Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous), COIMBATORE
SCHOOL OF COMMUNICATION
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION)
SCHEME OF EXAMINATION (UNDER CBCS)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

DIV - 01
2019-20

SEM	Course	Course Title	Credits	Marks		Total Marks	No. of Hours	Exam Duration (Hrs)
				CA	TEE			
I	Core	Introduction to Communication – Models and Theories	4	25	75	100	5	3
	Core	Reporting and Editing	4	25	75	100	5	3
	Core	Media Laws and Ethics	4	25	75	100	5	3
	Core	Media, Culture and Society	4	25	75	100	5	3
	Core	Introduction to Web Designing	4	25	75	100	4	3
	Core	Practicals – Photography	4	40	60	100	5	3
	Core	Practicals - Journalistic Skills	4	40	60	100	5	3
	Core	** Current Affairs (Self Study)	4	NA	100	100	-	3
II	Core	Printing Technology	4	25	75	100	5	3
	Core	Development Communication	4	25	75	100	5	3
	Core	Advertising	4	25	75	100	5	3
	Core	Film Studies	4	25	75	100	5	3
	Core	Multimedia Databases and Mining	3	25	75	100	4	3
	Core	Project - Short Film and Documentary Making	4	40	60	100	6	6
	Core	Internship / Viva Voce	2	NA	100	100	-	3
III	Core	Media Research	4	25	75	100	5	3
	Elective	Elective - I / II / III / IV * (Paper - 1)	4	25	75	100	5	3
	Elective	Elective - I / II / III / IV * (Paper - 2)	4	25	75	100	5	3
	Elective	Elective - I / II / III / IV * (Paper - 3)	4	25	75	100	5	3
	Elective	Elective - I / II / III / IV * (Paper - 4)	4	25	75	100	5	3
	Elective	Elective - I / II / III / IV * Practicals	4	40	60	100	5	3
IV	Core	Media Research (Project/Thesis)	5	100	100	200	6	3
	Core	Internship / Viva Voce	4	NA	100	100	-	3
			90	**635**	**1765**	**2400**		

Elective I * - Journalism Specialization.

Paper 1 Development Journalism
Paper 2 Photo Journalism
Paper 3 Newspaper Management
Paper 4 Web Journalism
Practicals **Photo Journalism**

Elective II* - Broadcast Journalism Specialization.

Paper 1 Radio and Television Journalism
Paper 2 Radio Production
Paper 3 Television Production
Paper 4 Electronic Media Management
Practicals **Radio and Television Production**

Elective III * - Advertising and Public Relations Specialization.

Paper 1 Integrated Marketing Communication
Paper 2 Public relations and corporate communication
Paper 3 Event Management

Paper 4	Advertising and Marketing Research
Practicals	**Advertising and PR Campaign**

DIV - 02
2019 - 20

Elective IV * - Multimedia Specialization.

Paper 1	Multimedia Tools and Applications
Paper 2	Sound and Video Editing
Paper 3	Internet and Web Design
Paper 4	Digital Animations and Modeling
Practicals	**Interactive Graphics, Multimedia and Post Production**

** **Current Affairs (Self Study)**

Question Paper pattern for this self study paper will be 10- Descriptive questions covering the prescribed syllabus. Each question carries 10 marks.

PROJECT BREAK-UP FOR EXAMINATION MARKS

INTERNAL

Relevance of topic to ongoing research environment	-	10	
Theoretical Frame Work	-	10	
Research Design & Methodology	-	10	
Relevance of review of literature	-	15	
Report Writing & Language	-	10	
Periodic review once in every 15 days	-	10	
Timely submission of report	-	10	
			75

EXTERNAL

Relevance of topic to ongoing research environment	-	10	
Theoretical Frame Work	-	10	Research Design
& Methodology	-	20	
Relevance of review of literature	-	15	
Report Writing, Language, & Presentation style	-	20	
75			
Viva - voce	-	50	
			[Internal 25 + External 25]

(Internal 100 & External 100 Marks each)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 03

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

FIRST SEMESTER

CORE: INTRODUCTION TO COMMUNICATION - MODELS AND THEORIES

Objective of the subject:

This paper provides the student with a bird's eye view perspective of the fundamentals of the discipline of communication and the history of media.To enable the students to understand the theoretical bases of communication practices; with special reference to the contemporary societal structure.

UNIT I:

Communication - meaning, definition nature & scope. Elements of communication - source, message, channel, receiver, feedback, encoder, decoder. Importance of communication, Functions of communication, Characteristics of communication. Types of communication - Intrapersonal& Interpersonal, Group & Mass communication, Verbal & Non verbal, Formal & Informal, Upward & Downward, Lateral & Crosswise communication.

(Teaching Hours 14)

UNIT II:

Mass communication - Types of mass communication, difference between Communication and Mass communication.Communication process, Barriers of communication. Language, message, meaning - Connotation & Denotation, Levels of communication - Technical, Semantic, Behavioral. Objectives of communication,Seven C's of communication, Ten Commandments of communication.

(Teaching Hours 14)

UNIT III:

Theoretical concepts on communication models - Various models of Communication - Linear model of communication- SMCR - model, Lasswell's model, David K. Berlo's model, Wilbur Schramm's model, Aristotle's model, Shannon & Weaver's mathematical model, Westley and Maclean's model, Leagan's model, Boltan and cleaver model.Circular model of Communication - Osgood's model, New Comb's ABX model, Kites model, Dance's Helical model, Gerbner's model, Non-Linear model of communication, Two step flow model, Multi step flow model, Sociological model.

(Teaching Hours 12)

UNIT IV:

Communication Theory- Definition, uses and formulation. Communication and Media - Hypodermic Needle theory, Personal Influence theory, Media theory. Theories of Cultural outcomes - Public Opinion theory, Cultivation theory, Agenda Setting theory, Uses and Gratifications theory.

(Teaching Hours 10)

UNIT V:

Theories of News - Theories of News Diffusion, White's Gate Keeping theory, Expectancy Value theory, Media Effects - Theories of Media Violence, Cognitive Dissonance theory, Dependency theory, Knowledge Gap hypothesis, Social Learning theory, inoculation theory.

(Teaching Hours 10)

Key Text Book:

DIV - 04
2019 -20

Mass Communication Theory: Foundations, Ferment and Future, 4th Edition, Stanley J.Baran, Dennis K.Davis, 2006, Wads- Worth Publication.

Reference Books:

1. Communication Models, Mc quail Denis and Seven Windahl, Longman New York, 1981, 3rd Edition.
2. Culture, Society and Media, Michael Gurevitch et al Routlege Publication, 1998.
3. Globalization, ICT and Developing Nations, Sumit Roy, Sage Publication, 2005.
4. Mass Communication: Concepts and Issues, D.V.R. Murthy, Olive Green Publication, Cochin, 1999.
5. Mass Communication: Principle and Practice, Vilanilam J.V., MLC University, Bhopal, 2002.
6. Mass Communication Theory: An Introduction, Denis McQuail, Sage Publication, Delhi, 2000, 4th Edition.
7. Mass media and. Political though, Sidney Kraus and Richard M. Perloff, Sage Publication, 1985, 1st Edition.
8. Media Gratification Research, Rosengran etal, Sage Publication, New Delhi, 1985.
9. Persuasion in Practice, Kathleen readon, Sage Publication, 1991.
10. Principles of Communication, C.S Raidu, Himalaya Publication, 1999.
11. The Mass Media, Arvind Kumar, Anmol Publication, New Delhi, 1999.
12. The Mc Donalisation of Society, George Ritzer, Sage Publication, 2004.
13. The Politics of World Communication, J. Hamelink, Sage Publication, London, 2000.
14. Why Study the Media? , Silverstone, Roger, Sage Publication, 1999, 1st Edition.

Subject Code: ----------

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SCHOOL OF COMMUNICATION DIV -05
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: REPORTING AND EDITING

Objective of the subject:

To gain an insight into the nature and structure of reporting and editing for the print media. Students will be exposed to different styles and techniques of writing.

UNIT I:

News - News values , writing news , News Story Structure - The inverted pyramid pattern, essentials of news writing, Types of leads and headlines Reporting obituaries, accidents and crimes, social and cultural functions, speeches, meeting, conventions and seminars, education, sports, elections, court, campaigns. Press release, press note, press briefing, press conference, press tour.

(Teaching Hours 13)

UNIT II:

Interview - Types of Interview, techniques of interviewing. Feature - Nature of feature, featured news, column, special article, middle, photo feature, feature writing, importance of research, title, lead and editing, feature syndicates.

(Teaching Hours 11)

UNIT III:

Interpretative, investigative and development reporting, nature, relevance and scope, analysis of relevant reports / news stories. Duties, responsibilities and qualifications of reporting staffs.

(Teaching Hours 10)

UNIT IV:

Opinion page: Editorial writing - Types of editorials, subjects, editorial policy, influencing factors, editorial freedom. Editing board - constitution, responsibilities and functions of editorial board. Duties, responsibilities and qualifications of editorial staffs.

(Teaching Hours 11)

UNIT V:

Profiles, Guest columns, Letters to the editor, Syndicated columns, Sponsored columns. Columnist - Qualification, experience and contributions, Online editing - Procedures and Practice

(Teaching Hours 10)

Reference Books:

1. Professional journalism, M.V. Kamath, Vikas Publication, New Delhi, 1986.
2. Basic News Writing, Melvin Mencher, Universal Publication, New Delhi, 1994.
3. News Reporting and Writing, Shrivastava K.M. , Sterling Publication, New Delhi, 2003.
4. News Reporting and Writing, James M Neil, Surjeet Suzanne S. Brown Publications, New Delhi, 1999.
5. The World News Prism: Changing Media of International Communication, A. William, Hachten - AMES: IOWA, 1993.3rd Edition.

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SCHOOL OF COMMUNICATION
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: MEDIA LAWS AND ETHICS

D IV - 06
2019-20

Objective of the subject:

To enable the students appreciate freedom of press in India. To look into the relevance of media laws and analyze ethical issues. To assess the need for regulations and control on the quality of media contents.

UNIT I:

Press Freedom in India - History of press legislation in India, Emergency and Censorship - Underground press, Constitution in India - Comparison of Indian and other developed countries (constitution) - Article 19 –Preamble.

(Teaching Hours 12)

UNIT II:

Fundamental Duties and Rights –Reasonable restrictions- The press and the legislatives duties and liability of press, Parliamentary privileges and directive principles of state policy.

(Teaching Hours 13)

UNIT III:

Media Laws - Contempt of Court - Official Secrets Act, RTI, Right to Privacy, Defamation, IT Act, Cinematograph Act, Cable TV Act, Copy right Act, Patent, IPR, Cyber Laws.

(Teaching Hours 10)

UNIT IV:

Media Commission and Committee - Press Commissions - B.G. Varghese Committee - Press councils - Working Journalistic Act - Broadcast Bill - Community Radio Bill.

