Master of Arts (M.A) – Journalism and Mass Communication  
Credit Based System (CBS) 
(With effective from June 2018 – 2019 onwards)

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II SEMESTER

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III SEMESTER

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IV SEMESTER

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Course Code Legend:

309-M.A. Journalism and Mass Communication
Y-Semester Number
Z- Course Number in the Semester
CIA: Continuous Internal Assessment, ESE: End Semester Examination, TOT: Total, C:Credit Points, MAX :Maximum.
a. Objectives of the Course

The focus of the course is to develop competent and qualified media professionals who will be an asset to the media industry. The programme provides students with both theoretical and practical exposure to media. The main areas that are covered in the course are Evolution of Media, Reporting and Editing, Advertising and Public Relations, Media Laws and Ethics, Audio and Video Production, Graphic Communication, New Media Communication. In addition, students are encouraged to contribute articles to, or report major events for, various media, during the course. Print journalism is the key focus of the course, along with electronic media. With this noble objective we have launched Master of Arts in Journalism and Mass Communication programme through distance mode.

The objectives of the programme include:

- To give an expanded knowledge about various kind of media.
- To gain vivid knowledge on Audio and Video Production.
- To understand concept of media and industry.
- To study about radio, television, satellite communication and internet.
- To understand about modern concepts like advertisement, public relation and culture.
- To educate the undergraduate students in the fascinating field.

b. Relevance of the Programme with Algappa University’s Mission and Goals:

In order to align with the mission and goals of Alagappa University, Master of Arts (M.A) Journalism and Mass Communication Programme is planned to deliver in Distance Learning mode which may reach the maximum number of student aspirants who are unable to thrive to spend non-elastic timings of formal conventional class room education. Such a higher education in arts subject will enrich the human resources for the uplift of the nation to Educational, Social, Technological, Environmental and Economic Magnificence (ESTEEM).

c. Nature of Prospective Target Group of Learners:

Master of Arts (M.A) Journalism and Mass Communication through Distance Learning mode is developed by keeping in mind to give an opportunity to economically and socially excluded people includes graduates of various socio-economic status viz., unemployed youths, employed with marginalized salary due to lack of sufficient knowledge in the subject mass communication. Also, the target group of learners includes various level employees of Media including Print and Electronic, Media related aspirants and Persons interested in Journalism.

d. Appropriateness of programme to be conducted in Distance Learning mode to acquire specific skills and competence:

Master of Arts (M.A) Journalism and Mass Communication through Distance Learning mode is developed in order to give subject-specific skills including i) knowledge about various kinds of media, their classification. i) Radio, Television, Advertisement, Function of mass
communication, New Media communication, Verbal and Non-verbal communication  ii) Inter-disciplinary knowledge like media law and ethics,  iii) Modern concepts like reporting skills, print journalism, iv) Application part of art of typography v) Development of electronic journalism. The programme is developed to give detailed exposure theoretically and free-hands experience on practical parts of the study in order to impart skills of mass communication and journalism to the learners.
FIRST SEMESTER

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<td>30911</td>
<td>INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION</td>
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OBJECTIVES OF THE PAPER

- To explain the definitions of communication.
- To discuss the concept of Mass Media.
- To explain the concept of Journalism.
- To Know the various Indian news agencies

Possible Outcomes of the course:

- The course will give a clear idea about Journalism and Mass Communication
- The Study of Mass media and various concepts of Journalism.
- The course will make the learners knowing about communication, human communication skill and handling the various media device.

**BLOCK I: Communication and Various Models of Communication**

**UNIT I**
- Communication: Definitions
- Communication and Society
- Types of Communication

**UNIT II**
- Basic models of Communication
- Linear model
- Non-linear model

**UNIT III**
- Communication, Culture and Media Literacy
- Internet and Society
- Impact on Politics
- Education
- Business and Culture.

**UNIT IV**
- The human communication process
- A review of some basic models and the ingredients.

**BLOCK II: Journalism and its Ethics**

**UNIT V**
- The concept of Journalism
The functions of press
Press freedom
Responsibility and the theories of Press

UNIT VI
Current trends in Journalism
Press codes and ethics of Journalism
A code of ethics for the Indian Press.

UNIT VII
Press Commissions and Committees
The First and Second Press Commission reports

UNIT VIII
Reports of Chanda committee
Varghese Committee
Joshi committee
Karanth working group etc.

 BLOCK III: Media and its Functions and Types

UNIT IX
Media for Mass Communication
Print media
Electronic media
Radio
Television and New Media

UNIT X
Prasar Baharati Bill
FM and Community Radio
DTH
Cable Revolution.

UNIT XI
Mass Media institutions in India
Government Media Units – Akashvani, Doordarshan, PIB, DAVP etc.
Press Registrar of India,
Press council of India

 BLOCK IV: Indian News Agencies and its Status in India

UNIT XII
Indian News agencies
Professional organizations as INS, AINEC, IFWJ, PRST, AAAI, ILNA etc.,
Media educational institutions.

UNIT XIII
Introduction to mass media
Meaning of mass media
The concept of Mass Media
The influence of technology on the means of communication

UNIT XIV
A discussion of the characteristics of individual mass medium
Mass Media in India
Present status of mass media
Advantages of mass media
Limitations of mass media

REFERENCE BOOKS:
4. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994
OBJECTIVES OF THE PAPER

- To understand the growth and functions of press in India after Independence
- To discuss the growth and development of Radio
- To learn the importance of folk media.
- To state and explain the origin and development of television

Possible Outcomes of the course:

- The course will give a clear idea about the history of press in India.
- The Study of folk media growth and its development.
- The course will make the learners knowing about the importance of News papers and magazines

**BLOCK I: Communication System and its Development**

**UNIT I**
- Early communication systems in India
- Development of printing
- Early efforts to publish newspaper in different parts of India.

