

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
Centre for Distance and Online Education

SCHEME OF EXAMINATIONS – Online Learning

PG COURSES (New Syllabus)

(Those who's joined from the Academic Year 2023-2024)

M.A Journalism and Mass Communication - First Semester

Course Code	Title of the Course	Credit	Int. Mark	Ext. Mark	Total
HSJMM11	Understanding Human Communication	5	25	75	100
HSJMM12	Introduction to Journalism	5	25	75	100
HSJMP11	News Gathering and Reporting (Practical)	4	50	50	100
HSJME11	Communication Design	4	25	75	100
HSJME12	Communication Laws	3	25	75	100
Total Credits		21			

M.A Journalism and Mass Communication - Second Semester

Course Code	Title of the Course	Credit	Int. Mark	Ext. Mark	Total
HSJMM21	Mediated Communication	5	25	75	100
HSJMM22	In-Depth News Reporting	5	25	75	100
HSJMM23	Media Production Technique - I	5	25	75	100
HSJMP21	Basic Photography (Practical)	4	50	50	100
HSJME22	Film Studies	4	25	75	100
HSJMP22	Data Visualization and Info graphics Design (Practical)	2	50	50	100
Total Credits		25			

M.A Journalism and Mass Communication - Third Semester

Course Code	Title of the Course	Credit	Int. Mark	Ext. Mark	Total
HSJMM31	Advertising and Public Relations	5	25	75	100
HSJMM32	Critical Media Literacy	5	25	75	100
HSJMM33	New Media Studies	5	25	75	100
HSJMP31	Media Production Techniques - II (Practical)	5	50	50	100
HSJME31	Audio Production	4	25	75	100
HSJMS31	Audience Engagement and Media Analytics	2	25	75	100
Total Credits		26			

M.A Journalism and Mass Communication - Fourth Semester

Course Code	Title of the Course	Credit	Int. Mark	Ext. Mark	Total
HSJMM41	Communication Research	5	25	75	100
HSJMP41	Capstone Project	7	50	50	100
HSJME41	Science Communication	4	25	75	100
HSJMS41	Digital Media Management	3	25	75	100
Total Credits		19			
		91			



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
PG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024)

Mass Communication and Journalism

Semester	Course	Title of the Course	Course Code	Course Type
I	Core - I	Understanding Human Communication	HSJMM11	Theory
	Core - II	Introduction to Journalism	HSJMM12	Theory
	Core - III	News Gathering and Reporting	HSJMM13	Practical
	Elective - I	Communication Design	HSJME11	Theory
	Elective - II	Communication Laws	HSJME12	Theory

Semester-I
Unit-I: <i>Human Communication Theories and Concepts</i>
Foundations of Communication Theory-Dimensions and Evaluation of Theory-Communication Tiers-Seven Traditions of Communication Theories Defining Communication- Basic Models and Levels of Communication Key Concepts in Message Processing, Cognitive and Information Processing (Attribution and Judgement, Information-Integration and Consistency Theories) Socio-Psychological Approach to Communication-Trait- Factor Model. Communication Competency-Argumentativeness Communication Anxiety-Reticence (Interaction Adaptation, Expectancy Violation theory)
Unit-II: <i>Evolutionary Communication</i>
Biophysiological Theories, Trait Theories and Embodiment, Communicology, Communibiology Biological and Neurological Basis of Communication Evolutionary Communication- Pointing as Communication. And Signalling Theory Information Seeking Behavior and Information Foraging-Information Integration, Expectancy Value-Cognitive Dissonance- Rokeach' Comprehensive theory of change Communication in Cultural Evolution-Cognitive Gadgets
Unit-III: <i>Modes and Messages of Communication</i>
Evolution of Language-Sтивен Pinker's Language Instinct Thesis, Structural Linguistics Approach Speech and Verbal Communication, Speech Community and Speech Act Augmentative and Alternative Communication Models for Speech Interactions Nonverbal Communication (NVC). Nonverbal Codes Systems Digital NVC - NVC in Human Interactions, Touch and Haptic Communication. Theories of Visual Communication- Semiotics, , Social Semiotics Written Forms of Communication and Reading, Orality and Literacy Psychological and Neurological Basis of Writing
Unit-IV: <i>Conversations in Interpersonal and Group Context</i>
Intrapersonal Communication-Self, Mindful Communication Phenomenological and Hermeneutics Tradition, Interpersonal Communication and -Uncertainty Reduction, Privacy Management Giles Accommodation Theory. Interaction adaptation theory. Burgoon's Expectancy violation theory, and Interpersonal deception theories. symbolic interactionism, symbolic convergence theory- Fantasy themes Rhetoric, Argumentation, Coordinated Management of Meaning (CMM). Message-Design Logic, Compliance Gaining, Goals-Plans-Action Model, Politeness theory. Group Dynamics: Interaction Process Analysis, Group Development, Input-Output Model, Concertive Control and Self-Managed Teams, Adaptive Structuration. Simplified Social Influence Process, Socio-Egocentric and Group-Centric Model, Transactive Memory, Vigilant Interaction theory
Unit-V: <i>Relationships</i>
Palo Alto Group on Relationships. Relational Schemas, Social Penetration Theory Bakhtin's Theory of Dialogics. Dialectical Theory of Relationships, Affection Exchange, Dyadic Power Theory, Family Communication Patterns, Relationship Maintenance, Petronio's Communication Privacy Management (CPM) Carl Roger's Self-Theory Constructing and Transcending Differences-Morale Conflict theory, Performing Foreignness, Coalition and Alliance Building, Dialogue as Building Culture of Peace, Principles of Good Communication and Non-Violent Communication
Course Specific Skills