(Teaching Hours 10)

UNIT V:

Codes and Ethics - Journalistic Ethics, Broadcast code, Advertising Code, Code of conduct, Self Regulation, Social Media regulation, Ethics and Responsibility, Education of Ethics and Media Policy, Case study.

(Teaching Hours 10)

Reference Books:

1. Journalism in India, Nadig Krishnamoorthy, Indian Journalism. Mysore: Prasaranga, 1966.
2. Law of the Press, Durga Das Basu, Prentice-Hall of India, 1986, 2nd Edition.
3. Philosophies of Communication and Media Ethics: Theory Concepts and Empirical Issues: Kiran R.N., Delhi: BRPC.2000.
4. Communication Ethics and Universal Values, Clifford Christians & Michael Traber, Sage Publications, 1997.
5. Mass Communication in India, Keval J. Kumar, Jaico, Mumbai, 2000, 33rd Edition.
6. Dynamics of Mass Communication by Jose Dominick, McGraw-hill Professional, 1999, 6th Edition.

Subject Code: -------

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SCHOOL OF COMMUNICATION
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: MEDIA, CULTURE AND SOCIETY

D IV - 07
2019-20

Objective of the subject:
To make the students understand the relationship between media, culture and society. To help the students explore the theories related to society and the dominant culture prevailing.

UNIT I:

Media and Cultural Studies - Dynamics of Modern Communication - Shaping and Impact of New Communication Technology - Theories of Media: Channel expansion theory, Carson and Zmud 1999, Character theory: Goffman, Propps theory - Marshall McLuhan – Media Cultures.

(Teaching Hours 10)

UNIT II:

Media and Society (TV, Radio, Newspaper) – (Semiotics) Signs, Codes and Cultures- Interpretation and understanding(Hermeneutics) – (Rhetoric) Language – Narratology: The forms and functions of stories - Ownership pattern.

(Teaching Hours 12)

UNIT III:

Media and Culture (TV, Radio, Newspaper) - Social Class and Culture, Media and Social movement, Gender and Mass Media- Media and Cultural Imperialism- Theories of Society.

(Teaching Hours 10)

UNIT IV:

Media and Audiences(TV, Radio, Newspaper) - Direct Effects - Rethinking the Mass Audiences - Segmentation - Polarization – Media Isolation-TV as dominant culture – Relevant Case Studies.

(Teaching Hours 12)

UNIT V:

New Media Introduction- What is New Media? - contemporary as well as historical developments - consumption and citizenship - Innovation - Regulation and control -Patterns and inequalities of use (Digital divide)- Community and identity in electronic space - The politics of cyberspace - The public sphere – blogs - Theories of new media .

(Teaching Hours 11)

Reference Books:

DIV - 08
2019 -20

1. International Communication & Globalization, Mohammad Ali, Sage Publications, London, 1997.
2. Communication Theories, Dennis MC Quial, Sage Publications, 2000.
3. Media Now, Thomson Worsdwoth, Straubhar, Larose, 2004, 4th Edition.
4. The political Economy of Communication (Media, culture and society series), Thomson Series, Vincent Mosco, 2004.
5. The Dynamics of Mass Communications. Joseph R. Dominick, McGraw Hill, 2007, 9th Edition.
6. Young People and New media, Sonia Livingstone Sage Publication, London , 2002
7. New Media , Theories and practices of digitextuality, Anna Everett & John T. Cald well, Routledge Publication 2003.
8. New Media, A Critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge Publication, NewYork Publication, 2003 (Reprinted in 2005)
9. Digital Media, Building the Global Audience, T.K Ganesh, Gnosis Publishers, 2006.
10. Convergence integrating media, Information and Communication, Thomas .F. Baldwin, D.Stevens McCoy, Charles Steinfield, Sage Publication, 1996.

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SCHOOL OF COMMUNICATION DIV-09
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: INTRODUCTION TO WEB DESIGNING

Objective of the subject:
To introduce students to the fundamentals of designing and its basics. Overview of the Internet Protocols, Photoshop, Flash,Web designing and their importance.

UNIT I:
Corel draw – Tools – overview-layout-vector and bitmap images – special effects – filters-layers – Page layout – creating art work with corel draw – font creation- exporting to different file formats.

(Teaching hours 10)

UNIT II:
Photoshop - Tools - Layers - Picture editing - Layout designing - home page designing - Slicing the home page - Save for web device.

(Teaching hours 12)

UNIT III:
Flash - Meaning of 2D animation and 3D animation - Flash - Tools - Layers - Frames - Key frames - Time line - symbols - properties - Buttons - Action Script - HTML - Exporting flash file -SWF file.

(Teaching hours 12)

UNIT IV:
The internet - concept - an overview-evolution of internet -TCP/IP Protocols - search engines - types of internet connections - internet services - email - newsgroups - portals and vortals - World Wide Web.

(Teaching hours 11)

UNIT V:
Web Designing - Importance of Web designing - Planning the web site - Dreamweaver -Designing the web site - Corporate sites - Commercial sites - Community web sites.

(Teaching hours 10)

Reference Books :

1. Coral Draw 7 for Dummies by Deke MC Celland, IDG Books, New Delhi 1997.
2. The Internet Complete Reference, Harley Hahn, Tata McGraw Hill Edition, 2006, 2nd Edition.
3. Web Graphics Bible, Ron Wodaski, Wiley India Edition , 2002.
4. Flash 8 , Ethan Watrall and Norbert Herber, Wiley India Edition, 2006
5. Advanced Adobe Photoshop Master Class, John Paul Caponigro, Peach Pit Press, 2003, 2nd Edition.
6. Adobe PageMaker 7.0, Kevin G.Proot, course Technology, 2002, 1st Edition.

Subject Code: -------

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SCHOOL OF COMMUNICATION DIV -10

MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

FIRST SEMESTER

CORE: PRACTICALS - PHOTOGRAPHY

OBJECTIVES OF THE SUBJECT:

To introduce students to basic applications of camera. To make them familiar with various techniques involved in photography. To make students well-versed with Photoshop, photo editing techniques.

UNIT I:

History of b/w photography: early experiments and later developments. Photographic optics: reflection and refraction of light, dispersion of light through a glass prism, lenses, different Kinds of image formation, principal focus and focal length, size of the image, speed and power Of the lens, depth of field, angle of view and perspective. Modern trends in photography - Digital and digital revolution photo reality.

(Teaching Hours 8)

UNIT II :

Cameras - types, features and use. Camera accessories - lenses - types, features and use. Films - types and Characteristics, cost, lighting - variety and techniques. Shots - types & techniques.

(Teaching Hours 8)

UNIT III:

Colour filters: different kinds, red, yellow, green, neutral density, half filters, filter factor, Colour correction filter. Photographic light sources: natural source, the sun, nature and intensity of the sunlight at different times of the Day, different weather conditions. Artificial light sources: nature, intensity of different types of light sources used in Photography namely; photo flood lamp, spot light, halogen lamp, barn Doors and snoot, lighting stands.

(Teaching Hours 10)

UNIT IV:

Composition and Framing - Lighting- Rule of thirds - Perspectives - Depth of field - Single colour, Multi colour Photography - Angle of framing - Level of framing -Action, panning, freezing shots

(Teaching Hours 8)

UNIT V:

Practical Exercise

1. Black & White
2. Travelling
3. Sunrise
4. Past & Present
5. Fashion
6. Nature
7. Wildlife
8. Beauty
9. Portrait
10. Landscape
11. Night life
12. Colours
13. New Born
14. Reflection
15. Light & shade

16. Street
17. Forced Perspective
18. Still life
19. Rain
20. Macro

DIV - II
2019-20

(Teaching Hours 16)

Reference books:

1. The Manual of Photography by Lea, Mathew Carey. Publisher Benerman & Wilson Edition First July, 1990.
3. Professional Cameraman's Handbook, by SYLVIA E CARLSON and VERNE CARLSON, The Fourth Edition - Hardcover (Jan. 13, 1994.
4. Master Lighting Guide for Portrait Photographers by Christopher Grey (Paperback - Apr. 1, 2004
5. Photojournalism, The Professionals' Approach by Kenneth Kobre (Paperback - Feb. 19, 2008) Sixth Edition.
6. The Digital Photography Book, Scott Kelby Publisher, Peachpit Press 1st Edition
7. The Manual of Photography, Lea, Mathew Carey Benerman &Wilson, Publisher 1st Edition.

INTERNAL	**MARKS**
Photography album	20
Model Exam	10
Record	05
Attendance	05
	40 Marks

EXTERNAL	**MARKS**
Record & Viva	10
Album	10
Practical Work	40
	60 Marks

(Internal 40 & External 60 Marks)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous)COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: PRACTICALS - JOURNALISTIC SKILLS

D IV - 12
2019-20

Objective of the subject:
To enhance the students with hands on experience in reporting, editing and writing style for newspaper and online journal. To provide them the basics of designing advertisements.

Outline of the laboratory programme:

1. Reporting for various beats
2. Editing techniques
3. Writing headlines, leads, rewriting news stories
4. Online news production techniques.
5. Bring out a lab journal

Advertisement Designing

1. Design a visual dominant advertisement.
2. Design a text dominant advertisement.
3. Design a strip advertisement.
4. Design two ear panels.
5. Design a sales promotional advertisement with a special coupon / offer / discount.
6. Industrial Advertisement
7. Designing Two fold brochure usingCorelDraw

Online Production Technique

1.Formal Layout for online productions.
2.Designing web page, Create buttons, and add links to those buttons
3. Web page design process using adobe Photoshop and dream weaver.

(Teaching Hours 30)

References Books:

1. Professional Journalism, Jan Nakemulder et al. Anmol Publication. New Delhi, 1998.
2. The Complete reporter Harris, Julian et. al., Macmillian, NY, 1981.
3. Interpretative Reporting, Curtis Mac Nougall. Mac Millian NY,1977, 7th Edition.
4. Investigation & Indepth Reporting, Judith Bolch & Miller, Hasting. House, NY,1978.
5. News Editing in theory and practice, Banerji, Bagchi & Co., New Delhi ,1992.
6. Art of Editing,Baskette & Sissors, MacmillianNY, 1977.
7. Editorial and Persuasive Writing, Harry Stonecipher, Hasting House, NY, 1979.
8. Picture Editing: An Introduction, Tom Ang, Focal Press, 1996,
9. The International News Agencies, Oliver, Boyd, Rennett. Sage Publication, London, 1980.
10. Web Journalism , Practice and Promise of a New Medium, Stovall, James GlenPearson Education, Boston, MA, 2004.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous)COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: PRACTICALS - JOURNALISTIC SKILLS

DIV - 13
2019-20

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Record	10	Exercises (3x15)	45
Lab journal	10		
Assignments	15	Record	5
Attendance	5	Viva Voce	10
	40		60

(Internal 40 & External 60 Marks each)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV - 14
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FIRST SEMESTER
CORE: CURRENT AFFAIRS
SELF STUDY

Objective of the subject:
Students are imparted with interpretative and analytical study on current issues.

