Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEMA20	Mass Communication And Journalism	Theory	Core	5	4	100

Course Objective

To introduce the broad field of mass communication and journalism to students including the models, theories and ethics in the field of media

Course Outcomes (CO)

The learners will be able to
CO1: Review the Basics of Communication and Mass Culture.
CO2: Analyze and Understand the Western Models and Theories of Communication.
CO3: Acquiring Knowledge about the inception of Journalism.
CO4: Analyse the Journalistic Values and Various News Paper Organizations.
CO5: Evaluate the Concept of Journalistic Writing and Editing.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H

CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Communication Basics (15 Hours)
1.1 Communication, Need of Communication (K1, K2)
1.2 Functions of Communication, Levels of Communication, Patterns of Communication (K1, K2, K3)
1.3 The Mass concept, Mass Communication process, the Mass Audience (K1, K2, K3, K4)
1.4 Mass Culture and popular culture (K3, K4)
1.5 Barriers of Communication (K3, K4, K5)
1.6 Media democracy (K5, K6)

Unit II: Models of Communication (15 Hours)
2.1 Transmission model, Ritual or Expressive model (K1, K2)
2.2 Publicity model., Reception model, Lass well Model (K1, K2, K3)
2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)
2.4 Two Steps flow model, Westley and Maclean model (K3, K4, K5)
2.5 Agenda Setting model, Spiral of Silence model (K3, K4, K5, K6)
2.6 Indian theories of communication (K4, K5, K6)

Unit III: Basics of Journalism (15 Hours)
3.1 Basics of writing and editing (K1, K2)
3.2 News values. (K1, K2, K3)
3.3 Sources of news and confidentiality (K2, K3, K4)
3.4 Makeup, Newspaper organisation (K2, K3, K4)
3.5 Press council (K3, K4, K5, K6)
3.6 Press commission (K4, K5, K6)

Unit IV: Journalistic Principles (15 Hours)
4.1 Journalism and the concept of news (K1, K2)
4.2 Journalism principles(K1, K2, K3)
4.3 Brief history of press in the world, India and Tamilnadu (K2, K3, K4)
4.4 Online Journalism (K2, K4)
4.5 Tabloid Journalism (K2, K4, K5, K6)
4.6 Yellow Journalism (K3, K4, K5, K6)

Unit V:Journalistic Skills   **(15 Hours)**

5.1 Art of writing a new paper story (K1, K2, K3)

5.2 Inverted pyramid style(K2, K3, K4)

5.3 Feature writing (K1, K3, K4, K5)

5.4 Qualities of a Reporter, (K2, K3, K4)

5.5 Role of Editor (K2, K4, K5, K6)

5.6 Copy flow, Proof reading (K4, K5, K6)

Books for Study and Reference:

1. Mc Quail Denis – Mass Communication Theory 5th Edition

2. Keval J Kumar – Mass Communication in India 3rd Edition – Jaico publication 1982

3. Arthur Asa Berger-Essentials of Mass Communication Theory-Sage Publication 2000

4. Alfred Laurence Lorenz John Vivian–News Reporting and Writing–Pearson education – 2005.

5. D.S. Mehta – Mass Communication and Journalism in India–Allied Publication- 2003

6. T Rejshekar – Journalism Ethics and Objectives -Sonali Publication – 2009

7. RangaswamyParthasarthy – Journalism in India – Sterling Publication -Delhi – 2005

8. Ahuja B.N. - Concise Course In Reporting For Newspaper Magazine Radio And television – Surjeet Publication, Delhi - 1988

Web Reference:

Communicationtheory.org

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PEEMB20	Broadcast Journalism	theory	Elective	5	4	100

Course Objective

To learn in-depth about the various fields of broadcast journalism and the best practices

Course Outcomes (CO)

