UNIT 1
Introduction to Journalism/Mass Communication. Overview of everyday communication (verbal, non-verbal). Defining types (intrapersonal, interpersonal group and mass) and functions of Communication. Orientation to logic, evidence and critical thinking in communication studies. Introduction to the criteria necessary to deliver individual and group presentations and analyse case studies related to topics learnt.

UNIT 2
Analysis of media practices and media influence on individuals, organizations and social levels: Early theories of media effects- Magic Bullet, Propaganda, Agenda setting, Persuasion and Reinforcement, Semiotics, Encoding-decoding. Elements of media systems, global information flow.

UNIT 3
Classification of media systems and critique: Four Theories of Press (Siebert), Authoritarian, Paternalistic, Commercial and Democratic (Williams), Democratic Participation model (McQuail), Blum’s six models, Hallin and Mancini’s three models, Yin and Gunaratne’s Asian models of Press. Redefining context of media system analysis in new democracies: Political- Political Regime, Political Structure, Political parallelism, Political culture, freedom of speech.

UNIT 4
Redefining context of media system analysis in new democracies: Cultural - Rational-secular values, self-expression, distance from power, individualism vs collectivism, masculinity vs. feminity.

UNIT 5
Redefining context of media system analysis in new democracies: Media- State intervention-nationalization, privatization, development of media industry – formats, size, scope, consumption, access, commercial orientation, levels of independence in journalistic field and professionalization – autonomy, attitudes and values, regulations of freedom of press.

REFERENCES
UNIT 1
Writing for an audience: professionalism in writing – the difference between journal entry, interpersonal communication and writing for an audience. Getting ideas – brainstorming and clustering. Nuances of writing - thinking and writing process-approaches to translation.

UNIT 2

UNIT 3
Descriptive Writing – Descriptive anecdotes- examples from local and national newspapers. Setting a scene - covering an event.

UNIT 4
Explanatory Writing – picture, object, story from local newspapers – examples of explanatory writing – writing about processes.

UNIT 5

REFERENCES

UNIT 1
Overview of world history, how modern is the nation, facts of history or modern myth? Explanatory Traditions in International Relations: Realism, Liberalism, and Social Constructivism, Theories of Strategic Interaction, International relations in an age of imperialism [1871-1918]-The scramble for Africa-Emergence of USA as a World War power-China and Japan as World Power-Alliance system in Europe-Colonial rule in India, International relations in an age of Uncertainty 1919-33- The peace settlements of 1919-20-Attempts to improve International relations-Problems in Europe 1919-33-American Foreign policy

UNIT 2
International relations in an age of Extremism 1919-39 – Mussolini’s Foreign policy-Civil War in Spain-Hitler’s Foreign policy-The road to War-Cause and Consequences of World Wars I and II:1st and 2nd World Wars as Total Wars: Societal implications; Emergence of two power ;Third World and non-alignment; UNO and the global disputes, China and Japan in an age of development 1919-45 – Implications of the World war era in China-The Kuomintang and it’s aims-Support for Communism in China-Japan and military dictatorship during 1930-Rapid development and Modernisation
UNIT 3

UNIT 4
Post 1945 – Terrorism and warfare - The Cold War, Vietnam War, Islamic revolution, Israeli-Palestinian conflict, Great Recession, Arab Spring, Fukushima Disaster, The Emergence of Modern Southeast Asia, African Colonialism, India and it’s Foreign relation, Domestic politics and international conflict, Dealing with neighbouring countries, socio- economic problems (terrorism, economic sanctions, trade etc)

UNIT 5
Brief overview of secularism in the context of traditional cultures in the developing world, interface of religion, secularism and gender, social movements in gender.

REFERENCES

18CMJ110 Current Affairs Analysis: I 1 0 0 1

What makes news and what doesn’t – The people who make news – The politics of news - Ethical news coverage – Indian and International films with relevance in the current context.

REFERENCES
2. Magazines: Outlook, India Today, Sportstar, TIME
UNIT 1
Communication Theory- epistemological foundations. Analysis of the scientific, critical, and cultural questions at the foundation of theory-building in communication.

UNIT 2
Mainstream approaches to theorizing communication. Research models developed out of the work of the various schools – Chicago School, Payne Fund studies, Columbia School and the Yale School.

UNIT 3
Moving from mainstream to Critical Approaches- Frankfurt School (Critical Theory), Political Economy theories, Toronto School (Innis and McLuhan).

UNIT 4
Annenberg School (Cultivation studies) and other cultural studies (historical, anthropological, literary and linguistic approaches), emergent digital culture.

