# ALAGAPPA UNIVERSITY

**(A State University Established in 1985)**

**Karaikudi - 630003, Tamil Nadu, India**

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION



# M.A., JOURNALISM AND MASS COMMUNICATION

[Choice Based Credit System (CBCS)]

[For the candidates admitted from the academic year 2019 -2020]

# List of Content

**1. Programme General Objectives**

Recent dramatic developments in all areas of human Endeavour have also increasingly impacted various spheres of higher education in India. Journalism is now a part of larger discipline of mass communication. For, other areas of mass communication, such as radio, television, advertising, public relations, satellite communication and internet have taken the entire of gamut of human communication. Hence, our task is to introduce the M.A (Journalism and Mass Communication) to educate the undergraduate students in the fascinating fields. Rigorous and comprehensive in approach, this syllabus presents essential contents in a detailed, clear and direct way.

This programme is offered under Choice Based Credit System (CBCS). The CBCS enables the students to select variety courses as per his interest and requirement. Acquiring knowledge in the related fields is advantageous to the students. Fast learners can earn more credits than the stipulated minimum of 72 credits. The programme is structured in such a way to impart more knowledge in Media & Communication.

**2. Programme Specific Objectives**

1. To enable the students to know about Journalism and Mass Communication.
2. To enable the students to know the different areas of Mass Communication and its importance.
3. To enable the undergraduate students to educate in the fascinating field of Journalism and communication by using Modern, rigorous and comprehensive approach.
4. To enable the students to acquire knowledge in the related field of Journalism and Communication and get advantages out of it.

**3. Programme outcome**
On successful completion of the programme
1. The students gain Practical and Theoretical knowledge in the field of Journalism.
2. The students develop interest in the field of Human Communication and its importance.
3. The students develop knowledge and skill and make use of them for competitive exams.

**4.Eligibility for Admission**
A Bachelor's Degree in any discipline

**5. Duration of the Course**
The course for the degree of M.A (Journalism and Mass Communication) shall consist of two academic years divided into four semesters. Each Semester consist of 85 working days.

## IV. Course of Study

M.A (Journalism and Mass Communication)

**CBCS - Structure of the Programme M.A (Journalism and Mass Communication)**

| Seme ster | Course Code No. | Name of the Course | No. of Credits | Contact Hours | Marks I | Marks E | Total |
|---|---|---|---|---|---|---|---|
| **I SEMESTER** | | | | | | | |
| I | 515101 | Introduction to Journalism & Mass Communication | 5 | 5 | 25 | 75 | 100 |
| | 515102 | Evolution of Media | 5 | 6 | 25 | 75 | 100 |
| | 515103 | Reporting and Editing | 5 | 6 | 25 | 75 | 100 |
| | 515104 | Practical I – Editorial  Practice | 3 | 6 | 25 | 75 | 100 |
| | 515105 | Practical II – Photography | 3 | 6 | 25 | 75 | 100 |
| | | Library | | 1 | - | - | - |
| | | **Total** | **21** | **30** | - | - | **500** |
| **II SEMESTER** | | | | | | | |
| II | 515201 | Advertising and Public Relations | 5 | 5 | 25 | 75 | 100 |
| | 515202 | Theories and Models of Communication | 5 | 5 | 25 | 75 | 100 |
| | 515203 | Graphic Communication | 5 | 5 | 25 | 75 | 100 |
| | 515204 | Practical III – Graphic Design | 3 | 6 | 25 | 75 | 100 |
| | 515205 | Practical IV – Writing for Media | 3 | 6 | 25 | 75 | 100 |
| | | **Non Major Elective Course – I** (Extra Credit) | 2 | 3 | 25 | 75 | 100 |
| | MOOCs | * Self-learning course SLC-I | Extra Credit | - | - | - | - |
| | | Library / Yoga / Career Guidance | | - | - | - | - |
| | | **Total** | **23 + Extra Credits** | **30** | - | - | **600** |
| **III SEMESTER** | | | | | | | |
| III | 515301 | Communication Research Methods | 5 | 6 | 25 | 75 | 100 |
| | 515302 | Communication for Social Change | 5 | 5 | 25 | 75 | 100 |
| | 515303 | New Media Communication | 5 | 5 | 25 | 75 | 100 |
| | 515304 | Audio Visual Production | 5 | 5 | 25 | 75 | 100 |
| | 515305 | Practical V – Audio Visual Production | 3 | 6 | 25 | 75 | 100 |
| | | **Non Major Elective Course- II** (Extra Credit) | 2 | 3 | 25 | 75 | 100 |
| | MOOCs | Self-learning course SLC-II | Extra Credit | - | - | - | - |
| | | Library / Yoga / Career Guidance | | - | - | - | - |