General Knowledge

1) History of India after independence till date (with special reference to politics)
2) Globalization and its impact of Indian economy.
3) Women Empowerment and status in India after Independence.
4) Scientific and technological inventions and impact after 1980 onwards.
5) Development and Media explosion after the 1990.
6) Understanding secularism in the context of traditional cultures in the developing world.
7) The interface of religion, secularism and gender.
8) What is multiculturalism, and how does it differ from pluralism?
9) Understanding multiculturalism in a country like India.
10) A Discussion of the role and responsibility of the Intellectual - Journalist.

References Books:

1. The Origins of Asian democracy, Brown, Judith M., Modern India, Oxford University Press, 1994.
2. The Mushirul Hasan Omnibus: Comprising Nationalism and Communal Politics in India, Hasan, Mushirul, 1885 - 1930, A Nationalist Conscience: M.A. Ansari, the Congress and the Raj; Islam in the Sub continent: Muslims in a plural society, Manohar Publications, 2006.
3. A History of India, Spear, Percival, Volume 2, Penguin, 1990 reprint.
4. A History of India, Thapar, Romila, Volume 1, Penguin, 1996.
5. History and beyond, Thapar, Romila, OxfordUniversity Press, 2000.
6. Malayalam Manorama year book from 2000 onwards.
7. Communication Year book from 2000 onwards.

** **Current Affairs**
Question Paper pattern for this self study paper will be 10- Descriptive questions covering the prescribed syllabus. Each question carries 10 marks.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV-15
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
SECOND SEMESTER
CORE: PRINTING TECHNOLOGY

Objective of the subject:
This paper provides the student with a bird's eye view perspective of the fundamentals of the printing and the history of printing technology. To enable the students to understand the theoretical bases of old methods of printing and composition practices. Students will gain knowledge in the areas like digital printing and colour printing.

UNIT I:
History: History of Printing an over view of printing and packaging industry in India. Print management - Printing press organization and structure . Type- Face - Body - Measurement – Unit system -Spacing. Type: Classification - Identification- Characteristics. Typography: Principles - Elements - Essentials for good typography.

(Teaching Hours 9)

UNIT II:
Design and Layout: Type composition: Hot and Cold - its types. Phototypesetting -Desktop publishing. Art and Copy Preparation: Design - Designing elements and principles - Layout planning - Types of Layout - Markup of Copy. Art Preparation: Enlargements and Reductions - Cropping. Block making: Line block - Halftone block. Digital Press: Prepress creation and Input - Image Types - File format. Assembly: Page layout - Illustration and Image editing software. Digital trapping and imposition. – Digital proofing - Printers - types of printers - Digital halftone proofing - soft proofing.

(Teaching Hours 14)

UNIT III:
Colour printing processes: Primary and secondary colours, Colour process and spot colour, Special colours: Gold -Silver -Metalic Colours. Colour scanning - Colour separation - Colour correction - Progressive proofs - Colour filters.

(Teaching Hours 8)

UNIT IV:
Printing Process: Relief Printing Process and its types(Platen, Cylinder and Rotary) – The Gravure Process, Platemaking and Printing - Offset Litho Process, Platemaking and Printing –CTP Imaging – Screen Printing Process, Stencil Preparation and Printing process – Flexography Process, Platemaking and Printing process. Post Production: Lamination: Sheet - Die Cutting.

(Teaching Hours 13)

UNIT V:
New technological development in printing process (3D Printing technology, zero ink printing technology, etc,). Different types of Paper, Paper: History -Types -Usage -Functions - Quality: Grams per Square Meter (GSM) - Types of Ink, Characteristics and Ingredients of Ink - Types of plates. Packaging - Design: Functions and Characteristics - Elements: Types -Logo -Illustrations. Packaging Media: Types - Shipping and Retail Packaging - Primary and Secondary Packaging - Flexible Packaging.-Paper - Foil and Foil Laminates - Plastic Films and Cellophane - Folding Cartons - Containers: Glass - Metal - Plastic: Blister Cards/Packing -Polyethylene Terephthalate (PET).

(Teaching Hours 11)

Text Book:

Printing Technology SE - J. Michael Adams, Penny Ann Dolin, 5th Edition.

DIV -16
2019-20

Reference books:

1. Handbook of advertising art production - Richard Schlemmer, Publisher: Prentice Hall.
2. Graphics of Communication -- Arthur Turnbull, 2nd Ed, Harcourt College Publications.
3. Modern trends in printing technology - V.S. Krishnamurthy, 1996.
4. Basic Typography - John Biggs, Faber, London- 1968
5. Contemporary newspaper design - Mario Garcia, Publisher: Prentice Hall College Div; 3 Sub edition (January 1993).
6. Designing the total newspaper - Arnold Edmond, Journalism Quarterly; Winter81, Vol. 58, Issue 4, p. 660-660, 3/4p.
7. Designing with type: James Craig, 1996, Publisher: Watson-Guptill; 3rd edition (February 1, 1992).
8. Printing & Practical introduction to Graphic Arts - Jackson Hartley, New York; McGraw-Hill, 1957, 8 Vol., 286 pages].

Subject Code: ---------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 17

MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

SECOND SEMESTER

CORE: DEVELOPMENT COMMUNICATION

Objective of the subject:

To understand the relationship between communication and society. To sensitize the students with the need and issues of development. To bring in the relevance of Communication within larger contexts of national, international issues. To acquaint the students with the theoretical trends related to development communication.

UNIT I:

Development Communication - Concept, meaning, nature & scope, dynamics of development, Development issues and sub issues, Basic indicators of development, dysfunctions of development, Role of Communication in Development, Development threshold, Development awareness, Development motivation, Development participation., Pre-requisites of Development Communication.

(Teaching Hours 10)

UNIT II:

Approaches to Development Communication - Daniel Learner, Everett M Rogers, Wilbur Schramm. Dominant Paradigm of Development - Evolutionary model, Psychological variable model, cultural factors model, Economic growth model and industrialization. Communication approaches of Dominant paradigm - Diffusion of innovations approach, Mass media in modernization approach, and Powerful effects model of mass media approach.

(Teaching Hours 12)

UNIT III:

Historical analysis of Development Communication in India- Gandhi model, Metha model, Etawah experiment, Nilokheri experiment, Five year plans. Various Development Experiment projects - Satellite Instructional Television Experiment (SITE), Kheda Communication Project (KCP), Radio Rural Forum (RRF), Jhabua Development Communication Project (JDCP), Millennium Development Goals (MDG), etc.

(Teaching Hours 10)

UNIT IV:

Development and Education - Radio & TV Educational Channels for Health, Population and Family welfare programmes, Elementary Education for all. Development Support Communication. Role of Women in Development Communication - Teach one Programme, Environment, Designing messages for Development Communication, Gram Panchayat and local development and rural development. Medium is the massage - Mc Luchan. Role of traditional and alternative media for development. Online Media and Participatory Development Communication.

(Teaching Hours 13)

UNIT V:

Development Communication Campaigns in Public Health, Family Planning, Education, Agriculture and Environmental Issues. Media Strategy for Rural Development National and International organizations - Government departments, NGOS, World Bank, UNESCO, WHO, UNICEF, UNDP, Educational and Research institutions. DRDA projects- poverty alleviation programmes etc., Gyandarsan- Education channels by NCERT, IGNOU and Gyanvani – National Radio Station. New International Information Order and Development (NIIO) - Challenges and issues.

(Teaching Hours 10)

DIV - 18
2019-20

References Books:

1. Communication for Development in the Third World, Shrinivas Melkote , Sage Publication, 2001, 2nd Edition.
2. Mass Media and National Development, Wilbur Schramm, UP Stan Ford, 1964.
3. Understanding Development Communication, Uma Joshi , Dominant Publication, New Delhi, 2001.
4. Science Communication and Development, J.V. Vilanilam , Sage Publication, 1993.
5. Development with People, Fernandes Walter, Indian Social Institute New Delhi, 1998.
6. Communication and Development Concept, V.S. Gupta, Sage Publication, New Delhi, 2000.
7. Designing Message for Development Communications, Bella Mody, Sage Publication, 1999.
8. Development Communication, Uma Narula.,Har Anand Publications Pvt. Ltd, 1999, 1st Edition.
9. Diffusion of Innovations, Everett M. Rogers, Free Press Publications ,1996.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
SECOND SEMESTER
CORE: ADVERTISING

DIV -19
2019-20

Objective of the subject:
To introduce the students to basics of advertising theory and practicewith special emphasis on social and ethical issues. The students shall gain an insight into advertising research and concepts.

UNIT I:
Advertising - Definition, Advertising as Communication force and Marketing tools, Effects of advertising, Status of advertising industry in India, Socio economic effects of Advertising, Advertising in Global Marketing.

(Teaching Hours 10)

UNIT II:
Types of Advertising - Consumer advertising, Industrial Advertising, Corporate Advertising, Cooperative Advertising, Retail Advertising, Farm Advertising, Comparative Advertising, Political Advertising, Public Advertising, Life-style Advertising, Trade Advertising, Web Advertising. Merits and demerits of all types.

(Teaching Hours 10)

UNIT III:
Advertising Agency - Structure and functions, Types of Agencies, Agency selection, Advertiser- Agency - Media Relationship, Internal and external constrains, Leading Agencies in India, Diversifications and Specializations, Future.

(Teaching Hours 10)

UNIT IV:
Characteristics of Media- Print, Electronic, New media and outdoor, Role of media in Advertising. Production - Copy - Copy platform , Copy format, Structure, Elements, Appeal, Visuals and other creative functions, Creative process, Message design, Advertising layout - Principles of design, Preparation of layouts and mechanicals utilizing latest computer applications. Preparation of advertising for Radio, Television, Web. Media planning strategies.

(Teaching Hours 13)

UNIT V:
Research - Measuring advertising effectiveness - Pre and post test, Research methods and techniques - Media, Message and Market research. Trends in Advertising research in India. Professional bodies in advertising - Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, Issues and problems.

(Teaching Hours 12)

References Books:

1. The Fundamentals of Advertising, John Willshurst, Heinemann Publication London, 1986.
2. The Practice of Advertising, Norman Hart, Heinemann Publication, 1990, 3rd Edition.
3. Advertising Management: Concepts and Cases, M. Motian, Tata Mc Graw Hill, 1989.
4. Brand positioning, Sen Gupta, Mata McGraw Hill New Delhi, 1990.
5. Advertising World Wide, Marieke de Mooij, Prentice Hall, 1994, 2nd Edition.
6. Successful Advertising Research Methods, Hasking & Kendreck, NTC Business Books, 1991.
7. Fundamentals of Advertising Research, Fletcher & Bowers, Grid Publication, 1979.
8. How Advertising Works, Rd. Philip Jones, Sage Publication, 1998.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
SECOND SEMESTER
CORE: FILM STUDIES

D IV -20
2019-20

Objective of the subject:
To expose the students in the field of cinema and editing techniques.

