tracy L. and Solomon, Michael R. (2015). *Social Media Marketing*, Sage Publisher: London.  https://www.google.co.in/books/edition/Social\_Media\_Marketing/l\_iICwAAQBAJ?hl=en&gbpv=1&dq=social+media+marketing&printsec=frontcover | | | | | | | | | | | |
| 5 | | | Zarrella, Dan (2011). *The Social Media Marketing Book*, O’Reilly Media, Inc: Canada.  <https://www.google.co.in/books/edition/The_Social_Media_Marketing_Book/chd3yfExXMEC?hl=en&gbpv=1&dq=social+media+marketing&printsec=frontcover> | | | | | | | | | | | |
| Course Designed By:Mr.S.B.Srinivasan, Principal Consultant, Strategion Brand Consulting Co, Coimbatore Course Verified by: Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | | |

**Search Keywords:** Social Channels, Marketing Plan, Marketing Objectives, Target, Media Marketing Strategy, Response Measurement, Frequency, Reach, Clicks, Call for Action.

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | L | S | S | S | S | M |
| **CO2** | S | L | S | S | L | S | S | S | S | M |
| **CO3** | S | L | S | S | L | S | S | S | S | S |
| **CO4** | S | S | S | S | L | S | S | S | S | M |
| **CO5** | S | M | S | S | M | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | | **22MCJC02** | **FILM PRODUCTION TECHNIQUES AND TECHNOLOGIES** | | | | | **L** | **T** | | **P** | **C** |
|  | | | | |  | | | | | **2** | **-** | | **2** | **4** |
| **Pre-requisite** | | | | | Students must possess an attitude to orient their perspectives towards the technical aspects of the filmic story than the commercial. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To highlight the key concepts of pre-production, production and post-production stages for students to comprehend the vital aspects of film making. 2. To emphasize the practical contribution to the theory applied in film analysis. 3. To make students focus on the script writing and cinematography techniques. 4. To facilitate students with various technologies involved in film production. 5. To impart technical skills in handling computers for post production. 6. To provide students with the nuances of sound, camera and light in the production field. | | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | | |
| 1 | **STRATEGIZE technical skills in handling computers for sound post production and visual effects.** | | | | | | | | | | | K3 | | |
| 2 | **PLAN** the judicious mix of sound, camera and light in film making as individual practices. | | | | | | | | | | | K6 | | |
| 3 | **ORGANIZE a focused approach to various techniques in script writing.** | | | | | | | | | | | K4 | | |
| 4 | APPLY fine tuning techniques in screenplay. | | | | | | | | | | | K3 | | |
| 5 | ATTRIBUTE various techniques of cinematography. | | | | | | | | | | | K4 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | | |
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| **Unit:1** | | | | **PRE PRODUCTION** | | | | | **10 hours** | | | | | |
| Understanding the aspect of Filmic story, Screenplay fine-tuning Techniques, Group discussion, Final Draft or Celtx software based Screenwriting, Scene Breakdown, and the role of the Production designer. Pre-visualization (Storyboard). Schedule break-up. | | | | | | | | | | | | | | |
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| **Unit:2** | | | | **PRODUCTION** | | | | **8 hours** | | | | | | |
| Techniques of Cinematography, Role and Responsibilities of the Cinematographer, Adapting to the location and the Scene, understanding the Technologies of the Camera, the rigs and the gears choices. | | | | | | | | | | | | | | |
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| **Unit:3** | | | | **POST PRODUCTION** | | | **8 hours** | | | | | | | |