UNIT 5

REFERENCES

UNIT 1

UNIT 2

UNIT 3
UNIT 4
Comparative constitutional law: Province determined, different forms of the Constitutions: India, USA, UK, Canada and Australia. The main features and overview of the major SAARC Constitutions: India, Pakistan, Bangladesh and Sri Lanka - General principal of federalism. The foreign policy imperatives under the Constitutions of South Asian Nations. Discussion: Salient features of constitutions across nations.

UNIT 5

REFERENCES

UNIT 1

UNIT 2
Focus: News analysis: Writing for Print – Story structure - headlines, taglines and photo captions. Analysis of topics covered in news – discussions on story angles and frames.

UNIT 3
Focus: Lead analysis: The objective of a story lead – leads for different stories. Analyzing leads written in different newspapers – a comparison of national and international news leads.

UNIT 4
Focus: Broadcast: Audio visual writing - Visualization exercises, incorporating sound in writing. The basics of script writing. Difference between print and broadcasting- recording news bulletins and comparing them with print articles-facts and opinion, stories with more than one angle.
Recording TV and Radio interviews for comparison. News Readers lead - Voice-over for visuals - Reporter's Piece to Camera (PTC)

UNIT 5

REFERENCES

18CMJ120 Current Affairs Analysis: II 1 0 0 1

Role of various news organizations in the contemporary world – Analysis of various current national and international issues - Region specific news - Specialized topics like Politics, Business, Sports - Different forms of Media and their approach towards News: Print, Broadcast, Online.

REFERENCES
1. Magazines: Outlook, India Today, Sportstar, TIME
2. News Agencies: Reuters, AFP, AP, PTI, IANS

18CMJ181 Computer and Web Application 0 1 4 3

UNIT 1
History & structure of the internet-Introduction to Internet. Understanding Browsers- types of graphics and multimedia available-types of websites, good design vs. bad design. Usability, readability -loading time-color schemes- image choices, advertisements/pop-ups.

UNIT 2
Application software – Operating System (OS) Application (Windows, Linux, Apple) – Microsoft Office, Excel spreadsheets

UNIT 3
Adobe Illustrator- Draw basic shapes-Draw objects- Create vector images- Use blends, gradients, and patterns- Create symbols -Type Formatting - Add graphs.

UNIT 4
Hyper Text markup language (HTML). HTML skeleton. HTML tags for text, links, lists. HTML tags (elements of tags -essential and common tags, html lists (un-ordered, ordered, nested). Creating

UNIT 5
Site map – creating and submitting sitemaps to search engines. Elements and principles of design – making a theme, navigation aids, bandwidth, simplicity and consistency, integrity and stability, accessibility, browser awareness, laws of usability, instructional designing

REFERENCES

18CMJ185 Web Design and Development: Lab I 0 1 4 3

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
User interface (UI) design- choosing interface elements (input control, navigational components, informational components, containers). Applications and best practices.

REFERENCES

### UNIT 1

Introduction to journalism ethics: Normative and descriptive ethics. Deontological and teleological theories. Critical thinking and decision making. Personal ethics and group ethics; Consequences of personal choices – moral judgment.


### UNIT 2


### UNIT 3


### UNIT 4


### UNIT 5


Digital Media Ethics: Changing definitions of journalism and ethics- Issues in the Internet age Conflict reporting and disaster coverage: Reporting ethnic violence, Covering communal disputes, Violence not to be glorified, Conflicting Interests. Reporting on Natural calamities and tragedy, Picture power.

### REFERENCES


WEB REFERENCES
1. http://presscouncil.nic.in/

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

WEB REFERENCES
1. http://www.politicalcommunication.co.uk/
3. DNA India- http://www.dnaindia.com/india/

18CMJ203 Reporting and Editing 1 1 4 4

UNIT 1

UNIT 2
Introduction to Reporting: Nose for News, Curiosity and Story Ideas, Sources of Information - Human Sources and Online Sources, Beat Reporting, Interviewing, Speeches, Conferences and Meetings

UNIT 3
Introduction to News Writing: Storytelling in News, Accuracy, Objectivity and Fairness, The Basic News Story, The 5 Ws and H

UNIT 4

UNIT 5
Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style

References:
UNIT 1
Scope and nature of photography: How photography works, Picture structuring, the roles photographs play, changing attitudes towards photography, personal styles and approaches. Exposure to digital camera and DSLR. Photo Communication.

UNIT 2
Controlling the image: Aperture and f-number, depth of field, depth of focus, structuring pictures through the camera. Exploring the image. The art of colour and design.

UNIT 3

UNIT 4

UNIT 5
Editing: Need for editing, editing principles, audio and video transitions, editing for continuity. Editing exercises in stages. From simple cut to cut continuity to rhythm and timing.