| | | Total | 25 + Extra Credits | 30 | - | - | 600 |
|---|---|---|---|---|---|---|---|
| | | **IV SEMESTER** | | | | | |
| IV | 515401 | Media Laws and Ethics | 5 | 6 | 25 | 75 | 100 |
| | 515402 | Internship | 5 | - | 25 | 75 | 100# |
| | 515403 | Practical VI – New Media Communication | 3 | 6 | 25 | 75 | 100 |
| | 515404 | Project Work / Dissertation | 8 | 18 | 25 | 75 | 100# |
| | | **Total** | **21** | **30** | **25** | **75** | **400** |
| | | **GRAND TOTAL** | **90 + Extra Credits** | **-** | **-** | **-** | **2100** |

# Project work = 75 marks +   25 marks Viva-Voce   = 100

# Internship = 25 marks diary + 50 marks report + 25 marks Viva -Voce = 100

**SLC –** Self Learning Course (MOOCs)

* Credits earned through self learning courses (MOOCs) shall be transferred in the credit plan of the program as extra credits.

*The board of Studies may decide the number of Core and Elective courses to be offered in every semester.

**Extra credits:**

* Non Major Elective Course I and II:

| **Non Major Elective Course – I**  (Extra Credit) | |
|---|---|
| 515701 | Communication and Presentation Skills |
| **Non Major Elective Course- II** (Extra Credit) | |
| 515703 | Fundamental of Audio and Video Production |

## 6. Teaching Methodologies

The classroom teaching would be through conventional lectures and Audio- Visual Aids presentation. The lecture 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.

In the laboratory, instruction would be given for the experiments followed by demonstration and finally the students have to do the experiments individually. Student's capacity is assessed by appropriate measuring tools and if their capacity is at low level special attention is given.

## 7. Examinations

The examination shall be three hours duration to each course at the end of each semester. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

Practical examinations for M.A (Journalism and Mass Communication) should be conducted at first, second, third and fourth semester.

At the end of the fourth semester Viva – voce will be conducted for Internship programme along with work diary, report submitted by the student. One internal and one external examiner will conduct the Viva-Voce jointly.

At the end of fourth semester viva-voce will be conducted on the basis of the Project work / Dissertation report submitted by the student. One internal and one external examiner will conduct the viva-voce jointly.

## VIII. Pattern of Question Paper

The question paper consists of three parts as Part – A, Part – B & Part – C.

Part - A consist of 10 questions (Answer all questions)    10 X 02    = 20 Marks

Part - B consist of 5 questions (Either or type)    05 X 05    = 25 Marks

Part - C consist of 5 questions (Answer any three)    03 X 10    = 30 Marks

**Total**      **= 75 Marks**

## IX. Distribution of marks for practical examinations
### (Internal marks 25 + External Marks 75)

| Practical | Marks |
|---|---|
| Hands on training  / Experiment | 40 |
| Records / Reports | 20 |
| Viva-voce | 15 |
| **Total** | **75** |

## X. Project Work

| | |
|---|---|
| Conceptualization of subject and Research Problem | 15 marks |
| Analytical Reservation of Review of Literature | 10 marks |
| Presentation of Methodology    ' | 20 marks |
| Data Analysis & Dissertation | 20 marks |
| Final Draft & Presentation | 10 marks |
| Viva – Voce | 25 marks |
| **Total** | **100 Marks** |

**(a) Plan of Work:**

The student should prepare plan of work for the dissertation, get the approval of the guide and should be submitted to the university during the fourth semester of their study. In case the student wants to avail the facility from other University/laboratory, they will undertake the work with the permission of the guide and acknowledge the alien facilities utilized by them.