UNIT I:
Evolution of Cinema, A brief history of Indian Cinema India and The World, Viewing and perceiving film, Levels of understanding, Film culture and ideology, Film language ,Film industry and its problem- Great Directors: An outline of the development of the art of film making such as D.W. Griffith, Akira Kurosowa, Ingmar Bergman, Sathyajit Ray and Mrinal Sen and other contemporary masters, Film Review and criticism.

(Teaching Hours 13)

UNIT II:
The concept of forms in films, principles of film forms, Narrative form, Non-narrative form, dividing a film in to parts and Genres (language, style, grammar, syntax).A non-classical approach to narrative films. Film Movements, Kinds of films: Popular cinema, Parallel cinema Documentaries and News reels, Fiction and Non-fiction, Educational and Institutional films, Multinational and Advertising films; Characteristics of animation films.

(Teaching Hours 10)

UNIT III:
Mise-en-scene , Film reality , Film Direction : Stages of Production ,The Director in Pre-production , The Director Roles : as Artist, as Psychologist, as Technical Advisor, as coordinator, Concept development, Script formats, Script Writing, Story Board. Types of Camera : Analog to Digital Camera, Studio Camera, ENG/EFP Cameras, Multi Camera Directing, Single Camera Directing. Lightings, Lenses and Types.

(Teaching Hours 10)

UNIT IV:
Editing , Montage, Non Linear Editing, Linear Editing, Continuity Editing. Basic Transition Devices , Standard Analog effects : superimposition, key, chroma key, wipe. Sound-Variety of microphones, recording in studio and field recording, Sound characteristics in cinema.

(Teaching Hours 12)

UNIT V:
Censorship , Censorship of films in India; Film Division of Indian Cinema, Film journalism in India; Film society movement in India; Impact of globalization on Indian cinema. Cinema and the State: Various committees on cinema and Government response; Central and State Government's organization on cinema; Film institutes and other organization; Film festival and Film awards.

(Teaching Hours 10)

Reference Books:

1. The Cinema of Satyajit Ray, Darius Cooper, CambridgeUniversity Press, 2000, 1st Edition.
2. Film Art: An Introduction, David Bordwell and Kristin, Thompson,2006, 7th Edition.
3. Writing your own scripts and speeches, Suzan St. Maur, Mcgraw Hill, 1991, Ist Edition
4. An Introduction to Digital Video, John Watkinson, Focal Press, 1994, 2nd Edition
5. The art and Science of Cinema, Anwar Huda, Atlantic Publishers and Distributors,2004`

Change

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
SECOND SEMESTER
CORE: MULTIMEDIA DATABASES AND MINING

D IV -21
2019-20

Objective of the subject: This paper highlights on basics of databases, the Entity Relationship model, Relational model and Algebra, SQL basics,and case study on SQL Server and Oracle.

UNIT I:

Introduction: Purpose of Database Systems - View of Data – Data Models – Database Languages – Transaction Management – Storage Management – Database Administrator - Database Users – Overall System Structure.

(Teaching Hours 8)

UNIT II:

Entity Relationship Model: Basic Concepts – Constraints – Keys –Entity Relationship Diagram – Weak Entity Sets – Extended E-R Features.

(Teaching Hours 9)

UNIT III:

Relational Model: Structure of Relational Model– The Relational Algebra. – Extended Relational Algebra Operations – Modification of the Database.

(Teaching Hours 8)

UNIT IV:

SQL: Basic Structure – Set Operations – Aggregate Functions –Null Values – Nested sub quires – Views – Complex quires – Modification of the Database – Join Relations.

(Teaching Hours 8)

UNIT V:

Case Study: DBMS Vs RDBMS-Comparative Study of RDBMS packages

(Teaching Hours 7)

Reference Books:

1. **Database System Concepts**, Silberschatz, Korth and Sudarshan,McGraw-Hill, IV th Edition, 2004. (Unit I-Unit IV)
2. **Introduction to Relational Databases and SQL Programming**, Christopher Allen, Simon Chatwin, Catherine a. Creary, Tata McGraw-Hill, 2004.(Unit V)

Subject Code :_____

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV -22
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2020)
SECOND SEMESTER
CORE MINI PROJECT : SHORT FILM AND DOCUMENTARY MAKING

Objective of the subject:
To introduce the students to the nuances of short film and documentary making.

Short Film Making

Pre-Production: Concept, Narration, Script, Story Board, Screen Play
Production: Shooting – Mise-en scene, Cinematography
Post Production: Editing, Dubbing, Music, Sound.

Documentary Making

Pre-Production: Concept, Research
Production: Shooting
Post Production: Editing, Dubbing, Narration, Music, Sound.

(Teaching Hours 60)

Reference Books:

1. The Practice of Advertising, Norman Hart, Heinemann Publication. 1990, 3rd Edition.
2. Advertising Management concepts and cases, M. Motian, Tata Mc Graw Hill, 1989.
3. Brand positioning, Sen Gupta, Mata McGraw Hill, New Delhi, 1990.
4. Advertising worldwide, Marieke de Mooij, Prentice Hall, 1994, 2nd Edition. .
5. Fundamentals of Advertising Research, Fletcher & Bowers, Grid Publication, 1979.
6. How advertising works,Rd. Philip Jones, Sage Publication, 1998.
7. Multimedia and Web from A to Z, Patrick M Dillon and David C Leonard, University Press, 2000, 2nd Edition.

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

CA		**TEE**	
Documentary screening	10	Short Film/Documentary	30
Research/Script	10	Record	10
Storyboard	10	Viva Voce	20
Proposal with budget.	05		
Attendance	05		
	40		**60**

(CA 40 Marks & TEE 60 Marks)

Note: **To be evaluated internally**

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
SECOND SEMESTER DIV -23
CORE: INTERNSHIP/VIVA VOCE 2019-20

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

EXTERNAL

Topic presentation, clarity of writing	-	20
Nature of student's contribution in the organizations		
Work flow (bylines/ bytes etc)	-	30
Linking theory to practice	-	10
Relevance of internship to course pursued	-	10
Oral presentation	-	10
Viva voce	-	20
		100

External 100 Marks

Subject Code: ————

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SCHOOL OF COMMUNICATION
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
CORE: MEDIA RESEARCH

DIV -24
2019-20

Objective of the subject:
To enable the students understand the relevance and importance of research in communication. To make the students aware of various research methods, techniques available for media research. To teach the students the applications and the use of media research for evaluation of programmes / contents.

UNIT I:
Introduction to Social Science Research, the nature of Social Science Research, Communication research, nature and scope of Communication research in India. Need for Development of mass media research, Scientific Method of Research. Communication Theory in Research.

(Teaching Hours 11)

UNIT II:
Research Process- Identification of the Research Problem - Statement of problem, Research design, Hypothesis- Hypothesis Testing, Review of Literature and its importance.

(Teaching Hours 10)

UNIT III:
Research Methods - Experimental Research, Survey Research, Content Analysis, Case Study. Research types - descriptive, fundamental, applied, historical, action, holistic, participant observation, Qualitative and Quantitative research. Research techniques - Readership Research , Audience Survey, Public Opinion research and ratings research, Field Observation Research, Focus Groups.

(Teaching Hours 12)

UNITIV:
Research Elements, Variables - Types of Variables, Measurement - Levels of Measurement (nominal, ordinal, interval and ratio), Reliability and Validity of Measurements, Scales - Types of Scales (summated, cumulative, Thurston and likert, semantic differential), Sampling .Data - Sources of Data - Primary and Secondary Data. Data Collection Tools-Observation, Questionnaires and Interview Schedule.

(Teaching Hours 12)

UNIT V:
Statistical tools - Data Analysis - Importance of analysis. Report Writing- Contents of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research,

(Teaching Hours 10)

References books:

1. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Berger, Arthur Berger, Sage Publication, 2000, 2nd Edition.
2. Methodology of Research in Social Sciences, Krishnaswami, O.R., Himalaya Publishing House, 1993, 1st Edition.
3. Research Methodology: A step by step guide for beginners, Kumar, Ranjith, Sage Publication, 2001.
4. Qualitative Communication Research Methods, Lindof, Thomas R, Press New York, 1999.
5. Doing Media Research: An Introduction, Priest, Susanna Horning, Sage Publication, 2000, 2nd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION D IV -25
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE I: PAPER 1 –DEVELOPMENT JOURNALISM

Objective of the subject:

To orient the students on the major specialized areas of journalism.

UNIT I:

Applying journalism - Areas of specialization - Environment, Science, Agriculture, technology and technical reporting; Coverage of environment - Environment and development: Basic concepts and perspectives- global and local issues. Environment and society – policies in environmental reporting - Environment and development- Sustainable development. Need of environment journalism-Future prospective – Issues in environmental journalism - Indian scenario.

(Teaching Hours – 11)

UNIT II:

Covering health: Objectives - Characteristics- Role of Indian Media in Health Communication – issues in health communication – covering issues of health – policies in health reporting -reporting local health issues.

Sports reporting: specialized sports events - covering and reporting sport events –follow-up in continuous events –elements to be covered – types of sports events.

(Teaching Hours – 11)

UNIT III:

Need for Science Journalism - Careers in science journalism -attending science conferences and seminars, reading science - Doing Science Journalism: Sources of information, scientists, institutes and periodicals - understanding science research and its significance, press releases and announcement – Problems and issues in science journalism.

(Teaching Hours – 11)

UNIT IV:

New trends in agriculture: emerging fields related to agriculture - Scope of Agro-journalism in various media-Understanding various sources of information - use of research journals and original contribution for exclusiveness of information -understanding agro-climatic regions and significance-problems of famers –issues in agricultural journalism practice.

(Teaching Hours – 11)

UNIT V:

Technical reports: Technical writing as profession - Basic types of technical writing - Gadgets and technologies to be covered – elements of a technical report – Formal report: justification report, progress & related report - Proposals: research / project – Dissertation writing: chapterisation, references. Pitfalls in technical reporting.

(Teaching Hours – 11)

DIV -26
2019-20

Reference Books:

1. Goudie Andrew: The Human Impact: Man's Role in Environmental Change, Oxford: Basil Blackwell, 1981
2. Ecological conflicts and Environmental Movements in India, India In Development and change, Vol. 25 No., 1994
3. *A Field Guide for Science Writers*, Second Edition (2005, paperback)Editors: Deborah Blum, Mary Knudson, Robin Marantz Henig
4. *On Writing Well: The Classic Guide to Writing Nonfiction*30th anniversary edition (2006, paperback) by William K. Zinsser
5. Victor Cohn and Lew Cope, *News and Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Related Fields*, 2nd ed. (2001)Kenneth W. Houp, Reporting Technical Information, Oxford Universtiy Press, UK.
6. Barry J. Rosenberg, Technical Writing for Engineers and Scientists, Pearson Education, U.S., 2005.