REFERENCES

UNIT 1
Overview of the advertising industry: Role of Integrated marketing communication in the marketing mix. IMC perspectives. Significance of IMC in today’s context.
An overview of the advertising profession: The advertising industry. Components of the advertising industry. Types of agencies., Integrated structure. Compensation.
Desired response and target audience. Rational, emotional and sensory stimuli in advertisements.
Screening of advertisements: To understand stimulus and response.

UNIT 2
The Audience: The consumer market segmentation. Demographics, psychographics, values and lifestyle. To understand the psychology behind consumer purchases and the process of buying decisions.
The consumer learning process. Purchase decisions. The buying system.
Case study: To understand consume behaviour and purchase.

UNIT 3

UNIT 4

UNIT 5

REFERENCES

WEB REFERENCES
1. www.agencyfaqs.com
2. www.campaignindia.in

NEWSPAPER REFERENCES
1. Economic times- Brand Equity
2. Business line: Catalyst
News analysis across three different dailies - News of Conflicts and Public affairs – Comparative analysis of Indian and International news content – Critical views on News and News based programs - Ethical news coverage across different cultural spheres.

REFERENCES
3. News Agencies: Reuters, AFP, AP, PTI, IANS
4. Magazines: Outlook, India Today, Sportstar, TIME

18CMJ211 Approaches to Media and Communication Research 4 0 0 4

UNIT 1

UNIT 2
Elements of Research: Concepts and constructs. Variables. Levels of measurement. Stages of Research: Identifying the research problem. Literature survey and review. Types of information and sources. Writing the review report. Framing the research questions, Setting objectives, constructing hypothesis. Writing practice: Research proposal and Bibliography,

UNIT 3

UNIT 4
Sampling: Basic concepts- Population, sample, sampling frame, a representative sample, sampling error, sampling bias. Validity: internal, external; Reliability. Sampling procedures: Probability & Non Probability samples; sample size. Writing Practice: Planning, and presenting a research design.

UNIT 5
Multimedia reporting prepare the students for a career in the rapidly changing media landscape. The students are trained in publishing news across various media platforms ranging from newspapers and magazines to television and the Web.

The course will offer a general option, or concentration in a particular area, like in Advanced Reporting.

Note: This will need closer coordination between print, photography, broadcast and new media streams, although the emphasis will be on print.

Unit 1

Reporting and Photography: Covering an event, issue and writing a news report along with photograph to go with the story

Unit 2

Develop contacts in a chosen field –Education, healthcare, crime, politics, courts, business, science, civic administration, arts, culture, films and fashion

Unit 3

Interviews & Videography

Group assignment: interview and video recording of a news maker for a profile or theme for both print and broadcast

Unit 4

Monitoring social media for trending stories, local and regional and writing a news report after verifying details.

Unit 5
Write a blog on a topical issue based on observations, research and interviews

References:


18CMJ213 Broadcast Journalism: Radio and Television 2023

UNIT 1

UNIT 2
Getting the story: Newsroom conference, Copy tasting, Balance of news, Visuals and actuality, the brief, the angle, Chasing the contact, Staged news conference, Beating the clock and Work to sequence.

UNIT 3
Writing for Radio and Television: Conversational writing – telling the story, writing for a mass audience, no second chance, confusing clauses, inverted sentences, plain English, familiar words, easy listening, accurate, keep it concrete, make it interesting, contractions and rhythm. News writing – The news angle, multi-angled stories, hard news formula, placing key words, feature openers, developing the story, signposting, last line, last word and accuracy. Broadcast Style Book – Clichés, journalese, hyperbole, adjectives, quotations, attribution, contentious statements, immediacy, active, positive, redundancies, repetition, homonyms, singular or plural?, pronouns, punctuation, spelling, abbreviations, figures, proof reading and ambiguity.

UNIT 4
Interviewing: The interviewer’s skill, Different types of interview. Various journalistic approaches to broadcast interviewing. The interviewee and interviewer framing. Framing the shot for interviews.

UNIT 5
Setting up the interview: Background, A plan of campaign, get your facts right, fit the brief, check arrangements, approach, body language, the questions, taking notes, winding up the interview and being interviewed yourself.

REFERENCES
UNIT 1
Writing for the media.

UNIT 2
Corporate branding and reputation. Aligning identity, image and reputation.
Media relations. Internal communication. Crisis communication. Crisis type matrix.

UNIT 3
Case-study discussion: Corporate communication strategy: MNCs

UNIT 4

UNIT 5
After the event.