Define theConceptofC ommunication	Identify andexplicate differentforms ofCommunication Anditsmessages	Analyze theprocess ofcommunication	Explain the theory andmodels ofcommunication and itsrelevance	Analyze anddetail thecommunic ationprocessa nd its implication
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Semester-I
1.2.Introduction to Journalism
Unit-I:Introduction to Journalism
What is Journalism? Journalism as a Profession. Career in Journalism. Field of Journalism Studies Academic Journalism. Law defining journalists: who's who in the age of digital media? Digital Journalists' Professional Identity. Contemporary Status of Journalism- The New Rules of Engagement. News in a New Media Ecology. Genre of Journalism- Multimedia, Mobile. Collaborative, Innovation, Solution, Data, Social, and Computational Journalism and Others. Collaborative Journalism and Cooperative Media.
Unit-II:Elements of Journalism
Informing the News (Thomas Patterson). Basic Canons of Journalism- Kovach and Rosenstiel Elements of Journalism. Journalism of Verification- Journalism Practice as Social Science. Epistemology of Journalism-Towards a Scientific Attitude in Journalism. Journalist as Interactional Experts (Harry Collins). Policy Issues that Impact News and Journalism-Media Freedom. Media Sustainability. Pluralism and Diversity. Defining and Measuring Quality Journalism. McQuail Media Performance Theory and its Update.
Unit-III:Ethical Journalism
Codes of Conduct for Professional Journalism- Institutional Self-Regulation. Digital Ethics-Code of Conduct for Digital Journalists. Virtue Ethics and Journalism. Virtue Epistemology. Making of an Ethical Journalist-Mindful Journalism. Working Journalist, Labour Issues, Professional Associations and Unions.
Unit-IV:Engaged Journalism
Journalistic Metamorphosis and The Networked Ecology-Participatory, Networked and Convergent Journalism Audience-Centric Journalism- Active Audience. News as Conversation: Not Just Informing but Involving the Audience. Why Engagement Matters-Face-to-Face Engagement. Collaborative Journalism and User-Generated Content- Citizens Journalism. Local and Hyperlocal Journalism- Digital Neighbourhood. Raise of Citizens Journalists, Lay Experts and Bloggers. Alternative Journalism: Claims and Challenges. News Media Activism- Controversies in Use of Journalism for Activism
Unit-V:Theories of News
Normative Approach to Journalism. Classical and Modern Approach-Roles and Function of News Media-Its Revisions. News and Public Sphere (Habermas). Market Vs public Sphere Models. News as Public Good-Fourth Estate-News Public Interest and Democracy. Propaganda Model-Computational Propaganda. Infotainment. Theorizing Journalism- Gatekeeping theory. Public Opinion Agenda Setting and Media Framing Theory, Spiral of Silence. Impact of Social Media on Public Opinion. Third-Person Effects, Hostile Media Influence. Mediating the News- Hierarchical Model (Pamela Shoemaker) Future of Journalism-Artificial Intelligence-Robot Journalism. Big Data, AI, Surveillance and Privacy and Deep Fakes.

Course Specific Skills				
To introduce learners to the practice of professional journalism and current challenges.	To introduce the learners to foundational principles and basic canons of professional journalism.	To provide critical insights into the historical context of the development of journalism.	To provide learners theoretically oriented empirical evidence for the functions of journalism in society.	To orient learners to best ethical practices and code of conduct and encourage them to strive to become ethical journalists.
Semester-I				
Unit-I: Principles of News Reporting				
News Values and Newsworthiness-5W-1H Model. Digital News. News in the Context of Instant Messaging, and Social Media, Mobile Phones. News Sharing “Share worthiness”. Role and Responsibility of Reporters. Taking a Mobile First Approach-Merits and Demerits. Principles of Reporting. What Makes a Good Journalist? Personal Characteristics of Reporters-Curiosity, Motivation, Truthfulness. Changing Attitudes to Fit the Mobile and Social Media Landscape- Mobile and social media – Two Sides of the Same Coin. Role of Metrics in Journalistic Practices. Performance Indicators for Reporters and Workload.				
Unit-II: Finding News and News Sources				
Finding Story Ideas-Brainstorming. Story Pitch. Pool Reporting - Pack journalism. Enterprise Reporting. Explanatory journalism. News Sources- People, Experts, Stakeholders, News Releases- News Agencies- Follow Up Stories. Personal Social Networks. Professional Networks. Reporter-Source and Owners Relationship- Trust -Non-Disclosure Principal vs Public Interest. - Reporter-Source Relationship-Using Social Media for Reporting- Issues and Challenges- Best Practices. Tools for Tracking Social Media Handles and #Hashtags.				
Unit-III: Skill Sets				
Traditional Techniques for News Gathering. Preparation for Covering News. Gathering and Recording Evidence. Note Taking, Voice Recording, Mobile Images, Screenshots. Interviewing Skills for Journalists. Types of Interview-Questions-Guidelines. Interviewing Experts. Developing Conversation Skills. Observation Skills for Journalist. Reporter as Participant Observer. Observational Techniques- Unobtrusive Measures-Listening Skills. Online Scoping Research and Document Sources- Government and Statistical Documents and Reports. (Questioned Document Forensic). Quick Checking Credibility.				
Unit-IV: Reporting Fieldwork				
Reporting for Convergent Media-Using Apps for Mobile-First and Social First Approach - Risk and Opportunities. Basic News Structure for Reporting for Multiple platforms. Qualities of Good News Story-Reporters Perspective. Getting the First Draft Quickly. Blip Culture: The Power of Brief News (Instant Messages, Posts, Notifications).				
Unit-V: Routine Assignments and Culture, Lifestyle, and Sports Reporting				
Beat System and News Routines. Different Types of Beats-Crime, Courts, Energy. Water, Corporation. Education, Health. News Hotspots. Pitfalls and Problems in Reporting. Cultivating Source-Rapport Building-Common Traps In News Reporting, Censorship and Self-Censorship. Pitfalls and Problems in Reporting. Reporting Sensitive Story Leaks. Breaking News and Scoop. Types of Routine News Assignments. Covering Speeches, Press Conferences, Meetings,				

Covering Special Events and Pseudo-events (Information Subsidy). Doing Profiles and Obituaries. Civic Issues. Weather and Tragedies---Reporting Human Interest Stories. Arts, and Culture Reporting. Covering Film, Art and Aesthetics, Music, Leisure, Fashion, Tourism, Architecture, Literature, Food. Covering Popular Culture- Cultural Journalism. Covering Creative and Entertainment Industries. Celebrity Interviews, Writing Profiles. Lifestyle and Leisure Reporting. Life Hacks. Alternative Health. Sports Journalism-Reporting on Gaming industry.				
CourseSpecificSkills				
To build the capacity of learners to acquire a sense of news and newsworthiness	To display the ability to identify potential news stories and various sources of preparing the news story	train learners in various techniques of news reporting	employ various fieldwork-based techniques of news reporting and writing across multiple platforms	sensitize learners to the routine news assignments and beat systems and to engage in local, community-level issues for pitching for a story

Semester-I						
1.4.Communication Design (Theory)						
CourseSpecificObjective						
TheCourse equips students to excel as multimedia journalists in today's dynamic media landscape.						
HoursPer Week					Credits	
Lecture	3	Tutorial	-	Practical	2	3
Unit-I:Conceptualizing Communication Messages and Products						
Content creation - Writing skill - Mind map, Brainstorming tools						
Unit-II:Usage of Computer in Creating Communication Messages						
Fundamentals of Computer - Word Processing Software - Editing and Formatting Applications						
Unit-III:Presentation of Messages to the context						
Infographic Presentation - Presentation skills - Presentation Software						
Unit-IV: Layout and Framing of Messages						
Layout Formulation - Page Layout Software - Desktop Publishing Software						
Unit-V:Graphics and Images						
Visual Content Creation - Image Processing Software - Image Manipulation and Image Editing Software						
CourseSpecificSkills						
Identifytheneedf or featurewriting	Explain the needandsignifican ceoffeaturewritin g	Understandingab out society,contextan drelatedchallenge s	Develop ability tocollect informationthroug h systematicresearch	Developsensibl efeaturedinfor mation to Bepublishedin media		