The duration of the dissertation research shall be a minimum of three months in the fourth semester

**(b) Project Work outside the Department:**

In case the student stays away for work from the Department for more than one month, specific approval of the university should be obtained.

**(c) No. of copies/distribution of project work:**

The students should prepare **four** copies of dissertation and submit the same for the evaluation by Examiners. After evaluation one copy is to be retained in the Department library and one copy is to be submitted to the Department and one copy for guide and one copy can be held by the student.

**(d)Format to be followed:**

The format/certificate for dissertation to be submitted by the students are given below:

Format for the preparation of project work:

  **(a) Title page**
  **(b) Bonafide Certificate**
  **(c) Acknowledgement**
  **(d) Table of contents**

## CONTENTS

| Chapter No. | TITLE | Page No. |
|---|---|---|
| 1. | Introduction | |
| 2 | Review & Related Literature | |
| 3. | Research Methodology | |
| 4. | Analysis and Interpretation | |
| 5. | Discussion & Conclusion | |
| 6. | Bibliography | |
| 7. | Appendices | |

**Format of the Title Page**:

<div align="center">

**Format of Declaration of the Candidate:**

</div>

Name and class of the student

<div align="center">

**DECLARATION**

</div>

<div align="center">

**Format of the Certificate given by Supervisor:**
**CERTIFICATE**

</div>

**XI. Village Extension Programme (VEP)**

The Sivaganga and Ramnad districts are very backward districts, where a majority of the people lives in poverty. The rural mass is economically and educationally backward. Thus the aim of the introduction of this Village Extension Programme (VEP) is to extend outreach programs in environmental awareness, hygiene and health to the rural masses of this region.

The students in their first and third semester have to visit any one of the villages within the jurisdiction of Alagappa University and can arrange various programmes to educate the rural masses in the following areas for three days. A minimum of two faculty members can accompany the students and guide them.

1. Environmental Awareness
2. Hygiene and Health

This course is a compulsory course for all the M.A (Journalism and Mass Communication) students of Alagappa University.

**XII. Passing Minimum**

The candidate shall be declared to have passed the examination if the candidate secures a minimum of 45 % in the University external examination and 50% of the total (Int+Ext) marks.

For the project work and viva-voce a candidate should secure 50% of the marks for pass. The candidate should compulsorily attend viva-voce examination to secure pass in that course.

Candidate who does not obtain the required minimum marks for a pass in a course/Project Report shall be required to appear and pass the same at a subsequent appearance.

**XIII. Classification of Successful Candidates**

Candidates who secure not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination   in First Class. All other successful candidates shall be declared to have passed in the Second Class. Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in First Class with Distinction provided they pass all the examinations prescribed for the course at the first appearance. Candidates who pass all the examinations prescribed for the course in the first instance and within a period two academic years from the year of admission to the course only are eligible for University Ranking.

A candidate is deemed to have secured first rank provided he/she
   (i) should have passed all the courses in first attempt itself
   (ii) should have secured the highest overall grade point average (OGPA)

**XIV. Maximum Duration for the Completion of the Course**

The maximum duration for completion of M.A (Journalism and Mass Communication) Programme shall not exceed ten semesters.

**XV. Commencement of this Regulation**

These regulations shall take effect from the academic year 2019-20.i.e., for students who are to be admitted to the first year of the course during the academic year 2019-20 and thereafter.

**XVI. Code and Grading.**

1. Legend

| 5 | 1 | 5 | X | Y | Z |
|---|---|---|---|---|---|

515 JOURNALISM AND MASS COMMUNICATION – M.A.

X  Semester No.

Y  Course                               0 – Core

Z  Course number

2. Each student should take 85 credits as core course 3 credits in computer fundamentals skill and 2 credits in village development programme, totaling at least 90 credits to complete M.A Journalism and Mass Communication degree course.

3. Each course carries 5 or 4 or 3 or 2 credits with 75 marks in the university examination and 25 marks in C.I.A. The university examination will be of three hours duration.

4. For a pass in each course, the candidate is required to secure at least 50% in the university examinations and 50% in the aggregate. (Including C.I.A).