**UNIT II**
- History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

**UNIT III**
- Newspaper and Magazines in the nineteenth century
- First war of Indian Independence and the press
- Issues of freedom,
- Political and press freedom.

**UNIT IV**
- Invention and Development of Radio medium,
- Radio Broadcasting since its inception in world and India,
- Radio Technology,
- Establishment of radio stations.

**BLOCK II: Different Types of Media and its Development**

**UNIT V**
- Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and
programming – commercial and public service, state and private sectors’ expansion; potential for future development.

UNIT VI
The press in India after Independence
Social, political and economic issues
The role of Indian press problems
Prospects of Indian press

UNIT VII
Introduction to Radio
Growth and Development of Radio
AM and FM,
Vividh Bharati, Gyanvani, Community Radio
Satellite Ratio, Ham Operators
Evaluation of Content in Radio.

UNIT VIII
Introduction to Television
Growth and development of Television
Terrestrial and Satellite
Digital divide

 BLOCK III: Television and Film Development in India

UNIT IX
Introduction to Television
Evolution of content in Television,
Entertainment News
Public interaction
Commercialism

UNIT X
Introduction to Films
Early efforts
Film as a mass medium
Historical development of Indian films
Silent era of films
Talkies as a new approach in films

UNIT XI
Indian cinema after Independence
Parallel cinema and commercial cinema
Meaning and concept of documentaries
Issues and problems of Indian cinema.
BLOCK IV: Folk Media and Traditional India

UNIT XII

UNIT XIII
Exploring the New media
Internet
Growth and development of Internet communication
Online journalism
E-Publishing.

UNIT XIV
Definitions of Media and Mass Media;
Traditional Forms of Media
Signs, wood carving, Sound, drawings, sculptures
Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

REFERENCE BOOKS:

OBJECTIVES OF THE PAPER

➢ To understand the different tools of photography
➢ To explain the reflection and refraction of life
➢ To define the various techniques in composition
➢ To understand the concept of photo journalism and colour photography

Possible Outcomes of the course:

- The course will give a clear idea about different tools of photography
- The study of the concept of photo journalism and colour photography
- The course will make the learners knowing about various techniques in composition

BLOCK I: Photography and its Instruments

UNIT I
Photography- Meaning, Definition
History of Photography
Tools of Photography
Camera- Parts of Camera (Shutter, Apertures, Lens, Films)
Types of Camera.

UNIT II
Composition: Need for composing a picture, rule/conventions of composition, elements of composition and their role/relevance in communication a message.

UNIT III
Pin-hole, box, folding and DSLR, Large and Medium format cameras, Single lens reflex (SLR) and twin lens reflex (TLR).

UNIT IV
Principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective.

BLOCK II: Different Types of Images and Camera Accessories

UNIT V
Photographic Optics: Reflection and refraction of light, Dispersion of Light through a glass prism, Lenses, Different kinds of image formation

UNIT VI
Miniature, Sub-miniature and instant camera, Choice of camera and sizes, rising, falling, cross movements and swing back
UNIT VII
Lens, Aperture, Shutters, Various types and their functions, view-finders and focusing system.

UNIT VIII
Film chamber: Exposure counter, self timer, tripod stand, panning tilt head, lens hood, cable release, extension tubes and bellows, tele-converter and changing bag.

BLOCK III: Natural Sources and Photography

UNIT IX
Natural source- Natural Source, the sun, Nature and intensity of the sunlight at different times of the day, different weather condition types of light sources used

UNIT X
Artificial light sources- nature, intensity of different types of light sources used : Photo flood lamp, Halogen lamp, Barn doors and shoot, flash unit : Bulb flash and electronic flash.

UNIT XI
Photographing people, Portrait and still, wildlife, environment, sports, landscape, Industrial disasters.

BLOCK IV: Photography and Impact of Technology

UNIT XII
Photography for advertising
Conflicts war political
Social photography.

UNIT XIII
News values for pictures, photo essays- photo features: qualities for photo-journalism, picture magazines – colour photography,

UNIT XIV
Impact of technology
Practical
Field assignment and their evaluation.

REFERENCE BOOKS:
5. The Photography Book, Jeffrey, Ian, Phaidon Press, London 200
OBJECTIVES OF THE PAPER

➢ To impart knowledge on news and reporting.
➢ To describe about the different types of reporting.
➢ To develop the knowledge on editing of newspaper and magazine.
➢ To enhance the knowledge on the organization of the editorial department.

Possible Outcomes of the course:

• The course will give a clear ideas about different types of reporting.
• The Study of impart knowledge on news and reporting.
• The course will make the learners knowing about on the organization of the editorial department.

BLOCK I: Journalism and News

UNIT I
Meaning of Journalism
Definitions of Journalism
Functions and role of Journalism

UNIT II
Journalist,
Role of a Journalist,
Journalism ethics and standards,
Qualities of a Journalist.

UNIT III
Concept of news,
Definition of news,
Types of news.

UNIT IV
News Values,
Elements of news,
Functions of news,
News Sources.

BLOCK II: Reporting and its Different Types

UNIT V
Concept of reporting,
Types of reporting,
Reporting Skills
UNIT VI
Covering News beat,
Political reporting,
Business Reporting,
Sports Reporting,
Science & Technology reporting,
Education Reporting.

UNIT VII
Investigative and Interpretative reporting,
Development reporting,
Reporting with new technologies.

UNIT VIII
Journalistic Writing Techniques,
Writing Book review,
Film Review and Sports Review.

BLOCK III: Editing and Structure of Newspaper

UNIT IX
Editing – meaning,
concept and significance,
contemporary trends in print journalism.

UNIT X
Introduction
Contemporary presentation styles
Editing of newspaper and magazines.