| Editing Screenplay, Proxy Editing (On line Editing), Rough Cut, Dubbing, Final Trimming, Final Run time setting. | | | | | | | | | | | | | | |
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| **Unit:4** | | | | **WORKING WITH TECHNOLOGY** | | | **6 hours** | | | | | | | |
| Working with the Sound Post Production (RR), VFX (Visual Effects), and Color Grading – Conformist, Primary Grading And Secondary Grading. Final Output. | | | | | | | | | | | | | | |
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| **Unit:5** | | | | **PROJECT** | | **6 hours** | | | | | | | | |
| 5 min Short Film with Minimum 5 characters And 3 Location should contain all aspects covered in the Syllabus. | | | | | | | | | | | | | | |
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| **Unit:6** | | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Attitude Formation, Perspective Orientation | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
|  | | | | **Total Lecture hours** | | **40 hours** | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1 | | | Bernard, Shiela Curran (2004). *Documentary* *Storytelling for Video and Film Makers*, Elsevier Inc: UK. | | | | | | | | | | | |
| 2 | | | Bernard, Shiela Curran & Rabin, Kenn (2009). *Archival Storytelling*, Elsevier Inc: UK. | | | | | | | | | | | |
| 3 | | | Macleod, Steve (2008). *Post Production Colour*, AVA Publishing: Switzerland. | | | | | | | | | | | |
| 4 | | | Profers, Nicolas T. (2008). *Film Directing Fundamentals: See Your Film Before Shooting*, Elsevier Inc: UK. | | | | | | | | | | | |
| 5 | | | Svanberg, Lasse (2004). *The EDCF Guide to Digital Cinema Production*, Focal Press, Elsevier Inc: UK. | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | | |
| 1 | | 1. Andersson, Barry (2015). *The DSLR Filmmaker’s Handbook: Real World Production Techniques*, Wiley: Canada.   https://www.google.co.in/books/edition/The\_DSLR\_Filmmaker\_s\_Handbook/QPzzBgAAQBAJ?hl=en&gbpv=1&dq=film+production+techniques+and+technologies&printsec=frontcover | | | | | | | | | | | | |
| 2 | | 1. Case, Dominic (2001). *Film Technology in Post Production*, Focal Press: Oxford.   https://www.google.co.in/books/edition/Film\_Technology\_in\_Post\_Production/6sALpdvkWpEC?hl=en&gbpv=1&dq=film+production+techniques+and+technologies&pg=PT12&printsec=frontcover | | | | | | | | | | | | |
| 3 | | 1. Diefenbach, Donald L. (2009). *Video Production Techniques: Theory and Practice from Concept to Screen*, Taylor and Francis: New York.   https://www.google.co.in/books/edition/Video\_Production\_Techniques/hLqc00hAJB4C?hl=en&gbpv=1&dq=film+production+techniques+and+technologies&pg=PT11&printsec=frontcover | | | | | | | | | | | | |
| 4 | | 1. Mamer, Bruce (2014). *Film Production Technique: Creating the Accomplished Image*, Cengage Learning: US.   https://www.google.co.in/books/edition/Film\_Production\_Technique\_Creating\_the\_A/fg7TCQAAQBAJ?hl=en&gbpv=1&dq=film+production+techniques+and+technologies&printsec=frontcover | | | | | | | | | | | | |
| 5 | | 1. Wyatt, Hilary and Amyes, Tim (2013). *Audio Post Production for Television and Film: An Introduction to Technologies and Techniques*, Focal Press: Oxford.   https://www.google.co.in/books/edition/Audio\_Post\_Production\_for\_Television\_and/ePcDogJEAwkC?hl=en&gbpv=1&dq=film+production+techniques+and+technologies&printsec=frontcover | | | | | | | | | | | | |
| Course Designed By:Mr. Saravanan G.N, Creative Director, TO2B Media Corp, Bangalore.  Course Verified by: Dr.P.E.Thomas, Professor & Head, Department of Communication and Media Studies, Bharathiar University , Coimbatore | | | | | | | | | | | | | | |

