

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

PREAMBLE

UG: Program Profile and the Syllabi of Courses offered in the I and II semesters along with Evaluation Components III & IV (with effect from 2022-2025)

PROGRAMME PROFILE B.A., JOURNALISM AND MASS COMMUNICATION

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO No.	Upon Completion of the Programme, the Students will be able to
PSO-1	Acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
PSO-2	Understand the role and responsibilities of a journalist.
PSO-3	Analyze conceptual and theoretical knowledge of Journalism and Mass Communication and critically think issues of the society.
PSO-4	Embrace convergent media by shooting video, making photographs, writing and posting them to web.
PSO-5	Demonstrate the gained knowledge of television and film production.

Semester	Part	Category	Course code	Course Title	Previous Course Code	Contact Hrs/ week	Credit Min/Max
I	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL107/ UTAL108/ UHIL102/ UFRL102	Basic Tamil-I/ Advanced Tamil-I/ Hindi-I / French-I		5	3/4
	II	Communicative English / AECC – I	UCEL101/ UCEL102	Communicative English I/ Effective Communicative English I		5	3/4
	III	Major Core /DSC I	UJMM101	Introduction to Mass Communication	-	6	4
	III	Major Core/ DSC II	UJMR101	Photography- Practical	-	6	4
	III	Allied – I (GE)	UJMA101	History of Journalism in India	-	6	4
	III	PE	UPEM101	Professional English I	-	6	4
	IV	Value Education (VE)				2	1
TOTAL						36	23/25

II	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL207/ UTAL208/ UHIL202/ UFRL202	Basic Tamil II/ Advanced Tamil-II/ Hindi-II / French-II		5	3/4
	II	Communicative English / AECC – I	UCEL201/ UCCEL202	Communicative English II / Effective Communicative English II		5	3/4
	III	Major Core /DSC III	UJMM201	Basics of Journalism	-	6	4
	III	Major Core /DSC IV	UJMR201	Print & Publishing Design-Practical	-	5	4
	III	Allied – II(GE)	UJMA201	Theories of Communication	-	6	4
	III	PE	UPEM201	Professional English II	-	6	4
	IV	Non Major Elective				3	2
	V	Extension Programme/ Physical Education				-	1/2
TOTAL						36	25/29
III	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL307/ UTAL308/ UHIL302/ UFRL302	Basic Tamil II/ Advanced Tamil-II/ Hindi-II / French-II	-	5	3/4
	II	Communicative English / AECC – I	UENL309/ UENL310	General English III/ Advanced English III	-	5	3/4
	III	Major Core /DSC V	UJMM301	Development Communication	-	4	4
	III	Major Core /DSC VI	UJMM302	Specialized Reporting	-	4	5
	III	Allied – III (GE)	UJMA301	Socio-economic and Political issues in India	-	4	3
	III	Allied - III Practical	UJMR301	Print Journal	-	3	3
	IV	Online Course (NPTEL/SP)			-	3	1/2
	IV	Value Education (VE)			-	2	1
TOTAL						30	23/26
IV	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL407/ UTAL408/ UHIL402/ UFRL402	Basic Tamil II/ Advanced Tamil-II/ Hindi-II / French-II		5	3/4
	II	Communicative English / AECC – I	UENL409/ UENL410	General English II/ Advanced English II		5	3/4
	III	Major Core /DSC VII	UJMM401	Corporate Communication		4	4
	III	Major Core / DSC VIII	UJMM402	Television Production		4	4
	III	Allied – IV (GE)	UJMA401	Introduction to Indian Constitution		4	3
		Allied – IV Practical	UJMR401	Broadcast Journalism		3	3
	IV	Soft Skill				2	1
	IV	Non Major Elective				3	2
	V	Extension programme/ Physical Education					-
TOTAL						30	23/27