5. If the total aggregate marks obtained by the candidate is X%, put   together for all courses comprising the 90 credits, then,

| Raw Score | Grade | Description | Grade Points |
|---|---|---|---|
| 90 and above | O | Out standing | 9.0 – 10.0 |
| 80 to 89 | A | Very Good | 8.0 – 8.9 |
| 70 to 79 | B | Good | 7.0 – 7.9 |
| 60 to 69 | C | Very poor | 6.0 – 6.9 |
| 50 to 59 | D | Satisfactory | 5.0 – 5.9 |
| Less than 50 F | Failure | | |
| | I | Inadequate Attendance' | |
| | W | Withdrawal from the course | |

**XVII. Syllabus**

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
### Course Structure – M.A Journalism and Mass Communication

\* Internship minimum of 30 days

| Semester - I | | | |
|---|---|---|---|
| **Course code:515101** | **Introduction To Journalism & Mass Communication** | **Credits:5** | **Hours:5** |
| **Objectives** | ➢ To introduce the concept of Journalism and Mass Communication. ➢ To make the students aware of communication process, patterns in the changing situation ➢ To help the students to understand various dimensions of journalism and as a journalism Profession. | | |
| **UNIT-I** | **Journalism and Mass Communication** – Definition, Scope, Forms and Purpose, Characteristics, Functions- Sociological and Psychological Importance. Types of Communication – Inter -Personal, Intra- Personal, Mass, Organizational, Verbal, Non-verbal - Process of Communication: Source, Message, Channel, Receiver (SMCR), Feedback, Encoder, Decoder, Noise in Communication- Emerging trends in New Communication Technologies, Approaches in Global and Indian Context. Cultivation Approach and Neo-Marxist Approaches. Technological Determinism, Critique of Marshall McLuhan's views on Media and Communication and Marxist Approaches. | | |
| **UNIT - II** | **Communication Models:** definition, scope and purpose of models; Shannon and Weaver, Lass well, Osgood and Schramm, Dances' Helical spiral model, Riley and Riley model, New Comb's ABX Model and Gerbner's model, diffusion of innovation model. | | |
| **UNIT- III** | **Theories of Communication**: Mass society theory- Functionalist, Marxist, Critical Political Economy, Feministic perspectives. White's Gate-Keeping model. Socialist, Culturalist, Psychoanalytical and Behavioral Theories. Uses and Gratification and Expectancy Value Theory. | | |
| **UNIT- IV:** | **Media systems and theories**: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media content – effects, sky vasion, cultural integration and cultural pollution. | | |
| **UNIT- V** | **Media Uses and Effects:** Individual characteristics, expectations and perception of media, media use. Uses and Gratification Theory: - social and psychological origins of needs, gratifications sought, gratification fulfilled: Media dependency theory; Knowledge gap hypothesis. Effects of mass communication – Bullet Theory, Limited effects model, Moderate effects Model, Information seeking paradigm, agenda setting, Cultural norms theory, Powerful effects model, Powerful media thesis. | | |
| **Reference and Text Books: (APA Format)** | | | |

B.N Ahuja, History of Indian Press, Delhi: Surjeet Publications, 1988.

Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), 'Human Communications'    (3rd ed), Sage, New Delhi.

Cherry, On Human Communication, Cambridge; The MIT Press, 1978

Communication models for the study of Mass Communication'. Prentice Hall; 2 edition (9 August 1993

Communication Skills by Richard Ellis, Intellect Books, 2009

De Fleur, Melvin and Dennis, Everette; 'Understanding Mass Communication'; (1988); 3rd edition; Houghton Mifflin Co.

Denis Mc Quail, "McQuali's Mass Communication Theory", Sage Publications.

Denis McQuail and S. VenWindall, Longman, Singapore Publications, 1981,

Durga Das Basu, Law of the Press in India, New Delhi: Prentice-Hall, 1986.

Elihu Katz, Mass Media and Social Change, London: Sage, 1981.