UNIT XI
Structure of News Paper organization – Editorial, Management,
Production,
Circulation,
Marketing.
Human resource development

BLOCK IV: Editing Principles and Editorial Department

UNIT XII
Editing – principles,
Tools & techniques,
Role and function of copy desk,
Art of copy editing,
Steps and precautions in editing.

UNIT XIII
Difference between editing of newspapers,
Magazines & web editing,
Computerized editing.

UNIT XIV

Function and organization of the editorial department of a newspaper, functions of Editor, Resident editor, Asst.editor, News editor, Chief sub-editor, Sub – editor, and Chief reporter etc.

REFERENCE BOOKS:
1. D.bruse, Newspaper writing and reporting for today’s media(2001) Italy
OBJECTIVES OF THE PAPER

➢ To understand the Historical development of Media Theories
➢ To develop and understanding of Strength and Limitation of basic Theories of Communication
➢ To comprehend how Mass Communication theories are accepted the society.
➢ To critically evaluate theories as applied to practical Mass Communication problems.

Possible Outcomes of the course:

• The course will give a clear ideas about Historical development of Media Theories
• The Study of understanding of Strength and Limitation of basic Theories of Communication
• The course will make the learners knowing about critically evaluate theories as applied to practical Mass Communication problems.

BLOCK I: Communication and Communication Models

UNIT I:
Introduction to Communication
Meaning of Communication
Importance of Communication
Features of Communication
Scope of Communication

UNIT II
Functionalist
Marxist
Critical Political Economy
Feministic perspectives

UNIT III
White’s Gate – Keeping model,
Socialist, Culturalist,
Psychoanalytical
Behavioral Theories.

UNIT IV
Normative Theories: Authoritarian Media Theory,
Libertarian or free press Media theory
BLOCK II: Different Types of Communication Theories

UNIT V
- Psychological and Sociological Communication theories: Cultivation theory,
  Uses and Gratification theory,
  Gestalt theory of motivation

UNIT VI
- Cultural dimensions, mass media as cultural industry, cultural norms theory, effects
  theory, Source Theories, Connectional background, Agenta setting (Mc Comband Shaw) Merits
  and demerits.

UNIT VII
- Message theories
  Diffusion of Innovation,
  Propaganda theory

UNIT VIII
- Channel theories:
  Gate keeping,
  Technological determinism,
  Social shaping of technology

BLOCK III: Functions of Communication and Concept

UNIT IX
- Audience Theories
  Social Categories theory
  Social Learning theory

UNIT X
- Scope and functions of communication in the society-social aspects in shaping
  communication behavior.

UNIT XI
- Media audiences
  Public and public opinion
  Mass media and public opinion
  Media in society

BLOCK IV: Different Types of Communication

UNIT XII
- Introduction
  Political Communication
  Political Socialization
  Communication Politics.

UNIT XIII
- Introduction
Western and Eastern Perspectives
Differences
Western Theories in the Indian Context

UNIT XIV
Evolution of Communication
Theories in developing countries
Alternative communication
Indian experience
Participatory

REFERENCE BOOKS:
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<td>ADVERTISING &amp; PUBLIC RELATIONS</td>
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**OBJECTIVES OF THE PAPER**

- To explain the perception of advertising in the marketing process.
- To understand the functions of advertising.
- To acquire the knowledge about structure of an advertisement.
- To realize the importance of advertising campaigns and
- To recognize the professional organizations in advertising.

**Possible Outcomes of the course:**

- The course will give a clear ideas about the perception of advertising in the marketing process.
- The Study of the knowledge about structure of an advertisement.
- The course will make the learners knowing about the professional organizations in advertising.

**BLOCK I: Advertising and Types of Advertising**

**UNIT I**
- Introduction
- Evolution and growth of advertising
- Definitions of advertising

**UNIT II**
- Introduction
- Structure of an Advertisement
- Advertisement Design

**UNIT III**
- Introduction
- Types of advertising
- Advertising media.

**UNIT IV**
- Visualization,
- Headlines,
- Body copy,
- Visuals copy appeal etc.

**BLOCK II: The Code of Advertising and Public Relation**

**UNIT V**
- Introduction
- Copy writing techniques
- Fundamentals of Arts in the layout design
UNIT VI
Introduction
Professional organizations in advertising
The code for commercial advertising on AIR

UNIT VII
Introduction
The code of commercial advertising on Doordarshan
The code of advertising practice of the Advertising Standard Council of India.

UNIT VIII
Public Relations:
Definitions
Public Relations and publicity

BLOCK III: Public Relations and its Development Policies in India

UNIT IX
Nature and Scope of Public Relations.
Qualifications
Responsibilities of a Public Relations Officer.

UNIT X
Introduction
PR and Public Opinion
History and Development of PR in India

UNIT XI
Introduction
Role and functions of PR in management
PR Policy.

BLOCK IV: Structure of PR and its Trends

UNIT XII
Structure and functions of a PR,
Department in Government,
Public
Private Sectors

UNIT XIII
Introduction
Functions of a PRO
Media relations
Employee relations.

UNIT XIV
PR Professional Organizations
New trends in PR
Ethics of Public relations

REFERENCE BOOKS:

OBJECTIVES OF THE PAPER

➢ To Understand the developments and advances in radio journalism
➢ To acquire Knowledge in radio formats
➢ To gain vivid knowledge in news writing and presentation
➢ To be Competent in production management.

Possible Outcomes of the course:

• The course will give a clear ideas about Knowledge in radio formats
• The Study of vivid knowledge in news writing and presentation
• The course will make the learners knowing about Competent in production management.

BLOCK I: Radio and its Various Programmes

UNIT I
History of Radio - Developments and Advances in Radio Journalism and techniques since inception – Radio in today’s Media Scenario; Future of Radio. Introduction to acoustics; different kinds of studios vis-à-vis programme formats; varieties of Microphones; the broadcast chain;

UNIT II
Recording & Transmission systems; Modulation(Am & FM) Antennas, Receivers Amplifiers, High Fidelity systems; Multi-track recording technique; Stereo; Recording & Editing Consoles.