V	III	Major Core IX/DSC	UJMM501	Media Laws and Ethics		6	5
	III	Major Core /DSC X	UJMM502	Introduction to Advertising		6	5
	III	Major Core /DSC XI Practical	UJMR501	Television Production		6	5
	III	Major Elective /DSC I	UJMO501	Writing for Mobile Application		5	5
			UJMO502	Writing for Social Media			
	III	Major Core /DSC XII	UJMP501	Project		5	4
	IV	Value Education (VE)				2	1
TOTAL						30	25
VI	III	Major Core / DSC XIII	UJMM601	Media Culture and Society		6	6
	III	Major Core / DSC XIV	UJMM602	Introduction to Film Studies		6	6
	III	Major Core XV/ DSC	UJMM603	Current Affairs - II		6	5
	III	Major Core Practical/ DSC XVI	UJMR601	Online Journalism		5	5
	III	Major Elective/DSC II	UJMO601	Specialization in Print Journalism		5	5
			UJMO602	Specialization in Broadcast Journalism		6	6
	III	Comprehensive Viva				-	1
	IV	Soft Skill				2	1
	V	Extension programme/ Physical Education				-	-/2
TOTAL						30	29/31
GRAND TOTAL						192	148/164

NON-MAJOR ELECTIVE

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hrs/week	Credit Min/Max
II	IV	Non Major Elective	UJME201	Blog Writing	-	3	2
IV	IV	Non Major Elective	UJME401	Basics of Advertising and Copy Writing	-	3	2

INTRODUCTION TO MASS COMMUNICATION

UJMM101

Semester	: I	Credit	: 4
Category	: Major Core I	Hours/Week	: 6
Class & Major:	I B.A Journalism and Mass Communication	Total Hours	: 78

Course Objectives

CO. No.	To enable the students
CO – 1	Introduce Students to Mass Communication and various Media Industries
CO – 2	Obtain Knowledge of using different Media such as Newspapers, Magazine etc.
CO – 3	Define Mass Communication and its Function in Society.
CO – 4	Criticize current Trends in Media Industries
CO – 5	Develop Research in Journalism and Mass Communication.

UNIT – I INTRODUCTION TO COMMUNICATION 16 Hours

Introduction to Communication: Definition of Communication - Types of Communication: Interpersonal, Group, Mass Communication - Means of Communication - Processes of Communication - Functions of Communication - Elements and Components of Communication - Scope of Communication - Seven C's of Communication.

UNIT –II MASS COMMUNICATION – A BRIEF INTRODUCTION 15 Hours

Definition of Mass Communication - Characteristics of Mass Communication - Functions of Mass Communication: Information, Education and Entertainment – Dysfunctions of Mass Communication; Communication and Public Opinion: Nature - Meaning and Process - Mass Communication Types: Print-Electronic and Digital

UNIT –III TRAITS OF MASS MEDIA 15 Hours

Characteristics of different Mass Media- Audience - Reach and Access - Folk and Traditional Media: Meaning of Folk and Traditional Media - Nature and Scope of Folk and Traditional Media - Role of Folk Media in Rural Communication - Problem Faced by Folk and Traditional Media.

UNIT –IV ROLE OF MASS COMMUNICATION IN SOCIETY 16 Hours

Role of Mass Communication in Society - Mass Communication through Traditional and Modern Media; Effects of Mass Media on Culture and Society- Media and Cultural Imperialism- Information Society- Mass Communication in Digital era.

UNIT –V JOURNALISM AS MASS COMMUNICATION 16 Hours

Definition of Journalism- - Journalism as Profession - Definition of News - Brief History of Journalism - Mainstream Journalism - Tabloid Journalism - Penny Press - Yellow Journalism - Principles of Journalism - Truth and Accuracy - Fairness and Impartiality - Humanness and Accountability.

Text Books

- Dennis, McQuail, (2010). *Mass Communication Theory* (sixth Edition). Sage South Asia. London.

Reference Books

- Joseph, R. Dominick, (2008). *Dynamics of Mass Communication- Media in the Digital Age* Tenth Edition. McGraw Hill. New York.
- Hasan, Seema, (2010). *Mass Communication: Principles and Concepts*. CBS Publisher. New Delhi.