**Search Keywords:** Screenplay, Celtx Software, Storyboard, Camera, Rigs, Gears, Cinematography, Proxy Editing, Sound Post Production, VFX, Colour Grading.

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | L | S | S | S | S | S | S | S |
| **CO2** | S | S | L | S | S | S | S | M | S | S |
| **CO3** | S | M | L | S | M | S | S | S | S | S |
| **CO4** | L | L | L | S | L | M | S | S | S | S |
| **CO5** | S | S | S | S | M | S | S | S | S | S |

**S- Strong, M- Medium, L- Low**

**Supportive Course offered by**

**The Department the Communication and Media Studies**

**Bharathiar University, Coimbatore**

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| **Course code** | | | **GS76** | **FUNDAMENTALS OF ADVERTISING** | | | | | **L** | **T** | | **P** | **C** |
| **Supportive I** | | | |  | | | | | **2** | **-** | | **-** | **2** |
| **Pre-requisite** | | | | Students who voluntarily undertake this course must have a curiosity to comprehend the creative aspects in the advertising arena. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To enable students to understand scope and creative aspects of advertising. | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | DETERMINE the Structure and functions of Advertising agencies. | | | | | | | | | | K2 | | |
| 2 | CONNECT various theories of advertising to deeply understand its audience behaviour | | | | | | | | | | K3 | | |
| 3 | **ARTICULATE t**he creative perspectives of advertising. | | | | | | | | | | K3 | | |
| 4 | **SYSTEMATIZE several strategies in ad planning.** | | | | | | | | | | K3 | | |
| 5 | **EXECUTE various concepts involved in planning a complete ad campaign.** | | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Unit:1** | | | **INTRODUCTION TO ADVERTISING** | | | | | **6 hours** | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:2** | | | **SEGMENTATION, TARGETING AND POSITIONING** | | | | **5 hours** | | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:3** | | | **CREATIVE PERSPECTIVE** | | | **6 hours** | | | | | | | |
| Creativity, creative strategy, copy writing, art Direction, print production, and electronic production. | | | | | | | | | | | | | |
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| **Unit:4** | | | **STRATEGY** | | | **6 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:5** | | | **ADVERTISING CAMPAIGN PLANNING** | | **5 hours** | | | | | | | | |
| Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation. | | | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Assignments | | | | | | | | | | | | | |
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|  | | | **Total Lecture hours** | | **30 hours** | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | |
| 1 | | Danesh, Marcel (2006). *Brands*, Routledge, Taylor & Francis Group: London. | | | | | | | | | | | |
| 2 | | Galician, Mary Lou (2006). *Handbook of Product Placement in Mass Media*, JAICO Publishing House: Mumbai. | | | | | | | | | | | |
| 3 | | Jefkins, Link (1992). Advertising Made Simple, Rupa & Co: New Delhi. | | | | | | | | | | | |
| 4 | | Chauhan, Meenakshi R. (1995). Advertising – The Social ad Challenge, Anmol Publications Pvt.Ltd: New Delhi. | | | | | | | | | | | |
| 5 | | Russell, Thomas; Lane, J.Ronald and Kleppner, W. (2002). Advertising Procedure, Prentice Hall International, Inc: New Jersey. | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | |
| 1 | | 1. Mohan, Manendra (2008). *Advertising Management: Concepts and Cases*, Tata McGraw-Hill Publishing: New Delhi.   <https://www.google.co.in/books/edition/Advertising_Management/eLgobuBJQXYC?hl=en&gbpv=1&dq=advertising&pg=PA16&printsec=frontcover> | | | | | | | | | | | |
| 2 | | 1. Murthy, S.N. and Bhojanna, U. (2009). *Advertising: An IMC Perspective*, Excel Books: New Delhi.   <https://www.google.co.in/books/edition/Advertising/rcRfT5Doh1kC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | |
| 3 | | 1. Shimp, , Terence A. (2010). *Advertising, Promotion and Other aspects of Integrated Marketing Communication*, South Western Cengage Learning: US.   <https://www.google.co.in/books/edition/Advertising_Promotion_and_Other_Aspects/wUB9cczGxiAC?hl=en&gbpv=1&dq=advertising&pg=PR15&printsec=frontcover> | | | | | | | | | | | |
| 4 | | 1. Tuten, Tracy L. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, Greenwood Publishing.   <https://www.google.co.in/books/edition/Advertising_2_0/ScdF1-vHvHwC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | |
| 5 | | Yeshin, Tony (2006). *Advertising*, Thomson Publisher: London.  <https://www.google.co.in/books/edition/Advertising/sV_fJN4RtJcC?hl=en&gbpv=1&dq=advertising&printsec=frontcover> | | | | | | | | | | | |
| Course Designed By:   1. Mrs. Sandeep Kaur, Assistant Professor, Department of Communication and Media Studies, Bharathiar University, Coimbatore 2. Dr. Sujala. S. Nair, Guest Faculty, 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 | | | | | | | | | | | | | |

**Search Keywords:** AIDA, Ad Agencies, Product lifecycle, Audience Appeals, Buying Behaviour, STP, Creative Strategy, Copy- Writing, Production, Media Strategy, Ethics, Campaign Strategy, Testing, Evaluation

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | S | S | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | L | S | L | L | L | L | S |
| **CO2** | S | S | S | M | L | L | L | M | S | S |
| **CO3** | S | S | S | S | S | L | L | M | S | S |
| **CO4** | S | S | S | S | S | L | L | S | S | S |
| **CO5** | S | S | S | S | L | L | L | S | S | S |