UNIT III
Radio Formats- Writing & Production skills vis-à-vis Diverse Formats; The spoken word/Interviews/Discussions /Symposia – Radio plays / Radio Features & Documentaries/Music on Radio,

UNIT IV
Special Audience programmes on Radio- Programmes on Radio- Programme for Children, Women, Youth Senior citizens, Rural Folk, Industrial workers, Defense personnel.

BLOCK II: News Writing and its Principles

UNIT V
News Writing and Presentation- Principals of News writing in a public service broadcasting organization, as contrasted with News in private Radio

UNIT VI
Principals of News presentation; News features; Professionals and Freelance stringers reporting for Radio; Disaster coverage News Bulletins.
UNIT VII
Production Management- Economic Production Management; Principles of Production Planning and Course of Production; Pre-production, Production and Post-production; Management of personnel Financial and Technical resources;

UNIT VIII
Budgetary planning and control-Direct and Indirect costs; Human resource Development; fixed variable factors in planning subject- research; conducive production conditions.

BLOCK III: Development of Radio and Recording Software

UNIT IX
Introduction
Innovative Developments In Radio Communication
Information Service Programmes on Radio

UNIT X
Introduction
Community Radio;
Local Radio;
Campus Radio;
Private FM Radio stations.

UNIT XI
Introduction
Application of Sound in Studio formats
Introduction to various Recording Softwares in the industry

BLOCK IV: Sound Recording and Digital Technology

UNIT XII
Introduction
Application of Sound recording in Radio Stations.

UNIT XIII
Sound spectrum and frequencies
History of recording and formats

UNIT XIV
Digital technology and advancements - Creating files and naming them – Recording – Using EQ, DYNMS, SFX, and Reverb – Source Selection – Cleaning and Editing - Elements of music recording - Mixing Pre and Post Mastering

REFERENCE BOOKS:
4. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
5. All India Radio, Audience Research Unit, Prasar Bharat, 2002
**Course Code** | **Title of the Course**  
---|---  
30924 | VIDEO PRODUCTION

**OBJECTIVES OF THE PAPER**
- To Understand the preproduction planning stage
- To acquire Knowledge in shooting
- To Understand the importance of post production stage
- To be Competent in technical areas.

**Possible Outcomes of the course:**
- The course will give a clear ideas about Knowledge in shooting
- The Study of Understand the importance of post production stage
- The course will make the learners knowing about Competent in technical areas.

**BLOCK I: Video Production and Camera Equipments**

**UNIT I**
Preproduction Planning Stage - Concept –content – research-the basic script – the role of writer for television-budget – logistics- Crew – Location survey- Talents,

**UNIT II**
Roles of the production crew like the Producer, Production assistant, Cameraman, and the Studio crew both production and technical and other outdoor crew- who is who,

**UNIT III**
For studio and outdoor shows the set design backdrop and properties to be used, the role of the art director or the set designer. Props-Wardrobe-Makeup.

**UNIT IV**
Shooting Stage- Camera equipment and accessories – Shooting techniques – composition and framing types of shots- taking notes – writing the dope sheets- Shooting techniques used for News, Sports and business reporting,

**BLOCK II: Programmes and its Various Types**

**UNIT V**
Creative affairs programmes. Documentaries, features, Live-shows, event shows, Creative productions like serials, audio plays and outdoor serials, advertisement films, music videos, new formats etc.

**UNIT VI**
Technical inputs equipment required for various shows including lightning etc and Crew required for the various shows. Shooting techniques for the mega and the live shows and live News.

**UNIT VII**
Post Production Stage- Editing –linear-Nonlinear Equipment – preparation of edit-list, Use of the Dope sheet, editing schedule – Editing of the programme identify the editor, special effects, writing for the programme, recording the audio,
UNIT VIII
Use of Voice-over for the documentary- musical score recording and using the music lying of the tracks. Computer graphics (titling etc) – meet the deadlines.

BLOCK III: Professional Practice of Cameras

UNIT IX
Management
Professional practice
Management
Legal issues
Ethics

UNIT X

UNIT XI

BLOCK IV: Different types of effect and Recording

UNIT XII
Visual effects-Mirror effects, Electronic effects, Chromo key techniques and Digital video effects. Timecode sync and color sync, remote controlling.

UNIT XIII
Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipments, the role of Floor Manager, Production Control Room, Vision Control and Sound Control, Video Monitor, Vision Mixer, Audio Mixing console, Character Generator Digital Video Effects, VTR, and Talk Back.

UNIT XIV
Different video recording formats – Tapes: (VHS,Beta, Digi-Beta,HDV, DVCam, U-Matic) Tapeless: DVD, Optical and Blue ray Disks, Compact Flash Cards and Solid State cards, Hard-disk based recording etc.

REFERENCE BOOKS:
OBJECTIVES OF THE PAPER

➢ To Understand the concepts and significance of graphic communication
➢ To Understand the functions of a good design;
➢ To realize the opportunities and challenges of Graphic Communication.
➢ To Acquire Sound Knowledge in Publication design

Possible Outcomes of the course:

• The course will give a clear ideas about the concepts and significance of graphic communication
• The Study of the opportunities and challenges of Graphic Communication.
• The course will make the learners knowing about Acquire Sound Knowledge in Publication design

BLOCK I: Design and its Principles

UNIT I
Design – definition & fundamentals – purpose & functions of a good design – principles of design – design decisions – graphic communication –

UNIT II
definition, nature & scope, design process – layout stages & types – appropriate visual structure – shaping media architecture – modern design – opportunities and challenges.