Course Outcomes

CO.No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Develop Students' Knowledge and Understanding of the Mass Communication Process and the Mass Media Industries.	K1
CO – 2	Understand the Relationships among Communication, Mass Communication & Culture.	K2
CO – 3	Recognize Trends in Mass Media, Especially Concentration of Ownership and Conglomeration, Globalization, Audience Fragmentation & Public Relations.	K3
CO – 4	Apply Students Understanding of Mass Communication Theory toward Improving their own Media Literacy Skills.	K4, K5
CO – 5	Demonstrate Students' Understanding of Freedom, Regulatory, and Ethical Issues as applied to both Mass Media Industries and Individual use of the Mass Media.	K6

PHOTOGRAPHY

UJMR101

Semester : I

Credit : 4

Category : Major Core II/Practical

Hours/Week : 6

Class & Major : I B.A Journalism and Mass Communication

Total Hours : 78

Course Objectives

CO. No.	To enable the students
CO – 1	Understand the History & Evolution of Photography.
CO – 2	Learn the Skills to Handle Camera.
CO – 3	Define Composition – Rule of thirds, Golden Ratio, Framing, Angles, etc.,
CO – 4	Develop the skills of Photography & Photojournalism.
CO – 5	Impart Skills in Digital Image processing.

UNIT –I ORIGIN OF PHOTOGRAPHY

16 Hours

Introduction to Photography – History & Evolution of Photography – Comparing & Understanding of Human Eye and Camera - Understanding Light properties - Types of Camera – SLR - TLR - DSLR – Mirror less - How Camera works and Parts of Camera - Camera Technology – Film to Digital Photography.

UNIT –II TYPES OF CAMERAS AND LENSES

15 Hours

Exposure Triangle – Aperture, Shutter Speed & ISO. Types of Cameras Lenses – Normal, Wide, Telephoto - Focal length -Depth of Field - Camera Handling & Operation – Interface- Modes - Colour Temperature – White Balance - Metering Modes - Light Meter.

UNIT -III CAMERA HANDLING TECHNIQUES

15 Hours

Composition – Rule of thirds- Golden Ratio- Framing-Angles- Perspective- Line- Shape- Form- Texture- Pattern Foreground- Mid Ground & Background - Lighting Techniques – Three Point lighting - Camera Flash- Studio Flash light- Continuous Light- Light Shapers – Diffuser- Reflector- Cutter- Umbrella etc., Filters- UV filter –Polarizer - Colour filters.

UNIT –IV TYPES OF PHOTOGRAPHY

16 Hours

Types of Photography – Landscape- People-Sports –Fashion- Wildlife- Product- Night Photography etc., - Documentary Photography & Photojournalism - Indoor Shoot & Outdoor Shoot- Practice and Shoot 10 Photographs from a Different Category.

UNIT – V PHOTO EDITING AND PRINTING

16 Hours

Digital Image Processing – Photo Editing & Post-processing using Software -Adobe Photoshop & Adobe Light room- Understanding Interface and Workflow. Types of File format– Printing.

Practical Submission

Submit a Photography Project Album.

Text Book

- Chris, Gatum. (2016). *The Beginners Photography*. DK Publishing. New Delhi.

Reference Books

- Langford ,Michael. (2010). *Langford's Basic Photography: The Guide for Serious Photographers*, 9th Edition .Focal press. Massachusetts.
- Freeman, Michael. (2017). *The Photographer's Eye Remastered 10th Anniversary: Composition and Design for Better Digital Photographs*. Ilex Press. United Kingdom.
- Grey, Christopher. (2014). *Master Lighting Guide for Portrait Photographers*. Amherst Media. USA.
- Judge, A.L. (2013). *Mastering Aperture, Shutter Speed, ISO & Exposure*. Createspace.USA.
- Evening ,Martin. (2018). *Adobe Photoshop CC for Photographers*, Routledge Publishing. United Kingdom.
- Evans, John& Straub, Kathrine. (2021). *Adobe Photoshop Light room Classic CC Classroom in a Book*. Adobe Press.USA.

Course Outcomes

CO.No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Describe the Fundamental Concept of the Medium of Photography, Combine the Science and Art on Photography	K1
CO – 2	Relate the History of Medium, Design Storytelling through the Visual Medium.	K2
CO – 3	Apply Journalistic Ethics to Photojournalism, especially in a World of Digital Photography.	K3
CO – 4	Develop Projects that Address both the Art of Medium as well as the Commercial Application	K4, K5
CO – 5	Illustrate how Photographs are used to Communicate in Different Media including Newspapers, Magazines, Books and Online Websites.	K6