**S- Strong, M- Medium, L- Low**

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| **Course code** | | | **GS94** | **BASICS OF PHOTOGRAPHY** | | | | | **L** | **T** | | **P** | **C** |
| **Supportive II** | | | |  | | | | | **2** | **-** | | **-** | **2** |
| **Pre-requisite** | | | | Students who undertake this course must have the ability to narrate a story in a visual form. | | | | | **Syllabus Version** | | | **2022-2023** | |
| **Course Objectives:** | | | | | | | | | | | | | |
| The main objectives of this course are to:   1. To introduce students to various skills involved in photography. | | | | | | | | | | | | | |
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| **Expected Course Outcomes:** | | | | | | | | | | | | | |
| On the successful completion of the course, student will be able to: | | | | | | | | | | | | | |
| 1 | IDENTIFY different styles of photography. | | | | | | | | | | K1 | | |
| 2 | CONNECT various techniques of photography to deeply understand its nature and scope | | | | | | | | | | K3 | | |
| 3 | **ARTICULATE t**he visual story telling experience. | | | | | | | | | | K3 | | |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Unit:1** | | | **INTRODUCTION TO PHOTOGRAPHY** | | | | | **6 hours** | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:2** | | | **KNOWING THE CAMERA** | | | | **6 hours** | | | | | | |
| Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, Filters Converters . | | | | | | | | | | | | | |
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| **Unit:3** | | | **LIGHTING EFFECTS** | | | **6 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:4** | | | **VISUAL AESTHETICS** | | | **5 hours** | | | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:5** | | | **DIGITAL PHOTOGRAPHY** | | **5 hours** | | | | | | | | |
| 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. | | | | | | | | | | | | | |
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| **Unit:6** | | | **Contemporary Issues** | | **2 hours** | | | | | | | | |
| Online Seminars – Webinars, Expert Lectures, Assignments | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
|  | | | **Total Lecture hours** | | **30 hours** | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | |
| 1 | | 1. Busch, David D. (2003). *Digital Photography: All in One Desk Reference for Dummies*, Wiley Publishing: New York. | | | | | | | | | | | |
| 2 | | 1. Johnson, Dave (2001). How to do everything with your Digital Camera, Tata McGrawHill: New Delhi. | | | | | | | | | | | |
| 3 | | 1. Calder, Julian and Garrett, John (1999). The 35 mm Photographerʼs Handbook, Marshall Editions Limited: London. | | | | | | | | | | | |
| 4 | | Kim, John (2004). *40 Digital Photography Techniques*, Youngjin: Korea. | | | | | | | | | | | |
| 5 | | Solomon, Alain (1987). Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication: New York. | | | | | | | | | | | |
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| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | | | | | | | | | | |
| 1 | | 1. Langford, Micheal (2000). Basic Photography (7th Edition). Focal Press: US.   <https://www.google.co.in/books/edition/Basic_Photography/0KPY3jsejJwC?hl=en&gbpv=1&dq=basics+of+photography&printsec=frontcover> | | | | | | | | | | | |
| 2 | | 1. Malphas, Phil (2007). Basic Photography: Capturing Colour, Ava Book: SA.   <https://www.google.co.in/books/edition/Basics_Photography_03_Capturing_Colour/Oovlgh_gYfwC?hl=en&gbpv=1&dq=basics+of+photography&printsec=frontcover> | | | | | | | | | | | |
| 3 | | 1. Prakel, David (2006). Basic Photography: Composition, Ava Book: SA.   <https://www.google.co.in/books/edition/Basics_Photography_01_Composition/_kbRUmMrZycC?hl=en&gbpv=1&dq=basics+of+photography&printsec=frontcover> | | | | | | | | | | | |
| 4 | | 1. Prakel, David (2013). Basic Photography: Lighting, Ava Book: SA.   <https://www.google.co.in/books/edition/Basics_Photography_02_Lighting/ftQxDwAAQBAJ?hl=en&gbpv=1&dq=basics+of+photography&printsec=frontcover> | | | | | | | | | | | |
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| Course Designed 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 | | | | | | | | | | | | | |

**Search Keywords:** Lens Types, Lighting, Camera Techniques, Exposure, Depth of Field, Styles, Filters, Sources of Light, Kinds of Light, Light Meters, B&W/Colour Photography, Visual Perception, Photo Journalism, Visual Storytelling, Digital Photography, Controls, Flash, File Formats, Digital Image Management.

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| **Mapping with Programme Outcomes** | | | | | | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | L | S | L | S | S | L | M | S | S |
| **CO2** | S | L | S | L | M | S | L | M | S | S |
| **CO3** | S | L | S | S | S | L | L | S | S | S |

**S- Strong, M- Medium, L- Low**