The Learners will be able to

CO1:Discussing the basic concepts of Journalism.
CO2: Analysing the ethical codes and ethical standards of journalism in the contemporary media.
CO3: Acquiring in depth knowledge in television news process.
CO4: Adapting the techniques of news writing process for a radio medium.
CO5: Evaluating the legal aspects and procedures of launching the Broadcast news channel.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Journalism Basics (15 hours)
1.1. Introduction to journalism, Journalism basics. (K2, K3, K4)
1.2. Sources of News.(K2, K3, K4, K5)
1.3. Editorial department. (K3, K4, K5, K6)
1.4. What is News? News values. (K2, K3, K4, K5)
1.5. Construction of News, News frames. (K3, K4, K5)
1.6. News selection. (K4, K5, K6)

Unit II:Journalism Ethics (15 hours)
2.1. Journalism Ethics & standards, Code of conduct. (K3, K4, K5)
2.2. Press council. (K3, K4, K5)
2.3. The journalist in the society. (K3, K4, K5)
2.4. Critical review of media, Democracy & Journalism. (K3, K4, K5, K6)
2.5. The growing importance of the press. (K4, K5, K6)
2.6. Current issues of journalism.(K4, K5, K6)

Unit III: Television News (15 hours)
3.1 TV Newsroom. (K2, K3, K4)
3.2 TV Rundowns, TV news gathering. (K3, K4, K5)
3.3 TV news writing, TV features. (K4, K5, K6)
3.4 TV documentaries writing & shooting. (K4, K5, K6)
3.5 TV interviews. (K4,K5, K6)
3.6 Special TV programs- News, Features, Social, Cultural, Educational, Sports, Women's, Children's, Matching visuals with stories.(K4, K5, K6)

Unit IV: Radio News (15 hours)
4.1 Reporting for radio. (K2, K3, K4)
4.2 News writing, News gathering. (K3, K4, K5)
4.3 Radio rundowns. (K3, K4, K5)
4.4 Use of tape recorder, Field spot. (K4, K5, K6)
4.5 Special reporting, Radio talks, Radio interviews. (K3, K4, K5)
4.6 Radio discussions, Radio conferences, Bridge radio.(K4, K5, K6)

Unit V: Broadcasting Journalism **(15 hours)**

5.1 Broadcasting – Business, Legal, Financial, Commercial. (K3, K4, K5)

5.2 Aspects, Public, Private & global radio systems and their working program costing. (K3, K4, K5)

5.3 Budget & marketing. (K4, K5, K6)

5.4 Audience research. (K4, K5, K6)

5.5 TRPs in radio & TV. (K4, K5, K6)

5.6 Online journalism. (K4, K5, K6)

Books for Study & Reference

1. Hillard - Writing for Television, Radio & New media, Seventh Edition, 2011.
2. Tony Harcup - Journalism principles & practice, Second Edition, 2009
3. Awasthy, G.C. - Broadcasting in India, Allied Publishers, 2007

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PIEMA20	Radio and Television News casting	Theory	Independent Elective		2	100

Course Objectives:

To specialize in Radio and Television and gain analytical, technical and practical skills and be equipped in the broadcast marketplace.

Course Outcomes (CO)

The Learners will be able to

CO1: Identify the basic radio production fundamentals and radio programming formats

CO2: Analysing the structure of news story and its presentation methods

CO3: Evaluating the components of television news and the role of Media professionals

CO4: Acquiring the knowledge about requirements for news production

 CO5: Elaborating the role of news production teams and risk management in news casting

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H

CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:
Unit I: Fundamentals of Radio formats
1.1. Radio production fundamentals (K2, K3)
1.2. Purpose of production and type, Information and scripting.(K2,K3)
1.3. Interviewing, Methods of interviews.(K3,K4)
1.4. Location of recording, Narration Styles, Music recording, Magazines and sequences.
Remote broadcasts. (K3, K4, K5)
1.5. Evolution of radio broadcast in India. (K3, K4)
1.6. Radio as an educational tool, Radio programmes and formats.(K3, K4, K5, K6)