Semester-I
Unit-I: Indian Constitution
Foundations of the Indian Constitution. Indian Constitution from Communication Perspective Salient Features of The Indian Constitution. Importance of Articles 21 and 32. The Parliament-Directive Principles. Constitutional Amendments. Fundamental Rights and Duties- Article 19 1 (A)- Various Freedoms and Reasonable Restrictions Centre-State Relationship. State, Central and Concurrent List
Unit-II: Freedom of Speech and Expression
Concept of Positive and Negative Liberty. Free Speech and Private Properties. Press Freedom. Philosophy of Free Speech. Free Speech and Its Limits. Freedom of Press and Regulations. Hate Speech and Censorship in India. International Instruments on Free Speech and Expression. Social Media as an Alternate-Censorship in Social Media- Privatization of News Regulation- are Social Media Companies Platforms or Publishers. Shadow Banning. Algorithmic Downgrading in Recommender Systems.
Unit-III: Media-Related Acts and Regulations
Books and Registration Act. Registration of Newspapers Working Journalist Act. Press Council of India; Cinematograph Act. Press Council of India; Official Secrets Act-Journalistic Defence Obscenity and Pornography- Censorship. Privileges of Parliament. Defamation, Libel, Slander-Contempt of Court. Landmark Cases related to Media. Cases relating to freedom of expression and press Content Regulation in Broadcast News. Government Agencies, Trade Associations, Institutions related to Media Monitoring and Regulations-Ministry of I and B. Prasar Bharati, TRAI, INS, BARC.
Unit-IV: Intellectual Property Rights and Internet Governance
Intellectual Property Rights (IPR)- Concept of Innovation, Invention and Discovery. Intellectual Property Rights- Trademark, Patents, Geographical Indicators, and Secret and Confidentiality in IPR, Internet Governance International Conventions and Applications. WIPO. Copyright and Fair Use. Net Neutrality. (Facebook Basics Case) Various Government Notifications on social media and Internet Regulations. Internet Access and Broadband as Basic Rights. Role of Electronic Frontier Foundation (EFF) in Internet Governance. Social Media and other Digital Media/Platform Notifications of Government of India
Unit-V: Laws Related to Information
Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and social media, Cyber Laws of other countries IT Act 2000 and its amendments. Limitations of IT Act 2000. Right to Information Act. Using RTI as a Reporting Tool. Media and Privacy- Privacy Bill in India and in Other Countries. Right to Data Privacy- Relevant Sections of The IT ACT-Section 43A and Section 72 A. Sensitive Personal Data or Information) Rules, 2011 ("SPDI Rules"). Protection of Personal Information (PI) and Sensitive Personal Data and Information (SPDI)-Draft PDP Bill, 2019. Right to be Forgotten-Key Challenges and Debates.(EU's Digital Services Act, 2023)

Course Specific Skills				
provide a general orientation to learners on the Indian constitution, its history, and development	understand and apply the principles and laws of freedom of speech and viewpoint diversity.	provide orientation and examine legal issues and case laws related to media and journalism practices.	introduce and analyze intellectual property rights relevant to journalism practice in the Indian and global context.	recognize the ethical, legal, and socio-economic issues surrounding information and technology.
Semester-I				
Unit-I: <i>Nature and Scope of Persuasion</i>				
Nature and Scope - Definitions - Persuasion, Propaganda, History - Rhetoric and Public communication, Propaganda, Why Study Persuasion?, Aims and Goals, Persuasion is not a Dirty Word, Persuasion is Our Friend, The Pervasiveness of Persuasion: You Can Run But You Can't Hide. Basic Concepts - Basic Concepts - Values, Beliefs, Attitudes. Persuasive Rhetoric and the Brain: Multimodality, What Constitutes Persuasion?, Pure Versus Borderline Cases of Persuasion, Limiting Criteria for Defining Persuasion, Intentionality, Effects, Free Will and Conscious Awareness, Symbolic Action, Interpersonal versus Intrapersonal Traditional Principles of Persuasion - Rhetoric (Appeals) - Language - Argumentation - Reasoning - AIDA - PAN and its updated Variant. Advertising as Persuasion. Implicit Versus Explicit Memory. Persuasion in the Sciences, Persuasion in the Arts, Other Not-So-Obvious Contexts for Persuasion, Weird Persuasion, Persuasion in Interpersonal Settings. Four Benefits of Studying Persuasion, The Instrumental Function: Be All That You Can Be, The Knowledge and Awareness Function: Inquiring Minds Want to Know, The Defensive Function: Duck and Cover, The Debunking Function: Puh-Shaw about Persuasion Foster Manipulation?, Are Persuasion Findings Too Inconsistent or Confusing?, Ethical Concerns About the Use of Persuasion.				
Unit-II: <i>Psychological Approaches to Persuasion</i>				
Co-active Approach - Framing and Reframing. Brown and Levinson's Politeness Strategies Attribution Theory, Social Judgment Theory, Cognitive Dissonance/Balance Theory, Polarization of Alternatives Rokeach's Comprehensive theory of change. Social Learning, Problematic integration theory (PI). Dual Process Model. Elaboration likelihood Model MAIN Model (Modality, Agency, Interactivity, Navigability). Narrative and Argument Advertising - Transportation-Imagery Model. Processing Narrative versus Argument. Factors Influencing Cognitive Attention, Mental Imagery, Emotional Involvement. Individual Factors Influencing Transportation and Message Factors Influencing Transportation. Persuasive Rhetoric and the Brain, Multimodality and Neurobiology, The Neuro-Cognitive Model of Multimodal Rhetoric, Framing Perception With Media. Narrative and Persuasion, Dress and Natural [Neural] Codes: Smell, Setting, and Audience, Persuasion of Change, Persuasion, Perception, and the Law, Applications in Production of Materials, A Neurorhetorical Analysis of a Multimodal, Multimedia Persuasive Message. Language and Persuasion, Symbols, Meaning, and Persuasion: The Power of Babble, Connotative and Denotative Meaning:, Aphorisms, Familiar Phrases, and Persuasion, Language Intensity, Powerless Language and Persuasion Conformity and Influence in Groups ,Conformity as Persuasion: In With the Crowd.				