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION D IV -27
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE I: PAPER 2 - PHOTO JOURNALISM

Objective of the subject:
The students are taught about various aspects of photo journalism. Technical expertise as well as theoretical knowledge is imparted to students in the area of photo journalism.

UNIT I:
Language of photography- communicating through photography - Visual literacy - Meaning of photographs - The photographer's vocabulary - Subject, Light, Perspective, Composition. Equipment- Camera - Types - Popular formats - Lens - Types and functions - Film - Types and functions - Accessories.

(Teaching Hours 10)

UNIT II:
News values of pictures - Techniques of photo journalism - Qualities & functions of photo journalist - introduction to Digital photography -Functions of digital camera - Role of Photoshop and other software's in photography - Cropping.

(Teaching Hours 10)

UNIT III:
Selection, Criteria for News Photographs - Channels of News Pictures - viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Caption Writing, Photo - Presentation. News Photography - Hard News Photographs - Techniques of Hard news photography - Soft news - Techniques of Soft news photography - Natural Calamities - Disaster - Photographs for different beats.

(Teaching Hours 14)

UNIT IV:
Photo feature - Techniques of Photo feature - Photo Essay - Photo Sequences - Capturing Emotions - Photographs for unusual stories - Photographing subjects - People - Still life - Portrait - photographs for interview. Legal and Ethical aspects of photography - professional organizations.

(Teaching Hours 10)

UNIT V:
Sports Photography - Personality Profile - Special events photography - special effects in photography - photography for different purpose - creating Illustrations - Photo Manipulations - Photo Library.

(Teaching Hours 11)

References books:

1. Photo Communication, Cuil David, Macmillan, 1979.
2. The New Practical Photography, Thiagarajan S., Sultanchand &Sons, 2006 6th Edition.
3 Associate Press Guide to Photojournalists, Brian Horton, Associated Press Handbook,. 2000 2nd Edition.
4. Photojournalism: The Professional's Approach. Kenneth Korbe, Focal Press, 2008 6th Edition.
5. Photojournalism, Arthur Rothstein, Amphoto, 1979, 1st Edition.

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV -28
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE I: PAPER 3 -NEWSPAPER MANAGEMENT

Objective of the subject:
The students shall develop a comprehensive knowledge of newspaper organization, functions and related management skills.

UNIT I:
Meaning of Management - Importance of Management in a newspaper organization - principles of Management - Management function in a newspaper organization- planning, organization, organizational structure, coordination, motivation, control, decision making, departmentalization.

(Teaching Hours 11)

UNIT II:
Ownership pattern - sole proprietorship, partnership, company - organizational set-up, registration of newspapers, obtaining license, legal awareness, press council of India, Liaison with Govt. Departments.

(Teaching Hours 10)

UNIT III:
Factors affecting newspaper production - Editorial Management - Editorial department - duties and responsibilities of editors. Advertising Management - Newspapers and advertising ethics, unacceptable advertisements, newspapers and advertising associations, principles of newspaper and advertising agency relationship, laws affecting newspaper advertising, advertising rates.

(Teaching Hours 10)

UNIT IV:
Need and Importance, Marketing concept and newspaper circulation, factors affecting circulation, The circulation manager, functions of the circulation dept, dealing with agents, principles for newspaper carriers, dealing with RNI and ABC, means of transport, difficulties in circulation.

(Teaching Hours 10)

UNIT V:
Concept of personal Management; concept, need & functions of personnel Management, status & working conditions of newspaper employees. Financial Management, functions of finance Manager, budgeting and financial problems. Printing Management, divisions of printing department, types of machines. Library management - need of 'morgue'.

(Teaching Hours 14)

Reference Books:

1. Newspaper Management in India, Gulab Kothari, Iintercultural Open University, 1995.
2. Principles of Newspaper Management, James E Pollard, Moran Press, 2007, Paperback Edition.
3. Strategic Newspaper Management, Conrad C Fink, Southern IllinoisUniversity Press. 1988, 1st Edition.
4. Law and the Media, An Everyday Guide for Professionals, Tom Crone. Butterworth and Heinemann, 1991, 2nd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 29

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019 - 20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE I: PAPER 4 -WEB JOURNALISM

Objective of the subject:

The students shall learn online techniques of journalistic practices. 24x7 journalism reporting, interviewing, and writing shall be emphasized upon.

UNIT I:

Overview of local and international online journalism. How the web works? Tools and terminology, and introduction to HTML What online journalism is and how it has evolved? A brief history of the internet and the digital revolution, and its impact on journalism in the world and in the country (India). A local or regional case study to be presented.

(Teaching Hours 12)

UNIT II:

Basic values of journalism applied to the new media. "The nine elements of journalism". Types of online journalism (abroad and local). Principles of Web design, information architecture, usability of news websites. News website analysis: dissecting local and / or foreign news websites. Planning a class project - Web zine or news website.

(Teaching Hours 12)

UNIT III:

Gathering information on the web. Principles of computer - assisted reporting. Principles of writing and editing for the web. Blogs and Participatory journalism. The audiences engagement with news Web sites. Creating a class blog. Multimedia and interactivity: changing the journalistic story telling. Introduction to photoshop and audio interviewing for the web. Inserting audio stories into Web Zine.

(Teaching Hours 14)

UNIT IV:

Introduction to the video camera and video reporting techniques for the web. Basic principles of video and photo for the web. Animated and interactive infographics, audio - slide shows and other forms of visual presentation. Introduction to sound slides and insert stories into Web zine. Introduction to i Movie.

(Teaching Hours 12)

UNIT V:

The multimedia newsrooms - how the internet is changing the structure of news organizations. The impact of mobile technology on news production and dissemination - For text - messaging news to mobile phone to podcasts and other new formats. Insert video stories into Web zine. Introduction to making a podcast. Ethical and legal problems of online journalism. Multimedia projects. An overview of the job market and opportunities to work in online journalism in the region or country.

(Teaching Hours 10)

* Practical work - Creating Web zine, creating a blog, using video, audio, Multimedia interactivity, will be evaluated and included in Continuous Assessment.

Reference Books:

1. Online Journalism: Principles and Practices of News for the Web, Foust, James,Holcomb Hathaway Publishers, Scottsdale, AZ , 2005.
2. Web Journalism: Practice and Promise of a New Medium, Stovall, James Glen Pearson Education, Boston, MA, 2004.
3. Convergent Journalism: The Fundamentals of Multimedia Reporting, Quinn, Stephen, Peter Lang Publishing, New York,. 2005.
4. The Elements of Journalism: What news people should know and the public should expect, Kovach, Bill, and Rosentiel, Tom Crown Publishers, New York, NY, 2001.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION D IV -30
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE I : PRACTICALS - PHOTO JOURNALISM

Objective of the subject:

To introduce students to basic applications of camera. To make them familiar with various techniques involved in photography. To make students aware of news sense in photographing events. To make students well-versed with Photoshop, photo editing techniques.

Outline of the Laboratory Programme :

- Anatomy of still cameras.
- Various kinds of photographic films & their application.
- Sources of light.
- Techniques of exposure.
- Filters and their uses.
- Processing & printing of films.
- Creating effective visuals.
- Portraiture.
  - Group Shots.
  - Public Functions.
  - Games & Sports.
  - Stage Shows.
  - On movie-shooting floors.
  - Interiors
  - Nature.
- Photographing News Events, Accidents, Human Interest Stories
- Extensive photo studio practical.
- Extensive outdoor photography.
- Digital photography.
- Technology of digital photography.
- Application digital imaging software - PHOTOSHOP.

(Teaching Hours 30)

References books:

1. Photo Communication, Cuil David, Macmillan, 1979.
2. The New Practical Photography, Thiagarajan S., Sultanchand &sons, 2006 6th Edition.
3. Associate Press Guide to Photojournalists, Brian Horton.,Associated Press Handbook, 2000 , 2nd Edition.
4. Photojournalism: The Professional's Approach, Kenneth Korbe, Focal Press 2008, 6th Edition.
5. Photojournalism, Arthur Rothstein, Amphoto, 1979, 1st Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV - 31
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE I : PRACTICALS - PHOTO JOURNALISM

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		EXTERNAL	
Record	5	Exercises I	20
Selection of pictures	10	Exercises II	20
Assignments	10	Record	10
Attendance	5	Viva Voce	10
Model Exam	10		
	40		60

(Internal 40 & External 60 Marks each)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 32

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE II: PAPER 1 -RADIO AND TELEVISION JOURNALISM

Objective of the subject:

To introduce the students into radio and television news from gathering to the production. Dealing with the specialization of the two media.

UNIT I:

Radio Journalism -Radio Scripting and Language - Concept of spoken language - Element of radio script - Stages of scripting and editing - Styles and techniques of radio script - Basics of News - Definition, elements and types of news - Duties and functions of news reporter - Sources of news - Basic principles of news writing - Radio Programme Formats - Types of radio news bulletins, their structure - (Hourly and special, national, regional and local) News based programmes - talk shows, spotlight, discussion, interview, reviews . Entertainment Programme - feature, music, drama, quiz, phone in etc.

(Teaching Hours 13)

UNIT II:

Planning and conduction of interviews - Press conference - Assembly and parliament proceedings - Specialized Reporting - Political Reporting - Economic reporting - Development reporting - Cultural reporting - Agriculture reporting- Crime and sports reporting - Investigative reporting - Coverage of natural calamities.

(Teaching Hours 12)

UNIT III:

Basics of Television Journalism - News sources and news values - Subjectivity and Objectivity - Establishing sources - Maintaining sources - unidentified sources, beats and types.

(Teaching Hours 8)

UNIT IV:

Reporting for TV – Citizen Journalism - Structure of news channel - functions of news room - Functioning of a news bureau - Role and responsibilities of a reporter. Interview - types and preparation. Brainstorming - story idea - research - planning - conveying disaster and conflict.

(Teaching Hours 10)

UNIT V:

Writing, Editing and Packing - Writing lead, types of lead.Run down and structure of a news bulletin - News graphics - importance of types and usage - Television News Presentation - Qualities of a newscaster - Role and importance of an anchor - Voice analysis - pitch, volume, tempo, vitality - Common voice problems - nasality and denasality, huskiness and sibilance - Pronunciation and articulation problems - Impact of local dialect and English - Using multi prompter in television news. Hour glass structure - piece to camera - phone-in.

(Teaching Hours 12)

Reference Books:

1. Basic Radio Journalism, Paul Chantler, Peter Stewart, Focal Press, 1997, 2nd Edition.
2. Broadcast Journalism: Techniques of Radio and Television News,Andrew
3. Boyd, Peter Stewart, Ray Alexander, Focal press, 2008, 6th Edition.
4. Radio Broadcasting Journalism, David J, Cyber Tech Publications, 2007, 1st Edition.
5. Digital Broadcasting Journalism , Jitendra Kumar Sharma, Authors Press, 2003, 1st Edition.
6. Basic Radio and Television, S. Sharma,Tata McGraw Hill, 2002, 2nd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION D IV - 33
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE II: PAPER 2 -RADIO PRODUCTION

Objective of the subject:
The subject will enhance the audio production techniques and various types of audio programmesfor the students.