HISTORY OF JOURNALISM IN INDIA UJMA101

Semester : I

Credit : 4

Category : Allied – I

Hours/Week : 6

Class & Major : I B.A Journalism and Mass Communication

Total Hours : 78

Course Objectives

CO. No.	To enable the students
CO – 1	Develop knowledge and skills required for Indian Journalism.
CO – 2	Understand the knowledge about Indian Press.
CO – 3	Apply basic techniques of Print Media.
CO – 4	Analyze the essential for Normative Theories of Press
CO – 5	Evaluate the Popular Radio and T.V Programmes, Different Genres of Radio and T.V Programming, etc.,

UNIT – I ORIGIN OF PRINTING PRESS

16 Hours

Invention of Printing Press-Arrival of Printing Press in India- Role of Press in Reform Movement and Social Awakening- Press before Independence –Pioneers of Indian Journalism- Development of Vernacular Press and English Language Press.

UNIT – II GROWTH OF PRINT MEDIA**15 Hours**

Origin and Growth of Print Media- Types of Print Media – Newspaper- Magazine- Journals and their History- Newspaper of Nationalistic Leaders- History of News Agencies and Press Organization in India.

UNIT –III ROLE OF PRESS IN FREEDOM MOVEMENT**15 Hours**

Freedom Movement and the Indian Press- Struggle against Repressive Measure- Language Press and National Development-Growth of Press after Independence.

UNIT –IV TAMIL JOURNALISM**16 Hours**

History of Tamil Journalism- Origin of Tamil News Paper- Pioneers-Subramanya Siva-Subramania Bharathi- V O Chidambaram Pillai- Ayothidasan- Dhinamalar Ramasubu Iyar - Role of Tamil Press in Freedom Movement - Tamil Magazines - Trends in Tamil Magazines - Pioneers of South Indian Journalism- Telugu -Malayalam and Kanada.

UNIT –V BROADCAST JOURNALISM IN INDIA**16 Hours**

Origin and Growth of Radio- Development of Broadcasting in India- Role of Radio in World War-Popular Radio Programmes-Different Genres of Radio Programming-FM Booming- Broadcasting Policy-Origin and Growth of Television- Television Broadcasting in India- Different Genres of TV Programmes-SITE-Educational Radio and Television- Cable TV- DTH-OTT- other Streaming Platforms.

Text Book

- Rangaswami, Parthasarathy.(2009). *History of Indian Journalism*. Sterling Publication. New Delhi.

Reference Books

- Jeffrey, Robin (2000),*From India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*, Oxford University Press.London.
- Allan, Stuart (2012),*The Routledge Companion to News and Journalism*, Routledge. United Kingdom.
- Fred, Siebert, Theodore Peterson & Schramm, Wilbur (1984),*Four Theories of press*, University of Illinois Press.USA.
- Chatterjee ,P C. (1987). *Broadcasting in India*. New Delhi.

Course Outcomes

CO .No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Understand the relation between History and Present of various Media Genres.	K1
CO – 2	Aware about Ethical Codes of Journalism and Mass Media.	K2
CO – 3	Analyse the Media System in Global and Social Context.	K3
CO – 4	Develop Critical Thinking on Indian Journalism in Pluralistic Society	K4, K5
CO – 5	Enumerate the Historical Moments of Print in India	K6

BASICS OF JOURNALISM

UJMM201

Semester : II

Credit : 4

Category : Major Core III

Hours/Week : 6

Class & Major : I B.A Journalism and Mass Communication

Total Hours : 78

Course Objectives

CO. No.	To enable the students
CO – 1	Understand News Writing and Different Structures of News Writing
CO – 2	Analyse the Role of the News Reporter, Duties and Responsibilities.
CO – 3	Appreciate and Analyse the essential elements of Writing Headlines and Intros.
CO – 4	Apply the Theory, Methods, and Practice of Gathering Information and Writing News in Profession.
CO – 5	Create Hard and Soft stories for Newspapers.

UNIT – I INTRODUCTION TO NEWS

16 Hours

Definition of News- News Values- Elements- Characteristics & Structure- News Stories - The Basics of Reporting - Finding News- Choosing News- Recognizing and Evaluating News Story – Roles- Functions and Qualities of a Reporter - Trends in Journalism - Data Journalism.