UNIT III
Introduction
Basic components of design
 visuals,
text,
graphics and
colour, typography

UNIT IV
Definition,
principles & significance,
 visuals
categories, c
riteria for selection,
editing pictures,
BLOCK II: Photography and Components of Newspaper

UNIT V
Photography & designing
ethical issues
colour basics, color theories, colour psychology,
importance of colour in designing.

UNIT VI
Publication design
name plate,
master pages, templates, style sheets
dummying process role of computers in designing – quark xpress

UNIT VII
Architectural components of newspapers and magazines,
formats & page make – up,
front page, inside page,
editorial & opinion pages,

UNIT VIII
Life styles & feature pages,
food & fashion, entertainment,
business & classifieds, designing special & regular sections,
book design.

BLOCK III: Designing and Graphics

UNIT IX
Designing for public relations – newsletters.
Letterhead & logo design,
identify & collateral materials, product & packaging.

UNIT X
Hospitality materials & branding,
business correspondence material,
promotional material, advertising design, poster design.

UNIT XI
Graphics input - output devices:
Direct input devices - Cursor devices
Direct screen interaction - logical input.
Line drawing displays - raster scan displays.

BLOCK IV: Dimensions of Graphics

UNIT XII
UNIT XIII


UNIT XIV

Three dimensional graphics: 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. Lighting, perception and depth of field.

REFERENCE BOOKS:

4. Traditional and Digital Techniques for Graphic Communication, Paul Lase, 2000
OBJECTIVES OF THE PAPER

➢ To Understand the concept and significance of Research
➢ To acquire the knowledge about various Research Designs
➢ To explain the different methods of Communication Research
➢ To master the students in Research Report writing

Possible Outcomes of the course:

• The course will give a clear ideas about the concept and significance of Research
• The Study of the different methods of Communication Research
• The course will make the learners knowing about various Research Designs

BLOCK I: Research and its Various Types

UNIT I
Definition
elements of research
scientific approach
research and communication theories

UNIT II
Role and function
scope and importance of communication research
basic and applied research.

UNIT III
Research design components
experimental,
quasi-experimental, bench mark,
longitudinal studies – simulation
panel studies – co-relational designs.

UNIT IV
Methods of communication research
census method, survey method,
observation method – clinical studies
case studies – content analysis.

BLOCK II: Tools and Introduction of Statistical Technique

UNIT V
Tools of data collection: sources, media source books, questionnaire and schedules,
people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys,
and online polls.
UNIT VI
Random sampling methods and representativeness of the samples,
sampling errors
distributions in the findings.

UNIT VII
Report writing
data analysis techniques
coding and tabulation – non-statistical methods
descriptive – historical

UNIT VIII
Statistical analysis
parametric and non-parametric
uni-variate – bi-variate – multi-variate

BLOCK III: Test of Significance and Sampling

UNIT IX
Tests of significance
levels of measurement
central tendency – tests of reliability and validity
SPSS and other statistical packages.

UNIT X
Media research as a tool of reporting.
Readership and / audience surveys,
preparation of research reports / project reports / dissertations / theses.
Ethical perspectives of mass media research.

UNIT XI
Sampling in communications Research, Types, their applications and limitations.
Methods of data Collection: Interview, questionnaire, observation and case study applications
and limitations of different methods.

BLOCK IV: Use of Statistics and Preparation of Research Report

UNIT XII
Use of statistics in communication research, Basic statistical tools: measures of central
tendency (mean mode and medium): measures of dispersion (standard deviation), correlation and
chi square.

UNIT XIII
Data processing, Analysis,
presentation and interpretation of data.
Use of graphics in data presentation.

UNIT XIV
Writing a research proposal
writing research report
Components and style.

REFERENCE BOOKS:
2. Roger D.Wimmer, Mass Media Research
5. Mass Communication Research Methods, Volume 1 Anders Hansen, SAGE, 2009
OBJECTIVES OF THE PAPER

➢ To Understand the concept and significance of Media Laws in India
➢ To Acquire Sound Knowledge on Press Laws In India.
➢ To Understand the Architectural components of Civil And Criminal Laws:
➢ To attain the Knowledge about Role and responsibilities of professional bodies

Possible Outcomes of the course:

- The course will give a clear ideas about the concept and significance of Media Laws in India
- The Study of the Knowledge about Role and responsibilities of professional bodies
- The course will make the learners knowing about the Architectural components of Civil And Criminal Laws

BLOCK I: History of Media and Code of Ethics

UNIT I


UNIT II

Press Laws in India
Definition of contempt of court
Intellectual property rights
Trademark
Patently and copy right

UNIT III


UNIT IV

Press censorship, Right to information, Code of ethics for media professionals, the role of press council of India and other professional councils.

BLOCK II: Different Types of Media Laws

UNIT V

Civil And Criminal Laws: Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.;

UNIT VI

Laws dealing with obscenity,
Laws and constitutional provisions pertaining to Human Rights in India.
UNIT VII
Cinematograph Act, 1952; Prasar Bharathi Act; Committees on Broadcasting and Information Media; Broadcasting regulations – key issues; GATT and Intellectual property right legislations;

UNIT VIII

BLOCK III: Ethics and Case Studies

UNIT IX
Ethics,
Role and responsibilities of professional bodies;
Themes and issues in Media Ethics:
Principles and ethics of Journalistic conduct;

UNIT X
Comparison of ethical norms;
Codes for radio, television and advertising;
Case studies in media ethics and major ethical violations.

UNIT XI
Domestic violence act- tabloid and yellow journalism – violence and brutality – reporting during special sensitive situations- ethical construes in investigative journalism.

BLOCK IV: Copy Rights and Various Press Related Council

UNIT XII
Law of copyright,
major copyright issues/cases,
WIPO,

UNIT XIII
The limits of the right to know – journalism ethics and patriotism- new roles of journalism and public opinion – journalist code of conduct – broadcast content complaints council.