REFERENCES
UNIT 1

UNIT 2

UNIT 3
Newsgathering. Reporting for multimedia stories. Planning and evaluating the story. matching stories to audience, lean-back vs lean forward audiences, monitoring, open sourcing vs. crowd sourcing, content aggregation. citizen journalism, modes of citizen connection, rules of writing for screen and editing for the web, multimedia storytelling for PR , mobile storytelling, immersive narratives - gaming

UNIT 4
Common approaches and elements found in engaging multimedia news stories, Accessibility, user experience – interface and navigation, elements of navigation – removing redundancy and lowering reaction time, navigation types, segmentation models, audience decoding

UNIT 5

REFERENCES

WEB REFERENCES
1. Interactive Narratives - http://www.interactivenarratives.org/
Indian economic and political situation - Personalities and Media Coverage - Online News analysis – Comparing and contrasting regional and national coverage of Sports – Emerging trends in sensationalizing news.

REFERENCES
1. News Agencies: – Reuters, AFP, AP, PTI, IANS
2. Magazines: - Outlook, India Today, Sportstar, TIME

UNIT 1
Adobe FLASH. Creating & Managing Content. Managing Website Content. Timeline. Motion preset. Animation Techniques

UNIT 2
Action Script and Behaviors. Using sound and video in websites.

UNIT 3

UNIT 4
Java Script in Web level basic

UNIT 5

REFERENCES
UNIT 1
Dreamweaver

UNIT 2
Dynamic Web Sites. Adding Dynamic data to Web Pages

UNIT 3
Web pages utilizing-Hypertext Mark up Language (HTML), CSS. Site planning-page layout, navigation, file management, cross-browser compatibility. semantic mark up strategies highly usable- standards based web sites-form styling and the CSS.

UNIT 4
Open source web-based content management systems. Word Press, Joomla, and Drupal. To create dynamic and flexible websites and landing pages

UNIT 5
Search Engine Optimization (SEO) and Social Media optimization (SMO) tools, tactics and applications. Website crawling, indexing and ranking, bringing traffic to sites, keyword search, ON-Page – density, frequency and content check, meta tag creation.

REFERENCES
UNIT 4
Media and Influence I: the concept of mediated society. The influencer and the influenced. Marxist, liberal and socialist perspectives that have affected media. Media activism. Media myths and meta narratives

UNIT 5
Media and Influence II: Post modern thought. Simulacra and simulation. Historiographic approaches to communication technology – Whig theory. Media organizations and coverage of development issues.

REFERENCES

18CMJ302 Sociology of Media Coverage 3 0 0 3

UNIT 1
Sociological perspective of media. Development of social thinking, Contemporary theoretical perspectives (functional, conflict, symbolic, interactionist, postmodern). Socialization agents (family, school, peer groups, mass media). Social construction of news coverage

UNIT 2
Media, social groups and social control. Social structure and interaction. Media’s social construction of stability and change (Durkheim and Tonnies). Social construction of reality. Conflict perspectives- deviance and crime

UNIT 3
Media coverage of social inequality: systems of stratification (poverty, class, caste, race, education, ethnicity, prejudice, social tensions, attitudes, disability, gender stereotypes, feminism, power relations, land reforms, health, substance abuse, urban and rural life)

UNIT 4

UNIT 5
Media coverage of challenges of social transformation. Crisis of development, environment and sustainability. Violence against women. Media bias (?) in coverage of abortion, homelessness, religious environment, LGBT rights, nuclear energy, economic policies, corruption.

REFERENCES

UNIT 1
Going beyond the surface facts, retrieving background information, interpretation and analysis.

UNIT 2
Choosing topics: Using the library, internet and research studies

UNIT 3
Writing leads differently: Going beyond the inverted pyramid

UNIT 4
Editing: Relevance of stylebook. Editing for consistency, accuracy and structure.

UNIT 5
Profile Interviews

REFERENCES

UNIT 1
UNIT 2
Putting the show together: Winning an audience – the openers, Keeping an audience – headlines and promotions, Actuality, Pictures, Graphics, Programme balance – being all things to all people, Nightly News, And now the good news? Making the programme fit: Cutting, Filling, Backtiming. Deadlines – Timing is more than meeting deadlines, Media calendar.

UNIT 3

UNIT 4

UNIT 5

REFERENCES

UNIT 1

UNIT 2

UNIT 3
Collateral designing – Logo, branding and environmental designing - Understanding the design brief as part of an eco-system - Physical, cognitive and social computing environments.

UNIT 4
Package designing – fundamental of package design - Packaging product - The marketplace-marketing and branding the package-Psychology of the consumer as it relates to packaging - Regulations and requirements.

UNIT 5
User centered design process, need gap analysis, Information structuring and mappings, ICNO Graphics: information graphic tools and techniques for narrative and navigational based graphics: Participatory design, Ideation and brain storming, scenario. Building and body storming, Linear and animatic storyboarding, Comics and cartoons for communication.