Unit-III:Effective Message Design Theory of Planned Action, Berger's Planning Theory. Greene's Action Assembly Theory, Delia's Constructivism. McGuire's Classic Input-Output Framework for Constructing Persuasive Messages. Osgood's Semantic Meaning Theory Role of Images in Messages. Messaris' Visual Persuasion Theory. Analyzing Persuasive Messages Using Semiotics. Message Processing Frameworks. Capacity Theory of Attention and Message Response Involvement (CRA) Theory. Media Channel: Issues Fixed versus Mobile Advertising. Receiver Issues: Captive versus Mobile Audiences. Cognitive Resource Allocation Framework. Quadrant Uncommon Bond. Quadrants (Traveling. Salesperson, Moving Target. Chance Encounter). Using CRA to Maximize Advertising Effectiveness. Resource Matching Hypothesis. Achieving Cognitive Congruency Through Message Design. Credibility Is a Receiver-Based Construct, Credibility Is a Multidimensional Construct, Credibility Is a Situational/Contextual Phenomenon, Credibility Is Dynamic' Credibility and Image Management, Interpersonal Credibility, Impression Management, Facework, and Accounts, Strategies for Enhancing One's Credibility
Unit-IV:Emerging Models Theories of Emotion Appeal Engagement and Empowerment in Marketing Communications. The Role of Emotion in Persuasion. Measuring Emotions. Nonverbal Measures of Emotional Response. Emotional Response Modeling. The Neurology of Emotion. Fear Appeals Reflexive Persuasion Game. The Persuasion Knowledge Model (PKM) PKM Antecedents Processing and Outcomes. Emerging Neuromarketing Approach-Brain-Based Persuasion Model. Ramachandran's Nine Principles. Neuro-Cognitive Model of Multimodal Rhetoric. Framing Perception With Media. Persuasion and Decision Making-Behavioral Economics Approach-Cognitive Biases and Heuristics. Nudge-Choice Architecture-Default Settings.
Unit-V:Persuasion Strategies Common Persuasion Strategies and Tactics. Cialdini Robert B. Influence Model- Pre-suation" Model. Strategy Choice Models. Creative Strategies in Designing Messages for Advertising, Promotions. Word of Mouth: What's the Buzz?, Social Media: Rise of the Machines, Tipping Points, Über Influencers, Orchestrating the Next Big Thing, Infectious or Inexplicable?, Gamification Brands and Branding: Brand Personality, Authenticity: Keeping It Real, Cause-Related Marketing: The Feel-Good Factor, Sloganeering, Sponsorship. Visual Persuasion, The Power of Images, How Images Persuade, Iconicity: Bearing a Resemblance, Indexicality: Seeing Is Believing, Syntactic Indeterminacy, Art As Persuasion. Cinematic Persuasion: Sex, Drugs, and Popcorn, How Movies Persuade, Exporting Values Abroad, Promoting Popular Culture, Modeling Behavior: Social Proof, Cultivation Theory: It's a Mean, Scary World, Viewer Identification, Perpetuating Stereotypes. Images in Advertising, Visual Extravaganzas, Anti-Ads: You Can't Fool Me, Image-Oriented Advertising: Materialism as Happiness, Shock Ads: Edgy Images as Persuasion, Photojournalism as Persuasion: The Camera Does Lie, Photographic Deception. Communication by Design-Fogg's Persuasive Technology Design Model

CourseSpecificSkills				
understand the basic concepts in persuasive communication.	identify evidence-informed message design strategies.	analyze message and audience using established scientific theories.	create messages and persuasive tactics to match the suite different audience segments.	create conceptual models for persuasive technology design.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
PG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024)

M.A. Journalism and Mass Communication

Semester	Course	Title of the Course	Course Code
II	Core IV	Mediated Communication	HSJMM21
	Core V	In-Depth News Reporting	HSJMM22
	Core VI	Media Production Technique	HSJMM23
	Elective - III	Basic Photography (Practical)	HSJME21
	Elective – IV	Film Studies	HSJME22
	Skill Enhancement	Data Visualization and Infographics Design (Practical)	HSJMS21

MEDIATED COMMUNICATION

UNIT	DETAILS
I	<i>Traditional Media and CMS Effects:</i> Origins of Mass Communication-Mass Society, Power Effects Thesis, Propaganda Model Passive and Active Audiences. Rise and Fall of Mass Communication, Audience Fragmentation and Media Balkanization Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication (CMC). Characteristics of New Media-Uses and Gratification of Social Media- Transportation Mode-Expectancy-Value Theory-Media Richness. Competence Model. Media and Channel Use Theories. Media and CMC Effects Theories-Personal Influence, Selective Perception, and Limited Effects-Cultivation theory. Media Effects Research Tradition. An Overview of Psychological Effects of Social and Mobile Media.
II	<i>Communication Ecology Perspectives:</i> Media and Communication Ecology Perspective. Harold Inns Legacy and Marshall McLuhan's Medium Theory. Media Ecology and Mediatization, Remediation. Media and Socialization. Ball-Rokeach's Communication Infrastructure Theory Media Multiplicity Theory (Caroline Haythornthwaite). Media and Cultural Production, Presentation of Self Online (Ervin Goffman). Critical Cultural Perspectives: Interpretations of Media Influences on and Society
III	<i>Cognitive, Memory, and Emotional Effects of Media:</i> Communication and Cognition- Relevance, Limited Capacity Model. Social Information Processing Theory (Walther). .Cognitive Approach to Mass Communication- Social Cognitive Theory. Memory and Emotional Effects of Mediated Communication. Emergence of Media Neuroscience. Information Processing Models
IV	<i>Emerging Theoretical Perspective:</i> Digital Play and Media Transference. Media Transformations (Mark Poster). Theory of Interactive Media Effects. Social Expectations Theory. Media Equations. Media Dependency. Media Transformations. Social Informatics Approach to Mediated Communication. Communicating with Objects-Actor Network Theory. Jean Baudrillard's The Revenge of the Crystal. Approaches to Human-Computer Interaction(HCI)- Affordances, Usability, UX Human-Brain Interaction (BCI), AI and Communication. Persuasive Technology Design-Attention, Dependencies, and Distraction.
V	<i>Communication Systems and Networks:</i> Social Systems Approach to Communication-Cybernetics and Self-organization. Latané's Dynamic. Social Impact Theory. Castells' and van Dijk's Network Society. Media-Influence Diffusion of Innovation, Differential Adaptation Theory and Contagion theories (Social, behavioural etc.). Information Flow Models. Mimetics- Memes and Discursive Power of Memes. How ideas Spread-Jenkins' Spreadable Media Theory, Virality, and Self-Organization, Emergence. Autopoiesis, Critical Mass, Tipping Point- Infodemiology.

