

DEPARTMENT OF ENGLISH				CLASS: I M.A. English				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
II	Major Elective-2	21P2NME2	Mass Communication and Journalism	4	6	25	75	100

Nature of Course			
Knowledge and skill	✓		Employability oriented
Skill oriented	✓		Entrepreneurship oriented

Course Objectives

- To introduce the students to the field of Journalism & Mass Communication and expose them to different types of media and advertisements.
- To understand the importance, functions & scope of communication and media.
- To describe the growth and development of communication and media and their periodic changes in the media.

CLO	UNITS	DESCRIPTION	HOURS	K LEVEL
CLO-1	Unit 1 Introduction to Communications	1. Definition-Meaning-Process of communications 2. Functions and Theories of Mass Media 3. Role and effects of Mass Media in Social campaigns (Literacy, anti-poverty, family planning, National integration, secularism and environment issues) 4. Emerging trends and development in formation and communication technologies	18hrs	K2
CLO-2	Unit 2 Introduction to Journalism	1. Role of Press in India – English and Vernacular 2. Press 3. Ethics and Principles of Journalism Freedom of the Press 4. Press Council and Press Regulations in India	18hrs	K3
CLO-3	Unit 3 Print Media	1. The Making of a Newspaper-Role of Reporter 2. Principles of Reporting – Feature writing, Source of News Interviews, Reviews and Cartoons 3. The Role of Editors and Sub-editor and Freelancer 4. Press and Public Opinion	18hrs	K3

CLO-4	Unit 4 Advertisement	1. Types of Advertising and Advertising Media 2. Techniques in effective advertisements 3. Code of Ethics for advertising 4. Advertising and Marketing	18hrs	K4
CLO-5	Unit 5 Television, Radio and Online Journalism.	1. The growth and development of Television in India 2. Television Production and Formats of TV Programmes and E-Journal papers 3. Radio genres, Control and Broadcasting Policy 4. Impact of TV and Radio on society 5. Impact on social media-Whatsapp, Twitter, Instagram, You-tube videos etc.	18hrs	K4

References:

Text Books:

- Ahuja B.N. Theory and Practice of Journalism. New Delhi: Surjeet Publications, 2012 ed, Print.
- Mass Communication in India by KevalJ.Kumar, 2003 edition. Jaico Publishing House, Mumbai. Print.

Reference Books:

- Bond, Frank Fraser. An Introduction to Journalism, New York: The Macmillan Company. 1998. Print.
- Warren, Carl. N., Modern News Reporting, 3rd ed., New York: Harper & Row, Publishers. 2007. Print
- Kamath, M.V. Professional Journalism.
- Teal, L. and Taylor R. Into the Newsroom: An Introduction to Journalism.
- Warren, Thomas, L., Technical Writing. Purpose, Process and Form, Wadsworth Publishing Company. 1985.
- Itule, Bruce. D. News Writing and Reporting for Today's Media. McGraw Hill. 1984.
- Gerson, Sharon, J. and Steven, M. Gerson., 2000, Technical Writing: Process and Product, Prentice Hall.

Rationale for Nature of the course

is paper focuses on the importance, functions & scope of communication and media. This course is offering to provide basic knowledge on ability, balance harmony and inclusiveness: Identify and define aspects or attributes of Journalism. Provide a frame of reference for maintaining national standards with international compatibility of learning outcomes of Journalism.

Activities having direct bearing on Skill development / Employability / Entrepreneurship

- Seminar.
- Group discussions.
- Critical thinking and analysis about the press media.
- Critical thinking and analysis on concepts related to Journalism.
- Review about the structure of writing an article with learned theories and functions of Journalism.
- Individual activity to the students based on the learned Skills.

Pedagogy:

Chalk and talk, PPT, group discussion, seminar, screening of educational videos, quiz, peer teaching and learning and ICT enabled teaching.