REFERENCES
5. Picture this: Media Representation of Visual Arts and artists. University of Luton Press

18CMJ306 Corporate Social Responsibility 3 0 0 3

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES:
UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES
6. USA: Oxford University Press.

UNIT 3

UNIT 4
Magazine Production: Graphic Strategies Strategies for positioning body and display Type. Copy fitting and types of page makeup. Color - How to use it and How readers perceive it.

UNIT 5

REFERENCES
2. APA Stylebook

UNIT 1
Introduction to Digital Content Marketing. Understanding content, target demographics, Growing importance of content marketing. Understanding branding, content strategy and content marketing. Content marketing and the buying funnel-brand awareness to brand evangelism. Buying Funnel vs Content marketing funnel. Content Marketing Channels

UNIT 2

UNIT 3

UNIT 4
Content marketing ecosystem: Content psychology and delivery impacts. Content strategy. Measuring current content, keyword and rank analysis. Social listening and conversation monitoring. Web analytics. Market research, Content strategy providers. Content creation, curation
and hosting. Content performance management—search performance measurement, social activation and analytics, Content analytics, readership/audience analytics. Content distribution and amplification

UNIT 5
Content marketing objectives and Key Performance Indicators, Inbound vs outbound marketing strategies for content marketing. Anticipating crisis with online data.

REFERENCES
5. Rebecca, L. (2012) *Content Marketing: Think like a publisher – How to use content to market online and in social media*, Que Publishing

WEB REFERENCES
E Content magazine- http://www.econtentmag.com/
Smart Insights - http://www.smartinsights.com

18CMJ320 Current Affairs Analysis: VI


REFERENCES
1. Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times,
5. Magazines: - Outlook, India Today, Sportstar, TIME

18CMJ392 Internship

Internships are intended to give students practical work experience in journalism, new media, broadcast production, and advertising. It is mandatory for the students to complete the internship in a media organization for a period of at least 30 days, at the commencement of the 5th semester. A report should be submitted at the beginning of the 5th semester, failing which the students will be marked with an F grade. The internship report should consist of internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies
of work done for the organization. For example, published news reports, photographs, design, online content, creative work.

The students will be allowed to intern only after the completion of their 3rd semester. Internships may be completed as: (i) Winter internship after completion of the 3rd semester in print media, photography or online content writing. (ii) Summer internship after completion of the 4th semester in print media, broadcast media (television and radio), photography, online, web designing, advertising, corporate communication and event management. Ideally the student interns for 30 days in a single organization.

18CMJ398          Media Project          4

The media project is an application oriented course aimed at Portfolio Enhancement and Industry Connect. The media project is bifurcated as (i) Industry Connect - 2 Credits for the work that the students create for an external organization and as (ii)Portfolio Enhancement -2 Credits for the project that they undertake for building their portfolio with faculty guidance. The students have the choice of working in any one of the specializations like: Print Journalism, Broadcast Production (Radio/Television/ Documentary/ Short Film), Online Media, Advertising , Public Relations and Corporate Communication/Event Management.

The choice of project area and organizations may include: NGOs , Corporates, SMEs, MNCs. Other Private organizations, Governmental organizations, Independent film makers, Documentary film makers, Production houses, Start up firms (Online), Web designing firms.

18CMJ399     Project and Viva Voce           4

The 4 credit Communication Research Project is undertaken by students individually to work on their preferred area of research related to any field of Mass Communication within the traditions of social and behavioural sciences. A Research Guide is assigned to each student to help them through the process of preparing a Research Project culminating in a Viva-Voce conducted by an external expert.

18ECO201          Economics                                               3 0 0 3

UNIT 1
Introduction to economics. Audience as market. Understanding macro and micro economics. GDP. National Budget. Fiscal policy. Money and inflation. Role of the RB. Agricultural finance and marketing

UNIT 2
Unemployment and labour issues. Poverty and development. Effectively dealing with numbers. Public perception and politics

UNIT 3

UNIT 4

UNIT 5
Commodities and international trade. Role of international organizations – World Bank, IMF. Problems of globalization and poverty.

REFERENCES

18ENG102 English I 1-0-2-2

Unit 1- Vocabulary and Spelling: Importance of short & plain words. Choosing the right/precise word from words having similar meanings/synonyms. Ways of expanding one's active vocabulary. Levels of vocabulary usage: spoken & written.

Spellings: basic principles, common errors, UK and US spellings

Unit 2- Paragraph and Punctuation: Principles of organizing & developing a paragraph, Topic sentence, Argument- Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity. Punctuations.

Unit 3- Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence-connectors, the structure of paragraphs and the stylistic features; checking the material for simplicity and precision of expression of the intended meaning.