Unit II: News Analysis and Structure
2.1. News policy and practice. (K2, K3)
2.2. Structure of News Story. (K2, K3)
2.3. 5 Ws and 1 H of news. Inverted Pyramid style. Hard and Soft Leads.(K3,K4,K5)
2.4. News reading and presentation methods, Pronunciation, Vocal stressing, Inflection,
Quotation marks.(K3,K4,K5,K6)
2.5. Errors and emergencies, Headphones, Trails and promos.(K3,K4,K5)
2.6. Phone-in programmes, Listener's letters. (K4, K5, K6)

Unit III: Role of Media persons
3.1. Components of TV news. (K3, K4)
3.2. Live Telecast environment and its significance. (K4, K5)
3.3. Work elements, Video and Audio Elements, Interactive Elements, Technical elements.
(K4, K5, K6)
3.4. Types and Importance of news items.(K3,K4)
3.5. Priority Issues, Catchy items, Sequencing of TV news bulletins. (K4,K5)
3.6. Role of TV News editors. Role of Studio and media Professionals in TV News casting.(K4,
K5, K6)

Unit IV: Acquiring the News productions
4.1. News production and requirement (K2, K3)
4.2. Electronic still, Electronic news gathering, satellite news gathering.(K3,K4)
4.3. Role of OB vans (K4, K5)
4.4. Webcasting Video Clips for News (K3, K4)
4.5. Breaking News, Headlines, and Repetitive cycles of news. (K4, K5)
4.6. Importance of archive and stock shots for news editing. (K4, K5, K6)

Unit V: Role of the News production

5.1.Newsproduction teams & their roles. (K2, K3, K4)

5.2.Television News Language – Pronunciation, voice delivery (inflation and deflation), accent.(K3,K4,K5)

5.3.TVnews as compared to news in Print Media, news for Interval, news portals.(K3,K4,K5)

5.4. Flash news scrolling. (K2, K3)

5.5. Logo and Weather updates. (K2, K3)

5.6. Risk Management in News casting. (K4, K5, K6)

Books for Study and Reference Books:

1. Film Cultures, Janet Harbord, Sage Publications, 2003
2. News and News Sources, Paul Manning, Sage Publications, 2001.
3. Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.
4. The Globalisation of News, Oliver Boyd Barret, Sage Publications, New Delhi, 1998.
5. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
6. Radio Production, Robert McLeisch , third edition, Reed Elsevier, Oxford, 1994.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEMM20	Public Relations and Corporate Communication	Theory	Core	5	4	100

Course Objective:

To initiate students to the field of Public Relations and Corporate Communication by giving them a background, trends and techniques in PR

Course Outcomes (CO)
The Learners will be able to
CO1: Review the concepts of public relations and different models of PR.
CO2: Evaluating the functions of PR and PR Writing.
CO3: Analysing the role of PR in press and other media relations.
CO4: Acquiring the knowledge on corporate communication.
CO5: Elaborate the PR profession and PR in the digital Era.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H

CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Introduction to Public Relations (15 hours)
1.1 Brief History of Public Relations – Definition of PR (K2, K3)
1.2 Public relations and Communication (K2, K3, K4)
1.3 Functions of Public Relations (K4, K5)
1.4 Benefits of PR - Models of PR – PR and Politics (K3, K4, K5)
1.5 Government PR – The Lobby – Spin and Image Management (K4, K5, K6)
1.6 Political Communication and the Public Sphere – Triads of PR (K3, K4, K5)

Unit II: Functions of PR (15 hours)
2.1 Publics – Internal and External(K3, K4)
2.2 Tools and activities for Internal PR(K4, K5)
2.3 Necessity and Goals of Employee Communication (K3, K4, K5)
2.4 Tools for External PR, (K2, K3, K4)
2.5 PR Writing, writing speeches, scripts, features, Newsletters, annual reports, direct mail, brochures, proposals (K3, K4, K5)
2.6 Writing for the web (K4, K5, K6)