Course Designer: Dr.S.Sudha

LESSON PLAN

UNITS	TOPICS	ALLOTTED HOURS	
Unit 1 Introduction to Communications	1. Definition-Meaning-Process of communications	4.5hrs	<u>Transaction Mode:</u> Lecture by the faculty, class discussion, recitation, presentations by students, assignments, library research on topics or problems, required term paper, open text-book study etc. These texts will be taken up in tutorial mode wherein students' presentations and discussion are mandated.
	2. Functions and Theories of Mass Media	4.5hrs	
	3. Role and effects of Mass Media in Social campaigns	4.5hrs	
	(Literacy, anti-poverty, family planning, National integration, secularism and environment issues)	4.5hrs	
4. Emerging trends and development in formation and communication technologies	4.5hrs		
Unit 2 Introduction to Journalism	1. Role of Press in India – English and Vernacular	4.5hrs	
	2. Press	4.5hrs	
	3. Ethics and Principles of Journalism Freedom of the Press	4.5hrs	
	4. Press Council and Press Regulations in India	4.5hrs	
Unit 3 Print Media	1. The Making of a Newspaper-Role of Reporter	4.5hrs	
	2. Principles of Reporting – Feature writing, Source of News Interviews, Reviews and Cartoons	4.5hrs	
	3. The Role of Editors and Sub-editor and Freelancer	4.5hrs	
	4. Press and Public Opinion	4.5hrs	
Unit 4 Advertisement	1. Types of Advertising and Advertising Media	4.5hrs	
	2. Techniques in effective advertisements	4.5hrs	
	3. Code of Ethics for advertising	4.5hrs	
	4. Advertising and Marketing	4.5hrs	

Unit 5 Television, Radio and Online Journalism.	1. The growth and development of Television in India		
	2. Television Production and Formats of TV Programmes and E-Journal papers	4.5hrs	
	3. Radio genres, Control and Broadcasting Policy	4.5hrs	
	4. Impact of TV and Radio on society	4.5hrs	
	5. Impact on social media-Whatsapp, Twitter, Instagram, You-tube videos etc.	4.5hrs	

Course Learning Outcome:

CLO	CLO STATEMENT	K-Level
CLO-1	Trace communication theories and principles to create and produce messages appropriate to the audience, purpose and context.	K2
CLO-2	Apply the skill and ability to justify their stand or decision and emerge as a leader and critique	K3
CLO-3	Construct the ability to critically draw connections among ideas, messages and organize view points	K3
CLO-4	Analyze the rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues to execute demonstrate or solve any problem	K4
CLO-5	Focus on communicative goals (self efficacy) and engage in communication inquiry in relationship with media.	K4

K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate

Learning Outcome Based Education (LOBE) & Assessment

Formative – Blue Print

Articulation Mapping-K Levels with Courses Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A		Section B (Either/or Choice)	Section C (Open Choice)
			Short Answers			
			No. of Questions	K- Level		
1	CLO x	Up to K3	2	K2,K3	2 (K3&K3)	2 (K2,K3)
2	CLO y	Up to K4	3	K2, K2, K3	2 (K4&K4)	1 (K3/K4)
No. of Questions to be asked			5		4	3
No. of Questions to be answered			5		2	2
Marks for each question			2		5	10
Total Marks for each section			10		10	20

Learning Outcome Based Education (LOBE) & Assessment
Summative Examination – Blue Print
Articulation Mapping-K Levels with Courses Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A		Section B		Section C (Either/or Choice)	Section D (Open Choice)
			MCQs		Short Answers			
			No. of Questions	K- Level	No. of Question s	K- Level		
1	CLO 1	Upto K2	2	K1 & K1	1	K1	2 (K1/K1)	1 (K2)
2	CLO 2	Up to K3	2	K2 & K2	1	K2	2 (K2/K2)	1 (K3)
3	CLO 3	Up to K3	2	K3 & K3	1	K1	2 (K3/K3)	1 (K3)
4	CLO 4	Up to K4	2	K3 & K3	1	K2	2 (K4/K4)	1 (K4)
5	CLO 5	Up to K4	2	K4 & K4	1	K3	2 (K4/K4)	1 (K4)
No. of Questions to be asked			10			5	10	5
No. of Questions to be answered			10			5	5	3
Marks for each question			1			2	5	10
Total Marks for each section			10			10	25	30

Distribution of Section-wise Marks with K Levels

K Levels	Section A (No Choice)	Section B (No Choice)	Section C (Either/or)	Section D (Open Choice)	Total Marks	% of Marks without choice
K2	4	4	10	10	28	23.33
K3	4	6	20	20	50	41.67
K4	2	-	20	20	42	35.00
Total Marks	10	10	50	50	120	100.00