Unit 4- Writing: Essay, Precis writing.

Unit 5- Spoken language: pronunciation, intonation, inflection, stress. Comprehension through listening, listening to various programmes and analysing them for their language and presentation.

References:
Unit I

Unit II
Interpreting and writing: Audio-visual, data and graphic elements.

Unit III
From Fiction to Non-fiction: Narrative, Analytical and Argumentative writing.

Unit IV
Presentation: Stress, Intonation- Situational Dialogue - Group discussion

Unit V
Projects/Practice: - Book Review /Film Review/ Non-fiction analysis/ Political speeches.

Reference
1. Felixa Eskey Tech Talk, University of Michigan. 2005

18HIN102 HINDI I 1-0-2[2cr]

Objectives:
To teach Hindi for effective communication in different spheres of Social, Education and Media and also make the students to write news stories/ script in the Hindi language.

Unit-110 hours
a)Alphabets & Phonetics (for reading & writing)
b) Pronunciation & vocabulary for conversations (for reading & writing)
c)Common errors and error corrections (for drafting &proof reading)

Unit-2 6 hours
a)Grammar (major element of tense, preposition, gender, noun & pronoun) for writing news &script
b) Conversations-Short interviews

Unit -36hours
Folk music,drama&story: folklore(creative&oral communication)

Unit- 46 hours
Poem:
a) Mahadevivarma– ‘Adhikaar’
b) Anamika: ‘Bejagah’

Kahani
a) Rajasthan Ki EkGaaveetheeryatra(BheeshmaSahni),
b) Raychandrabhai: By Mahatma Gandhi – Sathyakeprayog

**Unit- 5  8 hours**
a) Translation-Bi lingual, Concise drafting in Translation
b) Project in media

**References:**
2. Vyavaharik Hindi Vyakaran ,AnuvadthahaRachana : Dr. H. Parameswaran, Radhakrishnapublishing House, New Delhi
7. RADIO AUR DOORDARSHAN PATRAKARITA ( AWARDED BOOK )* (Hindi) Hardcover – 2017 by HARIMOCHAN (Author)

**18HIN112  HINDI II  1-0-2[2cr]**

**Objectives:**

Appreciation and assimilation of Hindi Mediain both drisya&shravya using the best specimens provided as anthology.

**Unit -1 8 hour**
a) Saar Lekhan (Precise Writing, script writing/documentary, TV, feature)

**Unit -2 6 hours**
a) विज्ञापन-लेखन - Advertisement Writing.
a) Communicative Hindi – understanding proper pronunciation, Haptics… etc. in Interviews, Short speeches, narration in radio stories, news etc.

**Unit -4 8 hours**
a) Film review, criticism in Audio-Visual – Media in Hindi – Movies appreciation and evaluation. 
b) News reading and presentations in Radio and TV channels in Hindi .
c) samvaadhlekhan,

**Unit -5 6 hours**
a) Translation and translated works 
b) Project in print & visual Media

**References:**
2. *Writing for Radio in Hindi Medium (Hindi)* Paperback – 2018 by Shailesh Kumar Chaudhary (Author)
3. *RADIO AUR DOORDARSHAN PATRAKARITA (AWARDED BOOK)* (Hindi) Hardcover – 2017 by HARIMOHAN (Author)
4. *Indian Folklore google site*

**18MAL102 Malayalam-I 1-0-2[2cr]**

**Objectives:**
1. Learn effective use of Malayalam Language
2. Introduction of literary and creative writing
3. To develop communication skills

**Unit-1-10 hours**

a) Introduction to Malayalam language and Literature  
b) Pronunciation & vocabulary for conversations (for reading & writing)  
c) Common errors and error corrections (for drafting & proof reading)

**Unit-2- 6 hours**

a) Grammar- writing news & script  
b) Conversations- Interviews

**Unit -3–6hours**
Folk lore, story (creative & oral communication)

**Unit- 4 -6 hours**

Poem
a) LakshmanaSanthwanam (valsasoumitre:Mungikidakayal)  Adhyatmaramayanam – ThunjathEzhuthachan

Story
a) Ninteormakku – M.T.Vasudevan Nair

**Unit- 5 - 8 hours**
a) Translation – Different types of translation and its problems  
b) Project in media

Books & References:

18MAL112 Malayalam II 1-0-2[2cr]

Objectives:

To develop communication skills – Literary and creative writing for Print and Electronic Media

Unit -1 - 8 hours
Script writing/documentary, TV, feature - Group Discussion

Unit -2 - 6 hours
Advertisementsand writing for ads.

Unit -3 - 8 hours
Communicative Malayalam -Interviews, Short speeches, narration in radio stories, news etc.