Unit III: Press and PR (15 hours)
3.1   Press Releases and its Types (K2, K3, K4)
3.2   Writing Tips and Distribution(K3, K4, K5)
3.3   Audio News Release, Video News Release, Press Conferences (K3, K4, K5)
3.4   Prime-time/ National, Photo-op and Joint PC (K2, K3, K4)
3.5   Press Briefing, Embargoes, Background Briefings (K3, K4, K5)
3.6   Media Relations (K3, K4, K5)

Unit IV: Corporate Communication (15 hours)
4.1 Corporate Communication (K3, K4)
4.2 Corporate Image and Identity (K3, K4, K5)
4.3 House Magazines and Newsletters (K3, K4, K5)
4.4 Risk, Issues and Crisis Management (K3, K4, K5, K6)
4.5 Corporate Social Responsibility, Corporate Community Involvement and cause-related marketing (K2, K3, K4, K5)
4.6 Business to Business PR, Financial PR (K4, K5, K6)

Unit V: Digital PR and PR Profession   **(15 hours)**

5.1 PR in the Digital Era (K2, K3, K4)

5.2 Revolution or evolution (K2, K3, K4)

5.3 Social media influences, writing for websites (K4, K5, K6)

5.4 Futures challenges for PR and Corporate Communication (K4, K5, K6)

5.5 PR Agencies, Structure and Hierarchy, Professional Organisations (K5, K6)

5.6 Ethics in PR practice and writing, Codes of Practice (K4, K5, K6)

Books for Study and Reference:

1. Alison Theaker - The Public Relations Handbook - Routledge Publishers, 2012.
2. J. V. Vilanilam - Public Relations in India - Sage Publications, 2011.
3. K. M Shrivastava - Public Relations in the Digital Era - Pilgrims Publishing, 2007.
4. Donald Treadwell, Jill B. Treadwell - Public Relations Writing - Sage Publications, 2005.
5. Dr. G.C. Banik - PR and Media Relations - Jaico Publishing House, 2005.
6. Doug Newsom, Bob Carrell - Public Relations Writing Form and Style - Wadsworth, 2001.
7. Scott M. Cutlip, Allen H. Center, Glen M. Broom - Effective Public Relations – Pearson Education, 2000.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PIEMC20	Women and Advertising	Theory	Independent Elective		2	100

Course Objective: To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.

Course Outcomes(CO)

The Learners will be able to
CO1:Describing the role of women in Advertising
CO2:Analysing the portrayal of women in advertising
CO3:Evaluating the ethical codes of advertising
CO4:Exploring on the women entrepreneurship in India
CO5:Compiling the notable emerging women leaders in Advertising

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:
Unit I: Women in Advertising
1.1. Commoditization of women in advertising (K2, K3, K4)
1.2. Commodity Feminism-feminist and Advertising (K3, K4,K5)
1.3. Advertisement as gender scripts (K3,K4,K5)
1.4. Textually and Mediated Identities (K4.K5)
1.5. Representation: Role, Character Traits and body Types (K4,K5,K6)
1.6. Trends in Advertisements - Advertising false ideals.(K1, K2, K3, K4, K5, K6)

Unit II: Projection of Women in Advertisements
2.1. Sexism in advertising (K2, K3)
2.2. Female objectification of women (K3, K4)
2.3. Women through the lens of commercial advertising (K3, K4, K5)
2.4. Women- be sexualized case Study (K4, K5, K6)
2.5. Modern Advertisement-women as consumers, women as objects (K3, K4, K5, K6)
2.6. Changing the portrayal of women in advertisement in Social transformations.(K2, K3, K4, K5, K6)

Unit III: Ethics in Advertising
3.1. Ethical issues in advertising (K2, K3, and K4)
3.2. NARB-ASCI-ASCI Codes & Guidelines (K2, K3,K4)
3.3. Case study on-Decisions by ASCI for unethical Ads(K4,K5,K6)
3.4. Laws Governing Advertisements-(K2,K3)
3.5. Drugs and cosmetics act 1940, Drugs and Magic Remedies Act 1954, (K4, K5, K6)
3.6. Indecent representation of women act 1986, Patent Act 1970, Copy right act 1957, Trademarks Act 1999.(K2, K3, K4, K5, K6)