UNIT I:
History of Radio-India and The World- Pre independence period - Post independence period - Objectives of radio broadcast - Characteristics of Radio as a Medium - Types of radio station –FM as a dominant culture-Satellite Radio and Internet Radio.

(Teaching Hours 11)

UNIT II:
Studio Technology - Acoustic treatment of studio - Types and nature of studio-Types of tape recorders - Editing consoles - Dubbing system - Mixing techniques - Cues - commands and signals of studio - Do's and don'ts of studio production.

(Teaching Hours 10)

UNIT III:
Program genres in Radio-News and Entertainment-News editing: Principles and precautions for editing - Process of editing, rewriting and Correction symbols. Program production: Genres-stages of production-Concept of OB van production.

(Teaching Hours 12)

UNIT IV:
Radio and Voice - Role and responsibilities of a news reader-Concept of radio jockeying - Qualification and role of RJ's, Common errors in pronunciation - Modulation and voice quality - Styles and techniques of news reading.

(Teaching Hours 10)

UNIT V:
Audio Technology - Nature and types of microphones - Selection and placement of microphone, - Basics of audio recording - Audio control and sound effect - Stereo and mono sound-Digital Audio Broadcasting.

(Teaching Hours 12)

Reference Books:

1. Radio Production, Robert McLeish ,Focal Press, 2005, 5th Edition.
2. Basic Radio and Television,S. SharmaPublisher, Tata McGraw Hill, 2002, 2nd Edition.
3. The Electronic Media,Arvind Kumar, Anmol Publications Pvt. Ltd., 1999, 1st Edition.
4. Radio Broadcasting Journalism, David J Cyber, Tech Publications, 2007, 1st Edition.
5. Electronic Media Management, Peter K. Pringle, Michael F. Starr Elsevier Science Ltd, 2006, 1st Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION)

DIV -54

2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

THEORY:ELECTIVE II -PAPER-3- TELEVISION PRODUCTION

Objective of the subject:

To introduce the students about the principles of audio visual medium, and the techniques involved in producing television programmes.

UNIT I:

Introduction to Video Camera - Working principle of video camera - Components of video camera - lens, CCU and viewfinder - Basic Functions of video camera -White balance and black balance - Basic shots and their composition- Concept of looking space, head room and walking space.

(Teaching hours 10)

UNIT II:

Basic Concepts of Video Technology - TV standards- NTSC, PAL, SECAM - Video formats- VHS, SVHS, Hi8, U-matic, Beta, DigiBeta, Digital - Colour - temperature - Working principle of TV monitors.

(Teaching hours 12)

UNIT III:

T.V.Commercial ideation-Brainstorming, planning and presentation – Preparing for the Presentation. The pre-production meeting - The Agenda - The Shooting Day - The Crew - The Client Sources of Casting- The importance of a Casting Director - Casting Models.

(Teaching hours 12)

UNIT IV:

Editing Concepts and Fundamentals - Grammar of visuals - Editing - meaning and significance - Principles of editing -eye-line, point of view and continuity type - Tempo, transition - Match cut, jump cut, juxtaposition - Importance of cut away and cut in shots - Editing problems and ethics.

(Teaching hours 13)

UNIT V:

Editing Techniques - Editing equipment - recorder, player, vision mixer, audio mixer, TV monitor - speaker - special effect generator. Types of editing - assemble and insert editing - sequence and montage editing - On line and off line editing - cut to cut and A/B roll editing – Non-linear editing- Criteria for editing - picture - narration and music.

(Teaching hours 13)

Reference Books:

1. Television Production Hand Book, Zetle (Herbert), Wardsworth Publications, 2000, 7th Edition.
2. How to produce Effective TV Commercial,Hooper White, NTC Business Books, Lincolnwood, Illinois USA, 1998, 3rd Edition.
3. Creative TV Projects, Norman J. Medoff, Tom Tanquary, Knowledge Publications, 1999, 1st Edition.
4. A Beginners Guide to Television Programmes, JamesR.Causo. Marvis, Prentice Hall, 1990 1st Edition.
5. The Creative Connection – Advertising Copywriting and Idea Visualization Author a. Winters, Shirley f. Milton, Fair Child Publication NewYork, 1989 3rd edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DII - 35
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE II: PAPER 4 -ELECTRONIC MEDIA MANAGEMENT

Objective of the subject:
To enable students to gain knowledge in electronic media management and the various skills involved in the media management and also to know the regulations in broadcasting.

UNIT I:
Financial management - Accounting function, cost control, monitoring financial progress. Human resources management: Functions, Human resource management and trade unions, Human Resource Management and the law.

(Teaching Hours 11)

UNIT II:
Broadcast Station Management: management defined - Evolution of Management thought - Management levels, Management functions, management roles, management skills, Influences on management. Public Broadcast Station Management – Structure of Public Broadcasting - Television.

(Teaching Hours 10)

UNIT III:
Broadcast Programming - Audience, Program Department, Program manager, Radio station programming, television station programming, Programming the network affiliate, programming the independent station, programming for children, programming and the community.

(Teaching Hours 12)

UNIT IV:
Broadcast Promotion and Marketing - The promotion and marketing director - Promotion plan, Audience promotion -Sales Promotion. Managing the cable television system: The Franchise Process, Organization, Programming, Economics and Regulation.

(Teaching Hours 12)

UNIT V:
Broadcast Regulation - The roles of broadcast Regulations - Ownership policies - Programming policies - Announcements - Commercial Policies.

(Teaching Hours 10)

Reference books:

1. Electronic Media Management – Authors press – Publishers of scholarly Books
2. Media Management – Yadav K.P – Adhyayan Publication.
3. Textbook of Media Management – Sahay, Mukul – Wisdom Press.
4. Media Management – S. Kundra – Anmol Publications Pvt. Ltd.
5. Electronic Media Management – Peter K. Pringlr, Michael F. Starr – Focal Press, 2006. 5th edition.
6. Management of Electronic media – Alan B. Albarran – Cengage Learning, 2010. 4th edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV -36
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE II:PRACTICALS - RADIO AND TELEVISION PRODUCTION

Objective of the Subject:
This paper gives practical exposure to the radio and television production techniques.

Outline of Laboratory Programme :
Radio Production

1. Production of radio jingles
2. Debate
3. Panel discussion
4. Interview of an expert
5. Production of various programmes – educational, entertainment, development, social awareness, science and technology.

Video Production

1. News bulletin (5 Minutes)
2. Human interest stories (2 Minutes)
3. Production of Programmes on various given themes and bringing them up in the episodic structure, with anchoring and hosting these episode
   Social Issues: Environmental Programmes, Women and Child Development, Education, Child Labour, Health Awareness Programmes, Rural Development Programmes.
4. Compilation of stories- ready for telecasts (example programmes on Culture, Social Development, Fashion Trends, Travel & Tourism, Entertainment Programmes, etc)

(Teaching Hours 30)

Reference books:

1. Video Editing and Post Production, James R.Caruso and Mavis E.Arthur, Prentice Hall, 1992, 1st Edition.
2. Sound and Digital Video, Tomlinson Holman, Focal press, 2007, 1st Edition.
3. Writing your own scripts and speeches, Suzan St. Maur, McGraw Hill, 1991, 1st Edition.
4. Film Script Writing, Dwight V.Swain, Joyeh. Swain, Focal press, 1988, 2nd Edition.
5. Manual for Cinematography, David Samuelson, Focal press, 2007, 2nd Edition.

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		EXTERNAL	
Record	5	Exercises I	20
Audio pre-production	5	Exercises II	20
TV pre-production	5	Record	10
Attendance	5	Viva Voce	10
Project work	20		
	40		60

(Internal 40 & External 60 Marks each)

Subject Code: ————

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV -37
MJMC (MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE III : PAPER 1 -INTEGRATED MARKETING COMMUNICATION

Objective of the subject:
To orient students towards the new marketing scenario and theoretical approaches towards Marketing Communication.

UNIT I:
Integrated Marketing Concept - Integrated Marketing Communication Process covering - five Ps - produce price - place - promotion and public relations. Theories and models of advertising - David Ogilvy and Rosser Reeves - Hierarchy of effects - models - AIDA model - quick action model.

(Teaching Hours 10)

UNIT II:
Marketing - Definition - Marketing concepts - Marketing Management and Environment - Market Segmentation - Targeting - Positioning - Value Addition in STP. Determinants of consumer behavior - Selling to industrial buyers - buy grid -selling to consumers - Marketing plan. Purpose and timing of the Marketing Plan -Characteristics of a Marketing Plan. The Marketing Mix - Steps in preparing the Marketing Plan - Contingency Planning - Why some plans fail.

(Teaching Hours 12)

UNIT III:
Consumer buying behavior and advertising - consumer buying behavior theories and models - psychological and sociological perspectives - Marketing communication message, channels, mix.

(Teaching Hours 11)

UNIT IV:
Introduction to Information and Communication Technology and Advertising - Emergence of New Media. Internet as an advertising medium, new rules of marketing with new media. Communicating through website, search engine marketing. Types of online advertising - banner advertisements, text - links, internet - direct mail, popup, viral, blogs, pod cast and community forums.

(Teaching Hours 10)

UNIT V:
Marketing and Market Research - Nature - Scope - and importance - Areas of Research - price research - sales promotion research - product research (brand logo packaging research) - Stages in Marketing Research Process - Sources of Information -Methods of Marketing Research - Motivation Research - Market Segmentation Research - Social Marketing - Importance and case studies - Indian rural markets - rural advertising - strategies and problems.

(Teaching Hours 12)

References Books:

1. Advertising and promotion An IMC Perspective, Belch and Belch, Tata Mc Graw, 2005, 1st Edition.
2. Introduction to Advertising and IMC, Duncan Tom, Mc Graw Hills, 2004.
3. Strategic Integrated Marketing Communication: Theory and Practice, Larry Percy, Butterworth Heinemann, 2008 Paperback Edition.
4. Integrated Marketing Communication, Dr. Niraj Kumar, Himalaya Publication, 2009, 1st Edition.

Subject Code: _____

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE - 14.

SCHOOL OF COMMUNICATION DIV - 58

MASTER OF JOURNALISM AND MASS COMMUNICATION 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

EELECTIVE: III PAPER 2 - PUBLICRELATIONS AND CORPORATE COMMUNICATION

Objective of the subject:

To orient students towards the global scenario of PR and the complexities of PR practice in an international setting along with the corporate.

UNIT - I:

PR organisation – structure – PR policy – consultancy agency system – planning – fact finding – implementation- Feedback analysis – methods of PR – Press relations – periodicals – controlled lectronic communication – advertising as a component of PR –direct communication methods – books and other publications.