Unit -4 - 8 hours
a) Film review, criticism in Audio- Visual – Media in Malayalam – Movies appreciation and evaluation.  
b) News reading and presentations in Radio and TV channels - Problems and challenges

Unit -5 - 6 hours
a) Translation and translated works – Geethanjali – Translation by G.Sankarakuruppu – Chicago  
speech by Swami Vivekananda 1893 September 11  
b) Project in print & visual media

Books & references:
1. Drisiyabhasha – K.S.Rajasekaran – Kerala Bhasha Institute 
2. Malayala Saily – Kuttykrishnamarar 
3. Kadhi kante panippura – MT Vasudevan Nair 
5. Swathandryamardharathriyil – MS Chandrasekhara Varier – TKG Nair. DC Books

18OEL281 Documenting social issues 112 3

Visual documentation of key social issues: The student will write the script and shoot a  
documentary film of 5-10 minutes, highlighting a key issue.

Unit 1
Screening documentary films on various social issues – gender discrimination, women  
empowerment, dowry, female infanticide and skewed sex ratios, maternal and child care, role of  
technology in transforming societies, changing caste and class barriers etc. etc.,

Unit 2
Selecting the topic: Migration of labour from other regions to the southern states due to labour shortage and their integration in the society as local youth turn away from traditional occupations of their families and go in search of white-collar jobs, alcohol consumption and rising crime, drug addiction among students etc. etc..

Unit 3
Data collection on the ground, interviews and shooting schedule.

Unit 4
Pre-production, production and post-production processes with approval from the guide.

Unit 5
Preview of the film & analysis.

REFERENCES

Films
1. Flaherty, Robert J (1922) Nanook of the North
4. Srinivasan;R R (2000) Nadhiyin Maranam

News coverage of rural areas: Issues ranging from health, education and civic amenities to government welfare schemes and the state of agriculture with farming losing its sheen among rural youth and resultant urban migration. New trends like mechanization of farming due to shortage of labour, the growth of self-help groups and mushrooming cottage industries, changes in the social and political life of the rural communities, inter-caste and class dynamics and how technological penetration is changing rural life and aspirations, success stories, best practices in farming, growing consumerism and its impact on environment, rural businesses and innovations.

Unit 1
Reporting rural India- problems and prospects: Poor connectivity and infrastructure, electrification and drinking water supply, state of primary healthcare centres, growing literacy and education breaking down caste and class barriers

Unit 2
Role of women in rural areas, gender discrimination, female infanticide and patriarchy, women role models who have asserted themselves in social, political and economic life of the society overcoming all odds and helped breakdown social barriers.

Unit 3
Government development programmes for rural areas. Are they reaching the intended beneficiaries? Success and failure stories, women empowerment and youth upliftment programs.

**Unit 4**
Agriculture – shrinking areas under cultivation, drying irrigation sources, high cost of inputs, labour shortage and rising wages. Need to ensure fair prices for the farmers’ produce by setting up agro-industries and cold storage chains in rural areas and introducing appropriate technology.

**Unit 5**
Role of media in highlighting rural issues so that authorities in the cities take note and take remedial measures.

**REFERENCES**

**Videos**
1. The Noer
2. Faces of Prestea
3. Hotville Alabama

**Web References:**
2. http://www.epw.in/frontpage?0=ip_login_no_cache%3D4806b5974dc3439b9a9343b7b5674286
4. https://www.youtube.com/watch?v=eCBIcWAwOds

*Open Elective B (any one)*

<table>
<thead>
<tr>
<th>18OEL236</th>
<th>Development Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1123</td>
<td></td>
</tr>
</tbody>
</table>

**Unit 1**
Large-scale migration from rural to urban areas: causes and consequences. Statistics, unemployment, education, health, insurgency (lack of security), lack of infrastructure

**Unit 2**
‘Pull’ and ‘Push’ factors: Urban centres provide better scope for earning livelihood through employment in industries, transport, construction, trade, services etc. They act as magnets by
offering modern facilities and ‘pull’ people from the rural areas, while unemployment, hunger and starvation and lack of means of livelihood “push” people out of villages into towns and cities.

Unit 3

Migration from rural areas and their impact on agricultural production due to shortage of labour in those areas.

Unit 4

Mass migration into metropolitan cities – Delhi, Kolkatta, Mumbai and Chennai – and their impact on civic amenities in the cities – increasing slums, decline in standard of living and environmental degradation.