UNIT – II PROCESS OF PRINTING

16 Hours

Newspaper Organization: Structure – Functions of Editorial Department- Reporting Section: Copy Desk Functions, Path of a Copy- Morgue. Chief Reporter- Correspondents and

Reporters- Gathering News- Finding and Using News Sources – Evaluating News Sources – Verification and Cross-Verification – Using the Internet as a Reporting Tool- Writing News Report – Elements of News- Structure of News Story – Inverted Pyramid Style

UNIT –III REPORTING STRATEGIES

16 Hours

Reporting Strategies – Reporting a Meeting- Speech- Special Event and Press Conference -. Reporting Legislature: Proceedings- Powers and Privileges of the House- Responsibilities of the Press- Reporting Judiciary- Powers and Privileges of the Court – Precautions in Reporting- Crime Reporting- Covering Public Meetings and Speeches- Do's and Don'ts- Sports Reporting- Science Reporting- Financial Reporting- Reporting – Women and Children.

UNIT – IV PRINCIPLES OF EDITING

15 Hours

Principles of Editing- Copy Fitting, Checking Facts –Continuity- Paragraphing- Grammar-Punctuation-Style- Spelling etc; Rewriting – Headlines –Importance -Functions of Headlines –Typography –Language - Readability and Legibility - Picture Editing - Importance of Pictures -Selection of News Pictures - Cut Lines -Cropping Methods - Style Sheet - Code of Ethics.

UNIT –V FEATURE WRITING

15 Hours

Features - Types – Characteristics – Styles - Subjects and Scope - Writing the Feature Story – Sources of Ideas - Feature Techniques - Feature Leads -Feature Development - Feature Endings –News Features – Human Interest Features – Personal Profiles – Narratives – Long Form Journalism – Slow Journalism - Writing Reviews: Book- Film: Procedure and Style.

Text Book

- Kamath, M. V. (2007). *The Journalist's Handbook*, Vikas Publishing House. India.

Reference Books

- Krishnaswamy, K.V. (2015). *Writing and Editing News*, Orient Black Swan Private Limited.India.
- Sunil Saxena (2006). *Headline Writing*, Sage Publisher. United States.
- Lorenz, Alfred Lawrence & Vivian, John. (2006). *News Reporting and Writing*. Pearson Education.London.
- M. V. Kamath (2007),*The Journalist's Handbook*,Vikas Publishing House. India.
- William and; White (1999), *The Elements of Style: Strunk*, E.B. Longman Publications. London.
- Carole Fleming, et al. (2006), *An Introduction to Journalism*, Vistaar Publication. New Delhi.

Course Outcomes

CO.No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Understand Basics of News Writing.	K1
CO – 2	To Inculcate the Knowledge of and Background of News	K2
CO – 3	Apply different Writing Techniques in News.	K3
CO – 4	Develop the Knowledge of Web Writing.	K4, K5
CO – 5	Demonstrate the skills of Editing ,Proof Reading and Feature Writing	K6

PRINT & PUBLISHING DESIGN

UJMR201

Semester : II

Credit : 4

Category : Major Core IV

Hours/Week : 5

Class & Major : I B.A Journalism and Mass Communication

Total Hours : 65

Course Objectives

CO. No.	To enable the students
CO – 1	Comprehend the foundations of Layout and Design Principles to Integrate Digital Media essential for effective Print and Web based Publications.
CO – 2	Recognize the importance of Web Concepts.
CO – 3	Differentiate between the Categories of Printed Applications used in Business Communication.
CO – 4	Apply Ethical Guidelines, such as Privacy and Copyright, to Desktop Published Documents.
CO – 5	Evaluate Design Elements and Design Principles for Layout Effectiveness, Organization, and Attractiveness in Print-based Publications

UNIT –I PRINCIPLES OF EDITING AND DESIGN

13 Hours

Principles and Theories of Editing and Design - Elements of Newspaper Design. Introduction to Adobe InDesign – Familiarity with Interface and Workflow – Learning to Design Newspaper Pages.

UNIT – II STYLES AND FORMAT OF DESIGN**12 Hours**

Issues and Challenges in Page Layout - House Style - Style Books - Design Style - Two Levels of Design - Design Objectives - Layout Terms – Typography - Font and Typeface - Type Anatomy – Columns – Hyphenation – Focus – Contrast – Balance - Picture Editing - Picture Selection – Formats –Resolution - Color Mode etc.