(Teaching hours 12)

UNIT - II:

Tools of public relations: Institutional publications: Housejournals,HouseAdvertisements-Print and electronic media, Social media- Corporate advertising-Photographs, films, Audio-visual displays, New media and new communication technologies:News releases and press conferences- Media tours, Public service announcements/ads-Special events: open house-exhibition-demos.

(Teaching hours 10)

UNIT-III:

Types of communication-Marketing communications-Organizational communications-The "corporate communication" perspective-Key tasks of corporate communication-Corporate communication and related concepts- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams

(Teaching hours 10)

UNIT – IV:

Corporate Communication: Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations- Establishing corporate credibility- Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility -Corporate Communication strategies in the context of Globalization- Crisis management Disaster management and Issues management- Professional organizations in India and abroad.

(Teaching hours 11)

UNIT -V:

From Communication to Reputation Brand, image, and reputation- The value of a good reputation-Disciplinary contributions to analysis of corporate reputations-The influence of psychology-The influence of economics-The influence of strategic management-The influence of sociology-The influence of organizational science-The influence of accounting-Linking corporatecommunication to reputation.

(Teaching hours 12)

References Books:

1. Global Public Relations: Spanning Borders, Spanning Cultures, Alan R. Freitag, Ashli Quesinberry Stokes, Routledge Publications, 2008.
2. Evaluating Public Relations, Tom Watson & Paul Noble, First South Asian, 2005 Edition.
3. Philip Lesly, The Handbook of Public Relation and Communication, McGraw Hill Book Company, 1999.
4. The Handbook of Strategic PR & Integrated Communications, Caywood C. McGraw Hill, 1997.
5. J Jaiswany (2011). *Corporate Communication*, New Delhi: Oxford University.

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MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE III: PAPER 3 -EVENT MANAGEMENT

Objective of the subject:
Students are taught with the techniques of event management in relation to current market.

UNIT I:
Introduction to Events - Definitions - Historical Perspective - Characteristics of events - Objectives - Types of Events - Business events - Corporate Events - Fundraising events - Exhibition trade events - Entertainment Events - Conferences - Media Events. Introduction to Management - Basic Principles of Marketing - Marketing Process - Integrated Marketing Communication - Brand Building - Brand Management.

(Teaching hours 12)

UNIT II:
Managing Events - Events Planning - the budget - budgeting and budgetary control, venue - selection and management, logistics - pre and post event logistics, creating ambience - Target Audience - Health and Safety - security management - Traffic Management - Sign Post - Car Parking, Staffing, emergency situations- Risk management - Event Attractions.

(Teaching hours 12)

UNIT III:
Marketing and Public Relations for Events - The Target Market - Marketing for an Event - Public Relations - Pre-event, during event, post event - Media and Methods of PR to reach the target audience.

(Teaching hours 10)

UNIT IV:
The Event Managers Role and Attributes - Qualifications and Skills - Negotiating skills, creative skills, coordinating skills, planning skills, executive and implementing skills, evaluation skills, Laws relating to events.

(Teaching hours 10)

UNIT V:
Close Down, Evaluation and Inferences- Event close down - cleaning waste disposal - Removal of Utilities - Removal of Structure - Event Evaluation - Sponsors views - publicity awareness, visitors observation - Media coverage - staff & volunteers' feedback - Final Report - Benefits, short comings - suggestions.

(Teaching hours 11)

Reference Books:

1. Aton Shone and Bryn Parry, Successful Event Management, Thomson Learning Publication, 2000, 1st Edition.
2. Mehta, D.S., Handbook of Public Relations in India, Allied Publishers Limited, 2001, 2nd Edition.
3. Philip Lesly, The handbook of Public Relations and Communications, Mc Graw Hill book Company, 1999.
4. Sailesh Sengupta, Management of Public Relations and Communication, Cikas Publishing House Pvt. Ltd, 2000.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE - 14.

SCHOOL OF COMMUNICATION DIV - 40

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE III: PAPER 4 -ADVERTISING AND MARKETING RESEARCH

Objective of the subject:

The main objective of this course is to equip students with the key concepts and methods of advertising and marketing research, and allow student to understand how to apply those tools to solve real-life problems.

UNIT I:

Nature of Advertising Research, Process of Advertising Research,Role of research in advertising, Developmental advertising research - Idea generation, environmental analysis, methods and procedure used in developmental research. Awareness and attitude tracking, behavior based evaluation. Ethics ofadvertising research.

(Teaching Hours – 10)

UNIT II:

Product Research: New product research, product specification, branding research, pricing research, packaging research, product testing, analysis of trends and competition. Copy Research: Consumer attitude and usage studies, concept testing, name testing, slogan testing. Copy testing – different measures and method.

(Teaching Hours – 10)

UNIT III:

Introduction to Marketing Research: Role of marketing research in marketing - Definition, Scope, Significance, Limitations. Difference between Marketing Research and Market Research. Jobs in marketing research – skill sets required - job and growth prospects Ethics in marketing research.

(Teaching Hours – 10)

UNIT IV:

Research process: Introduction - Identification of Management Problem, Formulation of Research Problem, Steps in Research Process, Common Research Errors, Evaluation and Control of the Marketing Research Efforts.

(Teaching Hours – 10)

UNIT V:Advertising and Marketing -Project:

- Research process
- Research designs
- Sources and collection of Primary Data.
- Scaling Techniques
- Sampling Design
- Data analysis
- Hypothesis testing
- Report writing

(Teaching Hours – 10)

References Books:

1. Marketing Research Essentials, 5th Edition, C. McDaniel & R. Gates.
2. Business-to-Business Marketing Research, 1st Edition, M. Block & T. Block.
3. Research for Marketing Decisions by Paul Green, Donald Tull.
4. Marketing Research, Concept & Cases – Cooper Schindler.
5. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV - 41
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE III: PRACTICALS - ADVERTISING AND PR CAMPAIGN

Objective of the subject:
The students are given practical knowledge in advertising, public relations campaignand event management.

Outline of Laboratory Programme :

Advertising Campaign

1. Concept Development
2. Writing Creative Briefs
3. Writing Headlines / Copy
4. Creating Print Ads
5. Creating Broadcast Ads
6. Planning Marketing Strategy
7. Advertising Strategy
8. The Complete Campaign for a products and social service concept

PR Campaign

1. Planning a Campaign for Image building
2. BrandBuilding
3. Crisis Management

(All Assignments should have concepts, creative briefs, budget and thumbnails, rough and comprehensive)
Apprenticeship entails compulsory training and project submission in a PR/ Corporate Organization.

(Teaching Hours 30)

Reference Books:

1. The Practice of Advertising, Norman Hart, Heinemann Publication, 1990, 3rd Edition.
2. Advertising Management: Concepts and Cases, M. Motian, Tata Mc Graw Hill, 1989.
3. Brand Positioning, Sen Gupta, Mata Mc Graw Hill, New Delhi, 1990.
4. Advertising World Wide, Marieke de Mooij, Prentice Hall, 1994, 2nd Edition.
5. Successful Advertising Research Methods, Hasking & Kendreck ,NTC Business Books, 1991.
6. Fundamentals of Advertising Research, Fletcher & Bowers, Grid Publication,1979.
7. How Advertising Works, Rd. Philip Jones, Sage Publication, 1998.
8. Encylopedia of Advertising, Public Relations and Marketing Communication, Ramakant Tiwari, Anmol Publications Pvt. Ltd., New Delhi, Edition 2009.
9. Philip Lesly, The Handbook of Public Relation and Communication, McGraw Hill Book Company, 1999.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV - 42
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE III:PRACTICALS - ADVERTISING AND PR CAMPAIGN
PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		**EXTERNAL**	
Record	5	Exercises I	20
PR Campaign	10	Exercises II	20
Ad Campaign	10	Record	10
Attendance	5	Viva Voce	10
Project work / scrap book	10		
	40		60

(Internal 40 & External 60 Marks each)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
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MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE IV: PAPER 1 -MULTIMEDIA TOOLS AND APPLICATIONS

Objective of the subject:
To give the students an introduction to multimedia and application of multimedia softwares.

UNIT I:
Multimedia: Needs and areas of use, Development platforms for multimedia - Windows, Linux. Identifying Multimedia elements - Text, Images, Sound, Animation and Video.

(Teaching hours 10)

UNIT II:
Making simple multimedia with PowerPoint. Text - Concepts of plain & formatted text, RTF & HTML texts, using common text preparation tools, Conversion to and from of various text formats, using standard software, Object Linking and Embedding concept, Basics of font design, overview of some fonts editing and designing tools, Understanding & using various text effects.

(Teaching hours 11)

UNIT III:
Images - importance of graphics in multimedia, Vector and Raster graphics, image capturing methods - scanner, digital camera etc. various attributes of Images - size, color, depth etc.

(Teaching hours 11)

UNIT IV:
Various Image file format - BMP, DIB, EPS, CIF, PEX, PIC, JPG, TGA, PNG and TIF format - their features and limitations, graphic file formats conversions, processing images with common software tools such as Photoshop, Corel draw etc.

(Teaching hours 11)

UNIT V:
Multimedia on the Web- Bandwidth relationship, broadband technologies, Text in the web - Dynamic and embedded font technology - Audio on the Web - Real Audio and MP3/MP4, Audio support in HTML, Graphics - HTML safe color palate, Interlaced V/sNon interlaced model.

(Teaching hours 12)

Reference Books:

1. Multimedia and CD ROM for Dummies, IDC books, Pushtak Mahal, 1994, 1st Edition.
2. Multimedia Techniques for Device and Ambient Intelligence, Damiani, Emesto, Jeong Jechang (Eds), Springer Publications, 2009, 1st Edition.
3. Head First Web Design, Ethan Watrall, Jeff Siarto, O'Reilly Publications, 2008, 1st Edition.
4. Multimedia communications, Fred Halsall, Pearson Publication, 2008, 3rd Edition.
5. Multimedia Information Networking, Nalin K. Sharda, Prentice Hall, 1999, 1st Edition.
6. Multimedia, Tay Vaughen, Tata McGraw Hill, 1997, 3rd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV -44
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
THIRD SEMESTER
ELECTIVE IV: PAPER 2 -SOUND AND VIDEO EDITING

Objective of the subject:

To give the students the knowledge about sound, video editing and application of editing software.

UNIT I:

Sound: Sound and it Attributes, Mono V/s Stereo sound, Sound channels, Sound and its effect in multimedia, Analog V/s Digital sound, Basics of digital sound's - Sampling, Frequency, Sound Depth, Channels, Sound on PC, Sound standards on PC.

(Teaching hours 11)

UNIT II:

Capturing and Editing sound on PC, Overview and using some sound recording, editing software. Overview of various sound file formats on PC - WAV, MP3, MP4, synchronization, signal processing, loud speakers and monitors, audio meters.

(Teaching hours 12)

UNIT III:

Video-Basics of Video - Analog and Digital Video, How to use video on PC. Introduction to graphics accelerator cards, DirectX Introduction to AV/DV and IEEE1394 cards, Digitization of analog video to digital video, Interlacing and non-interlacing, Brief note on various video standards - NTSC, PAL, SECAM, HDTV.