Text Books	
1	Shyam Sundar, S. (2015). The Handbook of the Psychology of Communication Technology. John Wiley & Sons.
2	Konijn, E. A., Utz, S., Tanis, M., & Barnes, S. B. (2008). Mediated Interpersonal Communication. Routledge
3	Carr, C. T. (2021). Computer-Mediated Communication: A Theoretical and Practical Introduction to Online Human Communication. Rowman & Littlefield.
4	de Mooij, M. (2013). Human and Mediated Communication around the World: A Comprehensive Review and Analysis. Springer Science & Business Media.
5	Gunter, B. (2015). The Cognitive Impact of Television News: Production Attributes and Information. Reception eBook: Gunter, B.: Amazon.in: Kindle Store

IN-DEPTH NEWS REPORTING

UNIT	DETAILS
I	<i>In-Depth Reporting:</i> In-depth and Specialist News Reporting. Developing Expertise. Learning Techniques. Reporting Social Issues and Making Social Work News-Covering Social Welfare Schemes-Child Protection Guidelines for Media. Understanding and Reporting on Central and State Government Development Schemes. Media and Non-governmental Organization (NGOs). Reporting on Civic Issues-News and Conflict and Trauma. News and Conflict. Dealing with Sensitive Issues Cases– Trauma Reporting-Interviewing. News and Gender. News Media Coverage of Gender Issues. Women, Children, and Victims of Crime.
II	<i>Covering Crime and Punishment :</i> Portrayal of Crime and Police in Media. Role of Media in Crime Prevention Impact of Mass Media on Crime and Delinquency. Types of Crime Reporting. Moral Panic Vs Political Correctness-The Debate. Fear of Crime De-Sensitisation of People. Media and Spread of Rumours. Contemporary Forms of Crimes. Role of Criminal Justice-Law Enforcement.
III	<i>Covering Courts:</i> Covering Courts-Contempt of Court- Basics of Legal Research for Journalists. Understanding Indian Judicial System-Criminal Court. Provisions of The Indian Penal Code and Criminal Code. The Criminal Procedure Code. Law of Evidence. Law of Evidence – Significance of Evidence – Types of Evidences – Fact in Issue-Admissibility and Relevancy. Fair Trial- Media Trials. Judicial Presumptions. Presumption of Fact – Burden of Proof. Types of Court Judgements.
IV	<i>Political Reporting:</i> Indian Political Systems. Election Systems. Election Campaigns. Guidelines on Covering Indian Parties. News and Election- Paid News and Regulations’ Covering Elections and Election Campaigns. Opinion Polls Reporting Exist Pools. Pollster Disclosures Standards. Role of Social Media in Elections. Covering Legislation- Parliamentary Privileges. Understanding Policy Making- Conducting Policy Research- Evidence-based Policy Making. Reporting on Social Media and Politics.
V	<i>Covering Business and Economy:</i> Business and Financial Systems in India. Covering Business Ecosystem. Reporting on MSME and Non-formal Sector. Business Reporting-Consumer Rights. Finance Reporting-Types of Business, Finance and Economic Reportage. Business, Economic and Financial Data Sources. Finance Reporting-Stock Markets, Investors, Banking Systems, RBI. Economic Issues in India. Economic Indicators. Covering Labour and Workers Unions. Covering Consumers (Consumer’s Price index and Cost of Living Indices).

Text Books	
1	Formulate questions and locate news sources for in-depth and specialized reporting.
2	Locate relevant sources for reporting on crime and criminal proceedings, fact-check, and prepare a news capsule.
3	Locate relevant sources for reporting on judicial systems and legislature, fact-check, and prepare a news capsule based on field reporting.
4	Locate and evaluate relevant sources for reporting on politics and prepare a news capsule on a developing story.
5	Evaluate scope and content of sources for reporting on business and economics and prepare a news capsule on a topical subject.

MEDIA PRODUCTION TECHNIQUE

UNIT	DETAILS
I	Media Production Genres: Featured Messages –Theme Based Messages –Fictional Messages -Non-Fictional Messages
II	Audio Production: Preparation for Audio Production–Understanding the infrastructure and tools for production –Understanding the infrastructure and tools for production – Finalization of Audio production for Dissemination.
III	Audio Visual Production: Preparation for Audio Visual Production-Understanding the infrastructure and tools for production-Understanding the infrastructure and tools for production – Preparing for Editing and Mastering
IV	Animation and Graphical Production: Preparation for Animation and Graphical Production –Types of Animation and Graphical Production-Implementation of Concepts and Ideas-Understanding the infrastructure and Tools for production
V	Editing and Mastering Techniques: Analyzing the Need for Editing-Linear and Non-Linear Editing-Preparing Paraelements for Editing- Final Mix and Rendering
Text Books	
1	Michael Langford: Basic Photography, Focal Press.
2	Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3	Vasuki Belavadi (2008). Video Production, Oxford University Press.
4	EstaDeFossard, John Riber (2005).Writing and Production for TELEVISION & FILM, Sage Publication

BASIC PHOTOGRAPHY (PRACTICAL)

UNIT	DETAILS
I	<i>Fundamentals of photography and it's concepts:</i> Basic Camera Operations - Camera Handling Skills – Camera - Photographic accessories
II	<i>Composition techniques and Visual Elements:</i> Compositing and Framing - Technical Skills – Viewfinder
III	<i>Classifications of Lens and it's uses:</i> Camera Lenses and Focal Length - Focusing Skills - Various types of Lens - Lens in digital gadgets
IV	<i>Perception of Light and Shadow:</i> Brightness, Darkness, Mood, Tone and Atmosphere - Artistic Skills - Lighting Kits for Photography - Light Meter
V	<i>Editing and Publishing:</i> Post Production - Editing skills - Image processing Application - Photo retouch

FILM STUDIES

UNIT	DETAILS
I	Introducing the concept of film studies: Define film and its Genres-Origins of film studies as an academic discipline – Narrative fiction, Documentary-Anthology film, avant-garde film-
II	Origin and development: History of Film - Evolution and Development-Beginnings of Cinema, Silent Era to Studio Era-Parallel Cinema, Liberalization and Indian Cinema - Rise of Multiplex Cinema-
III	Film theory and forms : German Expressionism, Italian neo-realism-French new wave, Third Cinema – Auteur Theory, Feminist Film Theory- Queer Theory, Postmodernist Cinema and Characteristics.
IV	Understanding Film Language and essential characteristics of film: Mise-en-scene, Cinematography –Editing and sound, Colour as a story telling element – formalism and Neo formalism-Theorizing Indian cinema / Tamil cinema
V	Analyzing and Interpreting film: Film and semiotics- An approach to film analysis- understanding audience expectations - Cultural / historical analysis - Narrative analysis-
Text Book	
1	Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2	History through the lens ; Perspectives on South Indian Cinema ; S Theodore Baskaran; Orient Black Swan : 2009
3	David Bordwell and Kristin Thompson (2010), Film Art : An Introduction, Mc Graw Hill.
4	Baskaran, Theodore (1981) The Message Bearers : The Nationalist Politics and the Entertainment Media in South India.