UNIT –III THEORIES OF DESIGN**13 Hours**

Principles of Design, Colour Theory- Introduction to Adobe Illustrator – Familiarity with Interface and Workflow, Vector Drawing -Layout Designing – Layers-tools- et al - Practically Design a Brochure - Poster using Adobe Illustrator

UNIT – IV FEATURES OF ADOBE PHOTOSHOP**13 Hours**

Introduction to Adobe Photoshop – Familiarity with interface and workflow - Basic Photo Editing – Layers -Transparency – Tools - special Effect - Practically Design a Business Card - Letter Pad - Leaflet &Poster - Practical Exercise: the Course Teacher can decide the number of exercise to be done.

UNIT – V PRACTICAL**14 Hours**

Practical Submission- News Tabloid – 4 pages- Group Submission.

Text Book

- Lee, Allan & Treadwell, Gregory. (2009) *Newspaper Editing and; Design: A Guide to Production Journalism*. Printice Hall. US

Reference Books

- Gibson, M. L. (1991). *Editing in the Electronic Era*. Iowa. Iowa State University Press. USA
- Harrower, T. (2008). *The newspaper designer's handbook* (6th ed.). McGraw-Hill. New York:

Course Outcomes

CO.No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Understand Layout and Design Principles.	K1
CO – 2	Analyze the Importance of Web Designing	K2
CO – 3	Apply different theories of Web Designing.	K3
CO – 4	Combine Photography, Creative Writing and Editing Skills to Produce Demand basic Design	K4, K5
CO – 5	Produce Effective and Attractive Print-based Publications.	K6

THEORIES OF COMMUNICATION

UJMA201

Semester	: II	Credit	: 4
Category	: Allied-II	Hours/Week	: 6
Class & Major	: I B.A Journalism and Mass Communication	Total Hours	: 78

Course Objectives

CO. No.	To enable the students
CO – 1	Understand the Major Theories and Research Processes of Communication.
CO – 2	Relate Understanding of a Specific Communication Theory.
CO – 3	Ability to Critically Analyze Communication Issues
CO – 4	Trace the Historical Development, Conceptual Framework, and Current Status of Several Key Communication Theories in Multiple Contexts.
CO – 5	Examine and appreciate the various models of theories.

UNIT –I MODELS OF COMMUNICATION **16 Hours**

Definition of theory- Definition of Model- Communication Models – SMCR - Shannon and Weaver - Harold Lasswell - Osgood and Schramm Models of Communication.

UNIT –II MEDIA AND SOCIETY **16 Hours**

Media and Society - Media and Society Theories - Denis Mcquail's Mass Communication Theory - Critical Political Economy Theory – Functionalism - Communication Determinism - Information Society.

UNIT –III MEDIA AND DEMOCRACY **16 Hours**

Media and Democracy: Press as The Fourth Estate - Theories of the Press – Authoritarian - Libertarian, Social Responsibility - Soviet Media Theory - Development Communication and Democratisation theory - Theories of News Flow- Gate keeping - Agenda Setting Theory.

UNIT-IV AUDIENCE AND THEORY **15 Hours**

Media Audience - Characteristics and Psychology of Audiences - Uses and Gratification Theory - Uses and Effects Theory - Media Dependency Theory - Expectancy Value Theory.

UNIT –V THEORIES OF COMMUNICATION **15 Hours**

Theories of Media Effects- Cultivation Theory - Social Learning Theory - Violence and Media Effect Theories - Theories of Public Opinion- Spiral of Silence - Elaboration Likelihood Model.

Text Book:

- McQuail, Dennis. (2000). *Mass Communication Theory*. Sixth Edition. Sage Publication. USA.

Reference Books

- Beger, Arthur. (2000). *Essentials of Mass Communication*. Sage Publication. USA
- Baran J, Stanely & Davis K Dennis. (2002). *Mass Communication Theory Foundation, Ferment and Future*. Thomson and Wadsworth. US.
- Kumar, Keval J. (2003). *Mass Communication in India*. Jaico Publication. Mumbai.
- Narendra, Tripati. (2006). *Mass Communication: Concepts and Process*. Reference Press. India.