UNIT XIV
Codes of ethics for media professionals, role of press council of India and other professional councils and case studies of major ethical violations by the Indian media.

REFERENCE BOOKS:
Students should go for an Internship for 4-5 weeks (one month), after the second semester before the end of third semester to any media organization with the dual approval of the University and submit the report with the work diary in the III semester.

**Scheme of Marks**

<table>
<thead>
<tr>
<th>Item</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Diary</td>
<td>25</td>
</tr>
<tr>
<td>Report</td>
<td>50</td>
</tr>
<tr>
<td>Viva Voce</td>
<td>25</td>
</tr>
</tbody>
</table>

100 Marks

Viva Voce Examination will be conducted at the end of III Semester.
FOURTH SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>30941</td>
<td>DEVELOPMENT COMMUNICATION</td>
</tr>
</tbody>
</table>

OBJECTIVES OF THE PAPER

- Understand the concepts and Communication – Definition, scope, forms and purpose; Types of Communication
- Knowledgeable in New communication technologies
- Thorough in Theories of Communication
- Competent in Media systems and theories,

Possible Outcomes of the course:

- The course will give a clear ideas about Knowledgeable in New communication technologies
- The Study of Theories of Communication
- The course will make the learners knowing about Competent in Media systems and theories

BLOCK I: Development and its Various Model

UNIT I
Development: Concept – Dynamics of development – Development issues – Development indicators – Dysfunctions of development – Communication perspective on development

UNIT II
Role of Communication in Development:
Development motivation,
Development participation
Approaches to Development Communication.

UNIT III
Dominant paradigm of Development:
Evolutionary model
Psychological variable model

UNIT IV
Cultural factors model
Economic growth model
Industrialization approach –
The critique of the above models.

BLOCK II: Communication Approaches and Development Support Communication

UNIT V
Introduction
Communication approaches of Dominant paradigm:
Powerful effects model of mass media

UNIT VI
- Diffusion of Innovations
- Mass media in modernization
- The critique of above models.

UNIT VII
- Alternative paradigms of Development and development communication:
  - Basic needs programme
  - Integrated Development
  - Intermediate technology

UNIT VIII

BLOCK III: Analysis of India’s Development in Various Sectors

UNIT IX
- Historical analysis of India’s Development:
  - Gandhi Metha model,
  - Elawath experiment,
  - Nilokheri experiment

UNIT X

UNIT XI
- Role of mass media organizations in Development Communication, Newspaper, Radio, TV, Traditional Media, PIB, DAVP, Song and Drama Division etc.,
- Strategies of Development Communication, Role of NGOs in Development.

BLOCK IV: Development Support Communication and Case Studies

UNIT XII

UNIT XIII
- Case Studies On:
  a) Development Communication Experiences
  b) Role of NGOs in Development

UNIT XIV
- Case Studies On:
  c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.
REFERENCE BOOKS:
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>30942</td>
<td>NEW MEDIA COMMUNICATION</td>
</tr>
</tbody>
</table>

**OBJECTIVES OF THE PAPER**

- To explain the meaning of New Media Communication
- To understand the various trends in New Media.
- To acquire the knowledge about Cyber Journalism.
- To realize the importance of Online Editing

**Possible Outcomes of the course:**

- The course will give a clear ideas about the knowledge about Cyber Journalism.
- The Study of the various trends in New Media.
- The course will make the learners knowing about the importance of Online Editing

**BLOCK I: Communication Technology**

**UNIT I**

Communication Technology (CT): concept and scope, CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

**UNIT II**

Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

**UNIT III**

Optical fibre:
- structure,
- advantage and application;
- protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP

**UNIT IV**

WEB PAGE, Websites, Homepages.
Introduction to HTTP, HTML, ELP, DNS, JAVA;
- browsing and browsers, bookmarks

**BLOCK II: Searching Engine and Online Editing**

**UNIT V**

Searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

**UNIT VI**

Web page development, inserting, linking; editing, publishing, locating, promoting and maintaining a website
UNIT VII
Cyber Journalism: On-line editions of newspapers
management and economics;
cyber newspapers-creation, feed, marketing, revenue and expenditure

UNIT VIII
Online editing,
e-publishing; security issues on Internet;
social, political, legal and ethical issues related IT and CT.

BLOCK III: Social Effect and Empowerment

UNIT IX
Social and Cultural effects of new Media:
Social Networking,
Information Overload,
Information Rich and Information Poor,

UNIT X
Knowledge Gap and Cultural Alienation New media impact on old media
ICTs for Development
Empowerment,
right to information

UNIT XI
Connotation, Denotation, Reading Comprehension - Reading between Lines – Listening
for cues – Arguing skills – Negotiating skills – Introducing a chief guest- Introducing a
Programme – Summarizing - Evaluative & Analytical Writing

BLOCK IV: English and its Importance in Media

UNIT XII
Foreign words in English – Tense forms – Participle, Perfect – Reading Reviews –
Listening to interpret & analyze – Presenting and marketing a product – Scene description –
Writing recommendations - Writing a news report – Group created written reports giving
instruction on various aspects of target vocabulary.