DATA VISUALIZATION AND INFOGRAPHICS DESIGN (PRACTICAL)

UNIT	DETAILS
I	<i>Introduction to Data Visualization and Infographics:</i> History and Evolution of Data Visualization and Infographics Principles of Data Visualization and Infographics Importance and Applications of Data Visualization and Infographics Types of Data Visualization and Infographics, Using GapMinder
II	<i>Data Analysis and Preparation for Data Visualization and Infographics:</i> Data Collection and Management Data Cleaning and Pre-processing Data Transformation and Aggregation Data Visualization Tools and Techniques
III	<i>Designing Effective Data Visualization and Infographics</i> Understanding the Audience and Context Choosing the Right Visualization Type Designing for Clarity and Effectiveness Best Practices for Layout and Formatting
IV	<i>Advanced Techniques for Data Visualization and Infographics:</i> Interactive and Dynamic Data Visualization Storytelling with Data Visualization and Infographics Data Visualization for Big Data and Machine Learning Spatial and Temporal Data Visualization
V	<i>Applications of Data Visualization and Infographics:</i> Data Visualization for Business Analytics and Intelligence Data Visualization for Social Sciences and Humanities Data Visualization for Journalism and Media Data Visualization for Science and Technology



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

PG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

M.A Journalism and Mass Communication

Semester	Course	Title of the Course	Course Code
III	Core VII	Advertising and Public Relations	HSJMM31
	Core VIII	Critical Media Literacy	HSJMM32
	Core IX	New Media Studies	HSJMM33
	Core X	Media Production Technique II (Practical)	HSJMP31
	Elective V	Audio Production	HSJME31
	Skill Enhancement Course II	Audience Engagement and Media Analytics	HSJMS31
	Internship	Field Report Submission	HSJMT31

Programme In-charge

ADVERTISING AND PUBLIC RELATION

UNIT	Details
I	Concept and Understanding advertising and its Practices Understanding Advertising and its classification - principles of advertising - functions of Advertising - benefits of advertising
II	Adverting models AIDA model -Hierarchy of Effect Model or DAGMAR - The DRIP model - The MASLOW Model
III	Technology and Tools for advertising Tools of advertising - Growth of digital marketing tools - Benefits of advertising in social media - Structure of an ad agency
IV	Concept and Understanding PR and its Practices Definition, Role & Functions of PR- Public Relation in Public and Private Sector - code of ethics in PR - Benefits of PR Professional
V	Growth and development Growth and development of PR in the digital era - standard PR practices in international and National Media

Reference Books
1. Otto Kleppner, Prentice Hall, Fundamentals of Advertising, New Jersey. 2. David Ogilvy, 'Ogilvy on advertising'. 3. Stephenson, Howard. Mc Graw Hill Pub., Illinois, Handbook of Public Relations'. 4. Scott M. Cutlip, Allen H. Center, Glen M. Broom, Effective Public Relations. Pearson Education, 2005

CRITICAL MEDIA LITERACY

UNIT	Details
I	Concept Of Media Literacy Concept and definition of Media Literacy - The importance of Media Literacy - Nature and scope of media literacy - Digital Literacy and Visual Literacy in new age.
II	Approaches to Media Literacy Key concepts in Media Literacy - Analyzing and meaning deriving from hidden messages – Digital Citizenship.
III	Media Analysis Deconstructing Ads and bias in News - Analyzing websites and other modes of information - Conditions in Media learning - Power of media learning
IV	Media Message Reception Know and identify the source of message - Media vehicles their working pattern, structure and typesGate keeping- Media exposure and filters - Media stereotyping and it's effects on society
V	Media and Globalization Media ownership patterns -Globalization of Media - Media market and propaganda - Cultural hegemony and various concepts in globalization

Reference Books

1. W. James Potter, Theory of Media Literacy: A Cognitive Approach, , SAGE Publications, 2004.
2. Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy- A Handbook, Routledge, 2015
3. W. James Potter, Media Literacy (7ed), Sage Publication, New Delhi, 2014
4. , Paul Mihailidis, Peter Lang, Media Literacy and the Emerging Citizen – International Academic Publishers, Switzerland

MEDIA PRODUCTION TECHNIQUE – II (Practical)

UNIT	Details
I	Understanding the Nuances of Planning and Pre-Production Techniques Planning and Scheduling - Documentation - Scripting and storyboarding - Concept creation - Storyboarding skills - Employing Software and Computing Capabilities for Pre-Production Planning
II	Charting the Production Finalizing the Script - Preparation of the related Documents for Equipment - Preparing the Studio and related infrastructure - Human Resource Mobilization
III	Preparation for Production Understanding the Equipments and Tools for Production - Preparation of Infrastructure and Equipments Understanding and Charting Workflow - Optimization of Equipments for Production
IV	Exploring the Production Process Fixing and Finalizing the Workflow - Preparation of Data Storage Devices and Applications - Understanding Power Requirements and Backups - Production Plan and Finalisation - Production Execution
V	Mastering and Rendering Production Production Editing - Project Finalization - Content Optimization - Testing and Preview - Project Finalization

Reference Books

1. Michael Langford: Basic Photography, Focal Press.
2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3. Vasuki Belavadi (2008). Video Production, Oxford University Press.
4. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION & FILM, Sage Publication.

MEDIA PRODUCTION TECHNIQUE – II

Practical Note Exercises

All questions are mandatory.

1. Create a detailed production schedule for a 5-minute short film. Include all major pre-production, production, and post-production activities with estimated time frames.
2. Write a 2-page script for a public service announcement on a topic of your choice. Then, create a storyboard for this script with at least 10 frames.
3. Develop a concept for a 30-second commercial promoting a fictional product. Present your concept in writing and explain how you would visually represent it.
4. Prepare an equipment checklist for a documentary shoot in a remote location. Consider all possible scenarios and justify your choices.
5. Design a basic studio layout for a talk show, including lighting placement, camera positions, and set design. Provide a diagram and written explanation.
6. Develop a budget for a short film production, breaking down costs for pre-production, production, and post-production phases.
7. Design a lighting plan for a three-person interview setup. Include a diagram of light placement and explain your choices for key light, fill light, and back light.
8. Create a workflow chart for a typical day of production, from equipment setup to wrap. Include all key steps and potential bottlenecks.
9. Create a detailed shot list and shooting schedule for a 3-minute music video. Include camera movements, lighting changes, and any special effects.
10. Write a production plan for a live-streamed event, including equipment setup, personnel assignments, and contingency plans for technical issues.