Course Outcomes

CO.No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Discuss the Importance of Communication Theory from Multiple Philosophical Perspectives.	K1, K2
CO – 2	Trace the Historical Development, Conceptual Framework, and Current Status of Several Key Communication Theories in Multiple Contexts and apply it.	K3
CO – 3	Relate Theory and Research Methods, Including Standards for Evaluation and Analysis of Theories through Discussion.	K4
CO – 4	Utilize the Vocabulary and Ethics in the Study of Communication.	K4/K5
CO – 5	Examine and apply the various models of theories.	K5/K6

BLOG WRITING**UJME201****Semester : II****Category : NME****Class & Major : I UG****Credit : 2****Hours/Week : 3****Total Hours : 39****Course Objectives**

CO No.	To enable the students
CO – 1	Understand the concepts of Blog Writing.
CO – 2	Identify Blogs of different Types, Purposes and Levels of Credibility.
CO – 3	Classify different features and articles in Blog writing.
CO – 4	Practice Blog Writing.
CO – 5	Create own blogs by using the theories and techniques.

UNIT –I INTRODUCTION**8 Hours**

Definition of Blog Writing- Types Of Blog Posts - Personal Experience- Opinion- Reviews- Advice-News/Updates – Focusing Individual Blog – Concept – Audience – Uniqueness -Posts - Company Blogs.

UNIT –II TYPES OF BLOG**9 Hours**

Types of structure - inverted pyramid- feature article- list- story- other options - Creating effective openings- Planning a post – Defining and Achieving Voice – Exploring Various Voices – Stylistic Tips – Rhythm – Interesting Words – Senses – Emphasis – Smartness and Sarcasm.

UNIT III TECHNIQUES OF BLOG WRITING**6 Hours**

Visual- Graphics and Site Design – Commitment- Planning and sticking to it – Audience – Spreading the Word and Interacting with Audience.

UNIT –IV PRINCIPLES OF BLOG WRITING**8 Hours**

The Difference between Subjective and Objective Obligations – Reliability - Accuracy- provability,-specificity - Using revision to achieve Professionalism – Money-Ways to make Money with the Blog - Transparency about Payments.

UNIT-V SCOPE OF BLOG WRITING**8 Hours**

What's currently happening in the Blogosphere -Individual Goals and Plans for Blog - Platforms available for Blogs - Business Plan for Blog -What makes a Good Blog Post - The hands-on Elements of Writing an SEO friendly Post (Linking- Images- and Enhancements)

Text Book

- Muldoon, Kevin, 2012. *The Traits & Habits of Successful Bloggers: What Separates the Best from the Rest*. First Edition. www.kevinmuldoon.com.

Reference Books

- Scribendi. (2013). *How to write a Blog*. Createspace Independen. USA.
- Sackstein, Starr. (2015). *Bloggging for Educators: Writing for Professional Learning*. Corwin Publisher. US.
- Collado, Joy. (2003). *Make a living with Blog Writing*. Kindle Publishing. US.

Course Outcomes

CO .No.	On completion of the course the student will be able to	Bloom's Level
CO – 1	Recognize various techniques in writing Blogs.	K1, K2
CO – 2	Identify the individual Forms and Styles of Blog Writing.	K3
CO – 3	Implement the Concept of “Bloggging Ethics.”	K4
CO – 4	Apply Business tricks in Writing Blogs.	K5
CO – 5	Develop individual Blogs and Practice Appropriate Commenting.	K6

III AND IV EVALUATION OF COMPONENTS OF CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
I	Major Core I / DSC	UJMM101	Introduction to Mass Communication	Assignment	Seminar
	Major Core II / DSC Practical	UJMR101	Photography	Poster Presentation	Album Making
	Allied – I (GE)	UJMA101	History of Journalism in India	Assignment	Seminar
II	Major Core III / DSC	UJMM201	Basics of Journalism	Assignment	Surprise test
	Major Core IV / DSC Practical	UJMR201	Print & Publishing Design	Article Submission	Tabloid (2 pages)
	Allied – II(GE)	UJMA201	Theories of Communication	Assignment	Paper Presentation
	SEC/NME	UJNE201	Blog Writing	Assignment	Review Writing