UNIT XIII
British/American English – Media related Vocabulary – Understanding Schedules –
Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting
interviews – Organizing a programme – Job Application with CV (with Cover letter)

UNIT XIV
Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays –
Listening for data collection – Evaluating problems and giving suggestions – Giving Directions –
Oral & Written - Creative Writing – Using online resources to extract authentic materials on
specific areas of interest.
REFERENCE BOOKS:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>30943</td>
<td>CORPORATE COMMUNICATION</td>
</tr>
</tbody>
</table>

OBJECTIVES OF THE PAPER
- To explore the scope and functions of Corporate Communication
- To understand the Crisis and Disaster Communication Management
- To acquire the Knowledge on Corporate Social Responsibility
- To understand the Importance of Organizational Communication, Business Communication

Possible Outcomes of the course:
- The course will give a clear ideas about scope and functions of Corporate Communication
- The Study of the Importance of Organizational Communication, Business Communication
- The course will make the learners knowing about the Crisis and Disaster Communication Management
BLOCK I: Corporate Communication and Conference Management

UNIT – I
Definition,
scope
functions of Corporate Communication

UNIT – II
Corporate Culture
Citizenship
Philanthropy
International Communication

UNIT – III
Corporate Identity Philosophy/Image Building – Event & Conference Organization & management

UNIT – IV
Introduction of Image,
Event
Conference Management

BLOCK II: Art of Persuasion and Communication Strategy

UNIT – V
Counselling,
Crisis and Disaster Communication Management
Functions

UNIT – VI
Art of persuasion,
feedback,
campaign planning and strategies

UNIT – VII
Advertising and the marketing communication environment,
customer care,
strategic planning and campaign management

UNIT – VIII
Communication Strategy – 4 P’s

BLOCK III: Corporate Social Responsibility and Social Media

UNIT – IX
Corporate Social Responsibility

UNIT – X
Corporate Crisis and Conflict Situation

UNIT – XI
Social Media and Corporate Communication

BLOCK IV: Employee Communication and Case Study
UNIT – XII
Employee Communication & Media Relations,

UNIT – XIII
Organizational Communication, Business Communication

UNIT – XIV
Case study of Corporate Crisis Management

REFERENCE BOOKS:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>30944</td>
<td>PROJECT WORK</td>
</tr>
</tbody>
</table>

**Guidelines for Project work / Dissertation**

1. Conceptualization of subject : 15 Marks
And Research Problem

1. Review of Literature : 10 Marks
2. Presentation of Methodology : 20 Marks
3. Data Analysis & Dissertation : 20 Marks
4. Final Draft & Presentation : 10 Marks
5. Viva –voce : 25 Marks

Total 100 Marks

**Chapterisation**

1. Introduction
2. Review & Related Literature
3. Research Methodology
4. Analysis and Interpretation
5. Discussion & Conclusion
6. Bibliography
7. Appendices

**Duration of the Programme:**

The programme for the degree of Master of Journalism and Mass Communication (MJMC) shall consist of two academic years divided into four semesters. Each semester consists of four papers including internship in third semester and fourth semester one project work. Each
course carry 4 credits each. Each semester consists of 16 credits and the programme consists of 64 credits in total.

**Faculty and Support Staff Requirements:**

**PG - Non-Science Programmes**

<table>
<thead>
<tr>
<th>Staff Category</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Faculty</td>
<td>3</td>
</tr>
<tr>
<td>Faculty - Specialization</td>
<td>2</td>
</tr>
<tr>
<td>Clerical Assistant</td>
<td>1</td>
</tr>
</tbody>
</table>

**Instructional Delivery Mechanisms:**

The instructional delivery mechanisms of the programme includes SLM – study materials, face to face contact session and e-content of the study materials in the form of CD will be supplied.

**Student Support Services:**

The student support services will be facilitated by the head quarter i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counseling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Centres. The post-admission student support services like issuance of Identity Card, Study materials, etc. will be routed through the Learning Centres. The face to face contact sessions of the programme for both theory and practical courses will be held at the head quarter only. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the controller of examinations, Alagappa University, Karaikudi.

**Procedure for Admission, curriculum transaction and evaluation:**

1. **Procedure for Admission:**
   A candidate who has passed a bachelor, degree in any discipline (10 + 2+ 3 system) of the University or an Examination of any other University accepted by the Syndicate as equivalent thereto shall be eligible for the Master of Journalism and Mass Communication (MJMC) of this University.

2. **Curriculum Transactions:**
   The classroom teaching would be through chalk and talk method, use of OHP, Power Point presentations, web-based lessons, animated videos, etc. The face to face contact sessions would be such that the student should participate actively in the discussion. Student seminars
would be conducted and scientific discussions would be arranged to improve their communicative skill.

For practical courses exclusive study materials containing the requirements, procedure for the experiments will be issued to the learners. In the laboratory, instruction would be given for the experiments followed by demonstration and finally the students have to do the experiments individually.

The face to face contact sessions will be conducted in following durations;

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Face to Face Contact Session per Semester (in Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory Courses</td>
<td>64</td>
</tr>
<tr>
<td>(4 courses with 4 credits each)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
</tr>
</tbody>
</table>

3. Evaluation:

The examinations shall be conducted separately for theory and practical’s to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation and seminar, etc. The internal assessment shall comprise of maximum 25 marks for each course. The end semester examination shall be of three hours duration to each course at the end of each semester. In the case of Practical courses, the internal will be done through continuous assessment of skill in demonstrating the experiments and record or report preparation. The external evaluation consists of an end semester practical examinations which comprise of 75 marks for each course.

3.1. Question Paper Pattern:
Answer all questions (one question from each unit with internal choices Time: 3 Hours Max. Marks: 75
Part A- 10 x 2 Marks = 20 Marks
Part B -5 x 5 Marks = 25 Marks
Part C- 3 x 10 Marks = 30 Marks
3.2. Passing Minimum:

- For internal Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (25) prescribed for UG and PG Courses.
- For External Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (75) prescribed for UG and PG Courses.
- In the aggregate (External + Internal), the passing minimum shall be 40% for UG and 50% for PG courses.