NEW MEDIA STUDIES

UNIT	Details
I	Global New Media Landscape Evolution of digital media worldwide - Mobile revolution and its impact on global media consumption - Comparative analysis of digital platforms across regions - Digital divide and media accessibility: global perspectives with Indian insights - Case study: Jio's impact on India's digital landscape
II	Digital Journalism in the Global Context Online news portals and digital-first journalism: international trends - Mobile journalism practices around the world - Data journalism: global best practices and regional applications - Crowdsourcing and citizen journalism across cultures - Case study: NDTV's digital transformation and its implications for Indian journalism
III	Social Media and Global Audiences Major social media platforms and their global reach - Impact of social media on politics and society worldwide - Content creation and distribution strategies for diverse audiences - Influencer culture and its role in global mass communication - Case study: Tik Tok's rise in India and subsequent ban - implications for global platforms
IV	Privacy, Misinformation, and Disinformation in Digital Media Global data privacy concerns and regulations (GDPR, CCPA, etc.) - Fake news and its spread through social media: a global challenge - International fact-checking initiatives and media literacy programs - Government policies and regulations on digital media across countries - Case study: WhatsApp and misinformation in India during the COVID-19 pandemic
V	Emerging Technologies and Future of Global Media Artificial Intelligence and automation in journalism: global adoption trends - Virtual and Augmented Reality applications in media worldwide - Podcasting and audio content consumption: regional variations - Block chain and its potential impact on the global media industry - Case study: AI in Indian vernacular news production - challenges and opportunities

Reference Books

1. van Dijck, J., Poell, T., & de Waal, M. (2018). The Platform Society: Public Values in a Connective World. Oxford University Press.
2. Flew, T. (2021). Understanding Global Media. Bloomsbury Academic.
3. Mehta, N. (2019). Behind a Billion Screens: What Television Tells Us About Modern India. HarperCollins India.
4. Lewis, S. C., & Westlund, O. (2020). Digital Journalism. SAGE Publications.
5. Bradshaw, P. (2017). The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Routledge.

Audio Production

UNIT	Details
I	<i>Introduction to Audio</i> Sound and sound wave propagation - Active Listening Skills - Audio Cables and Interconnection
II	<i>Microphone techniques</i> Selection and Placement of Microphone - Technical skills - Different types of microphones Accessories for Aiding Microphone
III	<i>Studio Equipment</i> Consoles and its types - Technical skills - Audio Mixers and Audio Consoles - Digital Mixers
IV	<i>Digital Audio Technology</i> Fundamentals of Digital Audio Technology - ADC, DAC - Digital Audio Workstation
V	<i>Mixing and Mastering Techniques</i> Combining individual tracks - Recording and editing skills - Audio Recording Software - Audio recording and editing software

REFERENCE BOOKS

1. **Pohlmann, K. C.** (Year). *Audio Engineering Fundamentals*. Tata McGraw-Hill Education.
2. **Kumar, R.** (Year). *Microphone Techniques for Recording*. New Saraswati House India Pvt Ltd.
3. **Huber, D. M.** (Year). *Modern Recording Techniques*. PHI Learning Pvt. Ltd.
4. **Jackson, B.** (Year). *Digital Audio Workstations: MIDI, Synthesis, Sampling, and Sequencing*. PHI Learning Pvt. Ltd.
5. **Gibson, D.** (Year). *The Art of Mixing: A Visual Guide to Recording, Engineering, and Production* (Indian Edition). Tata McGraw-Hill Education.
6. **Davis, D., & Patronis, E.** (Year). *Sound System Engineering*. Tata McGraw-Hill Education.
7. **Sonnenschein, D.** (Year). *Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema* (Indian Edition). Tata McGraw-Hill Education.

Audience Engagement and Media Analytics (Theory)

UNIT	Details
I	Layers of Audience Engagement and Analytics Nature and importance Audience Engagement. Definition, Nature, Scope, and of Media Analytics- Multiple Layers of Media Analytics. Understanding Audience Engagement using Social Media Analytics. Digital Research Methods for Researching Text, Audiences, and Production Practices. Sustaining Engaged Journalism: Measuring and Monetizing the Audience Relationship. Platform Analytics Tools and Dashboards. Digital Data Collection Illustration: Search Analytics-Interest and Intentions- Tracking Audience Sentiment: Trends Tools. Using Twitter Analytics for News.
II	Text Analytics and News Analytics Big Data and News. Natural Language Processing Applications in Journalism. RSS News Feeds and News Analytics- Information Trapping and News Monitoring- News Corpus (Event Registry, Google Books nGram). Sentiment Analysis and Opinion Mining- Analyzing Posts and Comments. Tools for Text Analytics and News Analytics-Event Registry.
III	Social Networks and Hyperlinks Analytics Hyperlink Analysis. Key Concepts and Measures in Social Network Analysis. Tools for Social Networks and Hyperlinks Analytics.
IV	Action, Apps, and Location Analytics Behavior and People Analytics. Mobile/Apps Analytics. Analytics using GIS and Location-Based Services- Tools for Action, Apps, and Location Analytics. Applications of Google Maps and Google Earth in News Reporting.
V	Audience Engagement and Moderation Enhancing Audience Engagement-Shareability Using Metrics-Moderating Communities. Creating a Social Media Listening Post. Mining Niche Communities: Serving Topical and Hyperlocal Audiences Through Digital and Mobile Platforms. Participatory Journalism. Responding to News Commentaries and Discussion Forums and News Sharing Culture. Emergent Analytics Tools- Audience Strategies and Publisher Innovation. Entertainment Science-Tools and Metrics for Analysis of Entertainment Audiences

Key Text Books

1. Batsell, J. (2015). Engaged Journalism: Connecting with Digitally Empowered News Audiences. Columbia University Press.
2. Borchard, G. A. (2022). The SAGE Encyclopedia of Journalism: 2nd Edition. SAGE Publications.
3. Creech, B. (2021). Journalism Education for the Digital Age: Promises, Perils, and Possibilities. Routledge.
4. Luengo, M., & Herrera-Damas, S. (2021). News Media Innovation Reconsidered: Ethics and Values in a Creative Reconstruction of Journalism. John Wiley & Sons.
5. Wenzel, A. (2020). Community-Centered Journalism: Engaging People, Exploring Solutions, and Building Trust. University of Illinois Press.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