Unit IV: Women as Entrepreneurs
4.1. Creative women: Their potential (K2, K3, K4)
4.2. Creative women: Their personality (K2, K3, K4)
4.3. Creative women: Their Productivity (K2, K3, K4)
4.4. Evolution of women entrepreneurship in India (K4, K5, K6)
4.5. Skills & requirements for women (K4, K5, K6)
4.6. Role of women entrepreneurship in economic development. (K2, K3, K4, K5, K6)

Unit V: Careers in Advertising
5.1. Growth of Advertising Industry in India (K3, K4, K5)

5.2.Careers in Advertising- Content Writers, Content Managers, creative development, marketing, (K4, K5, K6)

5.3. Management - SEO (Search Engine optimization)(K2,K3,K4)

5.4. Digital Media Designer (K3, K4)

5.5. Social Media Marketing-(K4, K5, K6)

5.6. Emerging women leader and notable women in Advertising field. (K2, K3, K4, K5, K6)

Books for study and Reference:
1. John Philip Jones- International Advertising: Realities and Myths –Sage Publications,2000
2. Robert Cluley- Essential of advertising –Kogan Publishers, Fenruary,2017.
3. S. N. Murthy, U. Bhojana - Advertising an IMC perspective –Excel Books ,2007.
4. S.A. Chunawalla - Advertising, sales and promotion Management –Himalaya Publishing House, 2006.
5. Frank Jefkins,DanielYadin - Advertising ,4th Edition - Pearse Education, 2006
6. J.V. Vilanilam, A.K. Varghese - Advertising Basics: A resource Guide for Beginners- Response Books, 2004.
7. Sandage, Fryburger, Rotzoll-Advertising Theory and Practice,11th Edition –AITBS publishers,2004.
8. R.C. Bhatia –Marketing Communication and advertising –Galgotia Publishers,2003
9. John Philip Jones –How Advertising works –Sage publications ,1998
10. Courtland L. Bovee- Advertising Excellence-McGraw hill,1995.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PCEMS20	Research Project	Practical	Core	3	4	100

Course Objective:

To put to practice the methods of research by undertaking a study in a relevant field of media

Course Syllabus:

The students will independently work on a research project. It will emphasize on literature review, theory-building skills, matching theory to methods and developing appropriate instruments. It will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their guide. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books. Students should consult the respective guide at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis/Research Questions, unit of Analysis, Variables/Issues to be Studied, Methods, Sampling Design Data Analysis Techniques, Questionnaire/ instrument to be used for analysis. Students can also carry out the fieldwork. The project report will have to be submitted at the end of the semester.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic concepts of Qualitative and Quantitative Research Methods.

CO2: Analysing the topic and choosing the topic related to their rate of interest.

CO3: Evaluating the Research and choosing the desired methodology for conducting research.

CO4: Compiling the data collected and pointing the Key findings.

CO5: Constructing the desired conclusion and writing the Research Report.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

From 1 - 2 (20 hours), 3 - 4 (15 hours), 5 - 6 (10 hours)

Order of details expected in the Project Report

College Certificate
Acknowledgements
Table of Contents
List of Figures
Synopsis
1. Introduction
    1.1. Objective
    1.2. Scope and Limitations
    1.3. Sources of Data
    1.4. Sampling Characteristics
2. Review of Literature
3. Methodology Adopted
4. Data Analysis and Interpretation
5. Key Findings
6. Conclusion
Appendix
Bibliography
Cognitive Level:K1,K2,K3,K4,K5,K6

The Internal Evaluation for 40 Marks is based on the completion of work at each stage of the project, PowerPoint presentation of the project details and a model viva.

The Semester Evaluation is based on the final Project Report (20 Marks) and the Viva-Voce (40 Marks).