3.3. Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

<table>
<thead>
<tr>
<th>Range of Marks</th>
<th>Grade Points</th>
<th>Letter Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>9.0-10.0</td>
<td>O</td>
<td>Outstanding</td>
</tr>
<tr>
<td>80-89</td>
<td>8.0-8.9</td>
<td>D+</td>
<td>Excellent</td>
</tr>
<tr>
<td>75-79</td>
<td>7.5-7.9</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>70-74</td>
<td>7.0-7.4</td>
<td>A+</td>
<td>Very Good</td>
</tr>
<tr>
<td>60-69</td>
<td>6.0-6.9</td>
<td>A</td>
<td>Good</td>
</tr>
<tr>
<td>50-59</td>
<td>5.0-5.9</td>
<td>B</td>
<td>Average</td>
</tr>
<tr>
<td>00-49</td>
<td>0.0</td>
<td>U</td>
<td>Re-appear</td>
</tr>
<tr>
<td>ABSENT</td>
<td>0.0</td>
<td>AAA</td>
<td>ABSENT</td>
</tr>
</tbody>
</table>

\[ C_i = \text{Credits earned for the course } i \text{ in any semester} \]
\[ G_i = \text{Grade Point obtained for course } i \text{ in any semester}. \]
\[ n \text{ refers to the semester in which such courses were credited} \]

For a semester;

Grade Point Average [GPA] = \( \frac{\sum C_i G_i}{\sum C_i} \)

Grade Point Average = Sum of the multiplication of grade points by the credits of the courses

Sum of the credits of the courses in a semester
For the entire programme;

Cumulative Grade Point Average [CGPA] = \( \sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni} \)

CGPA = Sum of the multiplication of grade points by the credits of the entire programme

Sum of the credits of the courses for the entire programme.

<table>
<thead>
<tr>
<th>CGPA</th>
<th>Grad</th>
<th>Classification of Final Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5-10.0</td>
<td>O+</td>
<td>First Class- Exemplary*</td>
</tr>
<tr>
<td>9.0 and above but below 9.5</td>
<td>O</td>
<td>First Class- Exemplary*</td>
</tr>
<tr>
<td>8.5 and above but below 9.0</td>
<td>D++</td>
<td>First Class with Distinction*</td>
</tr>
<tr>
<td>8.0 and above but below 8.5</td>
<td>D+</td>
<td></td>
</tr>
<tr>
<td>7.5 and above but below 8.0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>7.0 and above but below 7.5</td>
<td>A++</td>
<td>First Class</td>
</tr>
<tr>
<td>6.5 and above but below 7.0</td>
<td>A+</td>
<td></td>
</tr>
<tr>
<td>6.0 and above but below 6.5</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>5.5 and above but below 6.0</td>
<td>B+</td>
<td>Second Class</td>
</tr>
<tr>
<td>5.0 and above but below 5.5</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>0.0 and above but below 5.0</td>
<td>U</td>
<td>Re-appear</td>
</tr>
</tbody>
</table>

*The candidates who have passed in the first appearance and within the prescribed semester of the PG Programme are eligible.

4. **Maximum duration for the completion of the course:**

The maximum duration for completion of Degree in Master of Journalism and Mass Communication (MJMC) programme shall not exceed ten semesters from their fourth semester.

5. **Commencement of this Regulation:**

These regulations shall take effect from the academic year 2018-2019 (June session) i.e., for students who are to be admitted to the first year of the course during the academic year 2018-2019 (June session) and thereafter.

6. **Fee Structure:**

The programme has the following Fee Structure:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Fees Detail</th>
<th>Amount in Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First Year</td>
<td>Second Year</td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>-------------</td>
</tr>
<tr>
<td>1</td>
<td>Admission Processing Fees</td>
<td>300.00</td>
</tr>
<tr>
<td>2</td>
<td>Course Fees</td>
<td>5000.00</td>
</tr>
<tr>
<td>5</td>
<td>ICT Fees</td>
<td>150.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>5,450.00</td>
</tr>
</tbody>
</table>

The above mentioned fee structure is exclusive of Exam fees.

**Requirement of the laboratory support and Library Resources:**
   Directorate of Distance Education, Alagappa University, Karaikudi housing an exclusive Library facility with adequate number of copies of books in relevant titles for Master of Journalism and Mass Communication (MJMC). The Central Library of Alagappa University also having good source of reference books. The books available at both the libraries are only for reference purpose and not for lending services.

**Cost estimate of the programme and the provisions:**
   The cost estimate of the programme and provisions for the fund to meet out the expenditure will be as per the university norms.

**Quality assurance mechanism and expected programme outcomes:**
   The quality of the programme depends on scientific construction of the curriculum, strong-enough syllabi, sincere efforts leading to skilful execution of the course of the study. The ultimate achievement of M.A programme of study may reflect the gaining of knowledge and skill in the subject. And all these gaining of knowledge may in journalism may helps the students to get new job opportunities, upgrading in their position not only in employment but also in the society, make students feel thirsty to achieve in research in the fields associated with the discipline.

   The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations. Apart from the end semester examination-based review feedback from the alumni, students, parents and employers will be received and analyzed for the further improvement of the quality of the Master of Arts (M.A) Journalism and Mass Communication Programme.
Minutes of the Meeting of the Board of Studies of M.A in Journalism and Mass Communication Programme to be offered through ODL Mode held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630003 on 04.09.2017 at 11.00 A.M.

Members Present

1. Dr. S. Nagarathinam - Chairman
2. Dr. B. Radha - Member
3. Dr. C. Jaisankar - Member
4. Dr. R. Rajan - Member
5. Dr. N. Johnson - Member

The modified syllabi of M.A in Journalism and Mass Communication programme was scrutinized and discussed in the meeting. The board has resolved the following:

The board has unanimously accepted the curriculum design and modified syllabi of M.A in Journalism and Mass Communication programme as per the norms.

The board has approved the Regulations, Curriculum and Syllabi for M.A in Journalism and Mass Communication programme to be offered by the Directorate of Distance Education, Alagappa University.

The Approved Syllabi are provided in the Annexure - I (M.A in Journalism and Mass Communication).

(S. NAGARATHINAM)  (B. RADHA)  (C. JAI SANKER)

(K. JOHNSON)  (R. RAJAN)