PG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

M.A Journalism and Mass Communication			
Semester	Course	Title of the Course	Course Code
IV	Core XI	Communication Research	HSJMM41
	Core XII	Capstone Project	HSJMM42
	Core XIII	Project with Viva-Voce	HSJMM43
	Elective VI	Science Communication	HSJME41
	Skill Enhancement Course III	Digital Media Management	HSJMS41
	Extension Activity	Lab Journal	HSJMX41

Communication Research

Unit	Details
I	<i>Communication Research</i> Definition of Research - Significance of Communication and Media Research - Research trends in communications
II	<i>Types of Research</i> Applied Research - Fundamental Research - Qualitative and Quantitative Research – Exploratory Research
III	<i>Research Design</i> Approaching the Research Problem - Research Questions and Hypothesis - Research Methods and Methodology - Theoretical Frame for Research
IV	<i>Data Collection and Analysis</i> Data Types - Data Collection Tools and Application - Data Analysis - Data Presentation
V	<i>Research Presentation</i> Writing for Research - Literature Review and Analysis - Dissertation

Reference Books
1. Ranjit Kumar, Pearson, Research Methodology– A Step-by-Step Guide for Beginners 2008 2. Judith M. Buddenbaum& Katherine B. Novak, Blackwell, reprinted in India by Surjeet, Applied Communication Research: 2005. 3. : Roger D. Wimmer & Joseph R. Dominick, Wadsworth, Mass Media Research– Processes, Approaches & Applications 2008. 4. Ajai S. Gaur &Sanjaya S. Gaur, Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Response Books, 2009.

Capstone Project

Structure:

The project consists of three modules, allowing students to refine their content production and management skills. The project theme will be chosen by the student in consultation with their assigned mentor.

Modules	Format	Deliverables
Mini-Dissertation	Written Format	A 3,000–5,000-word dissertation on a media-related topic, demonstrating research and analytical skills.
Podcast	Audio Format	A 30–60-minute podcast suitable for digital platforms or community radio.
Documentary	Video Format	A 15–30-minute documentary with professional production quality.

Assessment:

Projects will be evaluated based on content quality, technical execution, creativity, and adherence to academic and industry standards.

SCIENCE COMMUNICATION

Unit	Details
I	Concepts of science communication Definition, Nature and Scope for Science and Technology Communication - Importance and Functions of Science Major Scientific Activities in India - Significant Scientific Institution - Scientific Organization and Personalities
II	Development of science communication Aims and Objectives of Science Coverage in Media - Types of News Stories in Mass Media - Sources of Science News - Impact of Science Communication
III	Communicating Science and its reach Writing Science Stories - Editorial, Articles, Features and Investigative Reports - Policies, Ideas, Writing Science Stories and Promoting Scientific Temper through Media
IV	Movements & organizations in science communication Role of Government in Promoting Science Communication - Non-Governmental and Institutional Organization in promotion of Science and Technology - Role and Function of Mass Media - Public Education and Promotion of Science and Technology in India
V	Scope of Science Communication Science Writing and Reporting - Developing Skills and Talents - Resources for Development - Science Communication in Media Industry

Reference Books	
1.	Daya Kishan Thussu, Arnold, International Communication– Continuity and Change: 2006.
2.	Akin feleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
3.	DayaKishan Thussu (2009) International Communication: A Reader Paperback, Rout ledge, London.
4.	Thomas L. Mcphail, Wiley, Blackwell, Global Communication– Theories, Stakeholders, and Trends: 2005.

Digital Media Management

Unit	Details
I	<i>Digital Media Ecosystem</i> Overview of the digital media landscape - Key players and stakeholders in digital media - Digital media business models -Trends and future directions in digital media
II	<i>Digital Content Strategy</i> Content planning and creation for digital platforms - Content curation and aggregation - Developing a content calendar - SEO and content optimization strategies
III	<i>Digital Media Analytics and Metrics</i> Introduction to digital analytics tools - Key performance indicators (KPIs) for digital media - Audience measurement and engagement metrics - Data-driven decision making in digital media management
IV	<i>Digital Media Distribution and Monetization</i> Multi-platform content distribution strategies - Social media management and community building - Digital advertising and sponsored content - Subscription models and paywalls
V	<i>Legal and Ethical Issues in Digital Media</i> Copyright and intellectual property in the digital age - Privacy and data protection regulations - Ethical considerations in digital content creation and distribution - Managing online reputation and crisis communication

Reference	
1.	Quesen berry, K. A. (2020). Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution. Row man & Little field Publishers.
2.	Ryan, D. (2021). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.
3.	Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice. Pearson.
4.	Kumar, V., & Gupta, S. (2021). Customer Engagement Marketing. Palgrave Macmillan.
5.	Lieb, R. (2017). Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy. Kogan Page.
6.	Sterne, J. (2017). Artificial Intelligence for Marketing: Practical Applications. Wiley.
7.	Smith, P. R., & Zook, Z. (2020). Marketing Communications: Offline and Online Integration, Engagement and Analytics. Kogan Page.

LAB JOURNAL

Instructions for Preparation and Submission

Objective:

The Lab Journal is a **practical exercise** where students apply their knowledge of journalism and mass communication. Each student must create, edit, and publish **one issue** of a 8-page (A4 size) Lab Journal, demonstrating their editorial, reporting, and content management skills.

Guidelines for Preparation:

1. Theme & Content Selection:

- Choose a theme or focus area for the issue (e.g., social issues, media trends, politics, entertainment, technology).
- Include a mix of **news articles, features, interviews, opinion pieces, and visuals** to ensure diversity in content.
- Maintain journalistic ethics, accuracy, and objectivity.

2. Journal Structure:

- **Cover Page:** Title, publication name, student's name, and date.
- **Editorial Page:** A short introduction/editorial note by the student.
- **News Section:** 2–3 news articles (local/national/global events).
- **Feature Articles:** 1–2 in-depth articles on relevant topics.
- **Interviews:** At least one interview with an expert, professional, or community member.
- **Opinion/Editorials:** One or more opinion pieces on current issues.
- **Visual Elements:** Include images, infographics, or cartoons where necessary.
- **Credits & References:** List of sources and contributors (if any).

3. Technical Requirements:

- Page limit: **8 pages**
- Format: **Digital (PDF) or Print (Hard Copy, if applicable)**
- Software: Can be created using **MS Word, Canva, InDesign, or any publishing software.**

4. Submission Guidelines:

- Submit the **soft copy (PDF format)** via the designated online portal/email.
- If required, submit a **printed copy** to the department.

For any queries contact the course In-Charge through email: vsundararaman@gmail.com