Unit 5

Nuclear family- A side effect of urbanization - Changes in family system brought about by urbanisation

REFERENCES

1. Effects of internal Migration and Net Emigration on a City – Smriti Chand
2. 4 Major causes of Migration in India – Smriti Chand
3. Human Migration (Cause, Kinds and Theories)- Negi Mohita

Unit 1

Introduction: Highlighting development problems of rural areas
Pathetic condition of infrastructure in rural areas

Unit 2

Lack of connectivity – bad roads or lack of roads

Unit 3

Lack of potable water – women having to trek distances to fetch drinking water for the family

Unit 4

The story of electrification of villages – Official claims and reality, Schools without teachers, primary health centres without doctors

Unit 5

Farmers caught in between labour shortage, high wages, rising cost of inputs and indebtedness due to crop failure and middlemen taking the profit from farm products.

REFERENCES

**18TAM102 TAMIL I 1-0-2[2cr]**

**Objectives:**
To teach Tamil for effective communication in different spheres of Social, Education and Media and also make the students to write news stories/script in the language.

**Unit-1 8 hours**
a) Alphabets & Phonetics (for reading & writing)
b) Pronunciation & vocabulary for conversations (for reading & writing)
c) Common errors and error corrections (for drafting & proof reading)

**Unit-2 10 hours**
a) Grammar - writing news & script:
b) Printing and editing: print editing and indexes; Refinement and symbols; Language editing; The type of magazines and the use of symbols; Modern trends in printing; Mechanical division, Editing-
Types of editing, grammar of editing, transition, editing the visual, editing the soundtrack

**Unit -34 hours**
Folk music, drama & story: folklore (creative & oral communication)

**Unit- 4 6 hours**
**Poem:**
a) Thirukkural - “marunthu”
b) Pattukottai Kalyanasundaranar songs (paTippu thevai).
c) Puranaanoru Padal –(Yathum UrE Yavarum kELiir)

**Story:**
a. puthumai piththan (mana nizhal),

**Unit- 5 8 hours**
a) Translation – Different types of translation and its problems.
b) Transliteration Vocabulary: Vocabulary - general introduction; Word collection - sources; Types of word; Verbal algorithms; Dictionary and Vocabulary; The tendency of the Vocabulary.

**Books & references:**
1. *Thirukkural*
2. *Puranaanuru*
Objectives:

1. To develop communication Skills – Literary and creative writing for Print and Electronic Media

Unit -1 - 8 hours
a) Script writing/documentary, TV, feature - Group Discussion

Unit -2 - 6 hours
a) Advertisement

Unit -3 - 8 hours
a) Communicative Tamil - Interviews, Short speeches, narration in radio stories, news etc.

Unit -4 - 8 hours
a) Film review, criticism in Audio- Visual –Media in Tamil – Movies appreciation and evaluation.
b) News reading and presentations in Radio and TV channels - Problems and challenges

Unit -5 - 6 hours
a) Translation and translated works in Print Media
b) Project in print & visual media

Books & references:
1. Tamizh nadaik kaiyEdu – Mozhi arakkattalai – Adaiyaalam Pathippagam, Tamizh University
2. Vilambara mozhi – Dr. Vijayarani
4. Mozhipeyarppiyal Arimugam – Dr. Joshwin Dorathi
5. Karuthaadal (Karuvum Uruvum) – S. Shunmugam – Maanikkavasagar Pathippagam
8. Tamizh nadaik kaiyEdu – Mozhi arakkattalai – Adaiyaalam Pathippagam, Tamizh University
UNIT 1
Loading and Saving Data Files: Introduction and Overview. Starting SPSS, Entering Data, Defining Variables

UNIT 2
Running initial data analysis: Examining Output Files, Modifying /Transformation of Data.

UNIT 3

UNIT 4
Prediction and Association: Parametric and non-parametric tests- Pearson Correlation Coefficient, Cronbach’s alpha, Chi square, t Test, ANOVA , Mann-Whitney U Test, Kruskal-Wallis H Test

UNIT 5
Exploratory factor analysis, Simple and multiple Linear Regression, Path analysis, Structural Equation Modelling with AMOS

References

18CMJ002 Data Analysis Techniques for Qualitative Research

Course Outcome: By the end of the course the students will be able to:

1. Collect, organize and publish data into both qualitative, quantitative and mixed methods.
2. Analyze, visualize and triangulate their research and develop better understanding on the methodology.
3. Interpret the data and build the relationship among the variables in a better way.
4. Bring an organized and structured approach to analysis.
5. Be more efficient researcher.

UNIT 1:
Introduction: Getting Familiar with MAXQDA Interface Learning to Import and Organize Data in MAXQDA

UNIT 2:
Doing Transcription in MAXQDA

UNIT 3:
Reasons of using MAXQDA and How to use it

UNIT 4:
Basics of Coding in MAXQDA

UNIT 5:
Visualization of Data in MAXQDA