(Teaching hours 10)

UNIT IV:

Introduction to video capturing Media & instrument - Videodisk, DVCAM, Camcorder, Introduction to digital video compression techniques and various file formats - AVI MPEG - MOV - Real Video.

(Teaching hours 10)

UNIT V:

Brief Introduction to video editing and movie making tools - QuickTime - video for windows - Adobe premiere - AVID. Editing with production switcher, linear editing, non-linear editing, overview of softwares available for editing, tape formats, difference between editing films and video.

(Teaching hours 12)

Reference Books:

1. Sound Design, David Attwood, Octopus Publication, 2002, 1st Edition.
2. Audio in Media, Stanley R. Alten, Thomson Wordswoth Publication, 2002, 6th Edition.
3. Recording Studio: Technology, Maintenance and Repairs,Tom MCcartney, McGraw Hill Publications, 2004, 1st Edition.
4. Creator's Editing, Dorothy A.Dowley, Daniel S. Borden, Thomson Wordswoth Publication, 2004, 4th Edition.
5. Modern Recording Techniques, David Miles, Huber, and Robert E.Runs Teil, Focal Press, 2005, 6th Edition.
6. Avid Editing, Sam Kauffmann, Focal press, 2007, 3rd Edition.
7. Adobe Premiere Pro2, Adele Drobles and Seth Greenberg, Wiley India Pvt. Ltd, 2006, 1st Edition.
8. Video Editing and Post Production, James R.Caruso and Mavis E. Arthur, Prentice Hall, 1992, 1st Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV -45

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE IV: PAPER 3 -INTERNET AND WEB DESIGN

Objective of the subject:

New media applications such as the internet and web hold immense potential. The students learn the basics of networking concepts as well as internet applications.

UNIT I:

What is web-design - Web Design Pyramid - Building Web-sites - User perspective - Content focus - Evaluation of a web-site. The Web Design Process - Basic Web Process Model - Goals & Problems - Audience and User Profiling. Introduction to internet, origin of internet, web architecture, introduction to world wide web, browsers, applications of web designing.

(Teaching hours 10)

UNIT II:

The site plan - Design - implementation & Testing - Release & beyond. Designing For Users: Usability, Knowing the users, User characteristics, Response & Reaction time. Navigation - Precise location on the web - URLs - Page & site labels - Page & Site style and Location - History - Placing Navigation Top - Bottom - Left - Right etc. Using Frames & sub-windows - Book-marking. Effect of Resolution - pixel depth - Image size on quality and storage.

(Teaching hours 12)

UNIT III:

Linking: Text - Buttons - Icons and graphics - Search and Design Optimizing for search engines - Site Maps - Indexes & other navigational & user aids - Elements of Page Design - Page Types & Layouts - Page Sizes - Page Margins - Page Types.

(Teaching hours 10)

UNIT IV:

GUI - Oriented Design - Layout Examples. Text & Color - Text Using Graphics, Setting Fonts, Using Downloadable fonts- Dynamic Fonts - Netscape vs. I.E. Browsers - Text Layout - Formatting Tables - Writing For the web - Colors - Images and Backgrounds. Building Interactivity Using GUI Features.

(Teaching hours 11)

UNITV:

Adding User Interactivity - Inserting rollovers images - Adding behaviors - Swapping images with one event - Editing actions and events - Creating a pop-up menu .Managing Your Site - Using the files panel - Adding new folders and files to a site - Creating and using a site map - Modifying pages and files from file panel.

(Teaching hours 12)

Reference Books:

1. World Wide Web Bible, Brayan Pfaffenberger, BPB Publications, 1996, 2nd Edition.
2. The Internet, Christian Crumlish, BPB Publications, 2001, 2nd Edition.
3. Guide to Networking Essentials , Creg Tomsho, ED Tittel, David Johnson, Thomsan Publication, 2007, 5th Edition.
4. Internet and Web Design, Research and Developing Wing, Macmillon Publication, 2008, 1st Edition.
5. Intranet bible, Lynn M. Bramner, Antony F.iasi, Alserati, Galgotia Publications, 1997, 1st Edition.
6. Multimedia and Web from A to Z , Patrick M Dillon and David C Leonard, University Press, 2000, 2nd Edition.
7. Web Graphics Bible , Ron Wodaski, Wiley Publications, 2002, 1st Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 46

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE IV: PAPER 4 -DIGITAL ANIMATIONS AND MODELING

Objective of the subject:

To introduce the students to the basics of animation and modeling and give them practical exposure to digital audio and video techniques.

UNIT I:

A brief history of animation techniques - Early animation - Cartoons (paper & cell animation) - Theory of Computer Arts & Animation - Introduction to the principles and methods within digital animation - Analysis of current techniques used in computer animation - animation market today.

(Teaching Hours 11)

UNIT II:

Digital animation - Animation composing - fundamentals - Motion - Principles of animation - Squash and Stretch - Principles of animation - The fundamentals of modeling and animating - The bouncing ball - Introduction to key framing - Calibrations In-betweening.

(Teaching Hours 12)

UNIT III:

From concepts to expression - Technical issues with animating characters including articulated limbs hair animation, clothes, skin deformations - facial animation - Modeling and animation of 3D characters.

(Teaching Hours 10)

UNIT IV:

Kinematics and inverse kinematics - Modeling and animation of 2D characters - Sound for animation films - Rendering for animation - Texturing, lighting, and rendering.

(Teaching Hours 10)

UNIT V:

3D Computer Modeling for Animation - Advanced 3D Computer Animation - Advanced 3D Computer Modeling for Animation - Digital Audio Recording & Editing - Advanced Digital Compositing for Animation - Directed Independent Study for Animation.

(Teaching Hours 12)

Reference Books:

1. Digital Animation Bible, George Avgerakis, Tata McGraw Hill Publication, 2005, 1st Edition.
2. 3D Graphics and Animation, Mark Giambruno, Newriders Publications, 2002, 2nd Edition.
3. 3D Studio Max, 2-Paul Kakertt and David J. Kaluick, Tech Media Publications, 1998, 1st Edition.
4. Digital Multimedia, Nigel Chapmen and Jenny Chapmen, Wiley Publications, 2005, 2nd Edition.
5. 3D Max Beginners Guide,David Kalviar, Dream Tech Publications, 2005, 1st Edition.
6. Animation Writing and Development, Jean Ann Wright, Focal Press, 2005, 2nd Edition.
7. 3D Human Modeling and Animation - Peter Ratner, Wiley Publications, 2005, 2nd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION DIV - 47

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE IV:PRACTICALS - INTERACTIVE GRAPHICS, MULTIMEDIA AND POST PRODUCTION

Objective of the subject:

To give the students an introduction to multimedia and multimedia softwares.

Outline of the Laboratory Programme:

Corel Draw:

- Drawing and Shaping Objects
- Working with Text
- Importing and Exporting Images
- Special Effects

Photoshop:

- Tools
- Blending
- Masking
- Cloning

Flash:

- Animation
- Player
- Symbols and buttons
- Mask

Multimedia:

- Authorising tools
- Various formats CD and DVDs
- Multimedia Project

Video Editing:

- Editing softwares
- Capturing
- Special Effects
- Video compression and rendering

(Teaching Hours 30)

Reference Books:

1. 3D Graphics and Animation, Mark Giambruno, Newriders Publications, 2002, 2nd Edition.
2. After effects 5.5, George J.Kings north, Cristian darkin, Peter reynolts, med soltz, Darken Smith, Mark wellland, Paul logen, Shroff Publisher, 2002, 1st Edition.
3. Introduction to Computer Graphics, N. Krishna Moorthy, Tata McGraw Hill Publications, 2002, 1st Edition.
4. Digital Multimedia, Nigel Chapmen and Jenny Chapmen, Wiley India Pvt. Ltd, 2005, 2nd Edition.
5. Photoshop, C.S-Gregory Georges, Wiley India Pvt. Ltd, 2004, 1st Edition.
6. Photoshop 6-David Xenakis, Bengamin Levisay, Dreamtech Publication, 2001, 1st Edition.
7. Falsh 8, Ethan Watrall and Norbert Herber, Wiley India Pvt. Ltd, 2006, 1st Edition.
8. Flash Action Script, Joey Lott and Robert Reinhardt, Wiley India Pvt. Ltd, 2006, 1st Edition.
9. Video and Audio Streaming, David Austerberry, Focal press, 2005, 2nd Edition.

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.

SCHOOL OF COMMUNICATION D IV - 48

MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019 - 20

EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)

THIRD SEMESTER

ELECTIVE IV:PRACTICALS - INTERACTIVE GRAPHICS, MULTIMEDIA AND POST PRODUCTION

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL		EXTERNAL	
Record	5	Exercises I	20
		Exercises II	20
Assignments	20	Record	10
Attendance	5	Viva Voce	10
Model Exam	10		
	40		60

(Internal 40 & External 60 Marks)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DLV - 49
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019-20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FOURTH SEMESTER
CORE PROJECT: MEDIA RESEARCH (PROJECT/ THESIS)

Objective of the subject:
The objective of the course is to provide students a comprehensive grounding in communication research. They are expected to undertake a thorough study /research of the chosen subject, systematically and rigorously.

PRACTICAL BREAK-UP FOR EXAMINATION MARKS

INTERNAL			
Relevance of topic to ongoing research environment	-	10	
Theoretical Frame Work	-	10	
Research Design & Methodology	-	10	
Relevance of review of literature	-	15	
Report Writing & Language	-	10	
Periodic review once in every 15 days	-	10	
Timely submission of report	-	10	
		75	
EXTERNAL			
Relevance of topic to ongoing research environment	-	10	
Theoretical Frame Work	-	10	Research Design
& Methodology	-	20	
Relevance of review of literature	-	15	
Report Writing, Language, & Presentation style	-	20	
		75	
Viva - voce	-	50	[Internal 25 + External 25]

(Internal 100 & External 100 Marks each)

Subject Code: ----------

Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) COIMBATORE – 14.
SCHOOL OF COMMUNICATION DIV - 50
MJMC(MASTER OF JOURNALISM AND MASS COMMUNICATION) 2019 - 20
EFFECTIVE FROM THE ACADEMIC YEAR 2019 ONWARDS (BATCH 2019-2021)
FOURTH SEMESTER
CORE: INTERNSHIP/VIVA - VOCE

Objective of the subject:
One month training will expose the students to actual working condition of the organization. This internship is intended to enable the students acquire field experience and skills required to succeed in their chosen field.

PRACTICAL BREAK - UP FOR EXAMINATION MARKS

EXTERNAL

Topic presentation, clarity of writing	-	20
Nature of student's contribution in the organizations		
Work flow (bylines/ bytes etc)	-	30
Linking theory to practice	-	10
Relevance of internship to course pursued	-	10
Report Presentation	-	10
Viva - voce	-	20
		100

External 100 Marks