Everett M Rogers, "Communication and Development ; A Critical Perspective",Sage Publications,1976

Evertt M Rogers, Diffusion of innovations Simon and Schuster, 2003

John Fiske, Introduction to Mass Communication Studies, London:Roultedge, 1996

John Hohenberg: Professional Journalists; Thomson Learning.5th Revised edition (1 February 1983)

K.M. Srivastava News Reporting and Editing; Sterling Publishers, New Delhi, 1995

Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994

M.K. Joseph: Outline of Reporting; Anmol Publications Pvt Ltd (2007)

M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi. South Asia Books (2003)

Melvin L Defluer and Sandra J Ball, Longman Publications, 'Theories of Mass Communication'. Longman, 1989

Michael R. Real, Mass Mediated Culture, Engelwood: Prentice-Hall, 1977.

Narula, Uma; 'Mass Communication theory and practice'; . Har Anand Publications(1994)

Sourin Banerjee: Journalism Update; Pragatishil Prokashak. Kolkata Pragatishil 2007

Sourin Banerjee: Reporting and Editing Practice; K.P. Bagchi, 1992

Srinivas R Melkote, "Communication for Development in the Third World" Sage Publications, New Delhi, 1991.

Stanley J Baran& Dennis K Davis,"Mass Communication Theory" Wadsworth Publishing,2010

The handbook of communication skills by Owen Hargie ,Routledge; 3 edition (June 15, 2006)

Verderber, Rudolph F. (1997). 'The Challenge of Effective Speaking'. (10th ed) Wadsworth, Singapore.

William H. Dutton, Society on the Line, New York: Oxford, 1999.

| Outcomes | Students would be able to understand the basics of Journalism and Mass Communication along with the technical terms and knowledge of skills of Journalism and Mass Communication. Students will be able to acquaint them with important aspects of the process involved in Journalism and Mass Communication. Students will be able to inculcate in learning all types of Communication and introduce themselves to the theories of Communication. |
|---|---|

Name of the Course Teacher

**Dr.A.Deivasree Anbu/Dr.P.Paul Devanesan**

| Semester - I | | | | |
|---|---|---|---|---|
| **Course code** : 515102 | | **Evolution of Media** | **Credits:5** | **Hours:6** |
| **Objectives** | | ➢ To make the students aware of early Indian journalism, evolution of radio as means of Communication<br>➢ To help the students to understand traditional media in India.<br>➢ To make the students aware of communication process, patterns in the changing situation | | |
| **UNIT-I** | | **Early Indian Journalism and its Contribution**- Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal -Newspaper and Magazines in the Nineteenth Century – First War of Indian Independence and The Press – Issues of Freedom, Both Political and Press Freedom. History of Press – From Gutenberg to the Internet. Press in India – Brief Overview Press Laws in India and Freedom of Press Indian Press Institutions and their Roles. The Press in India after Independence: Social, Political and Economic Issues and the Role of the Indian Press Problems and Prospects. Early Indian Journalism: Serampore Baptist Missionary Press: Digdarshan, Samachardarpan; Social Reform Movement and Raja Rammohan Roy. | | |
| **UNIT-II:** | | **History of Radio** – Evolution of Radio as Means of Communication -Radio- Early Developments of Radio in India, Vivid Bharati, Gyanvani, Community Radio, Satellite Ratio, Ham Operators, Evaluation of Content in Radio. Change in AIR and Its Role in Post Independent India. A Study of PrasarBharati – Telecommunications Governing Body. Introduction of Private FM – 1995 High Court Case Study. Programming Trends in India, AIR Vs Private FM Stations- Community Radio- A Case Study on Alternative Media. | | |
| **UNIT-III** | | **History of TV- Medium of Mass Communication**- Doordarshan – New Beginnings. Television- Growth and Development of Television from Terrestrial to Satellite, Terrestrial Transmission- SITE and KHEDA Experiments. Foreign Programming Vs Indian Needs. 'Buniyaad'- A Case Study of Indian Programming.Digital Divide, Entertainment News, Public Interaction, Commercialism. Cable TV Invasion and Change in Indian TV Programming Trends- Satellite Transmission and its Advantages. Change in TV Programming Trends. Different Forms of TV Programming Case Studies; CNN Live Coverage of Gulf War - Game Shows and Reality TV- Dish TV Connections. | | |
| **UNIT-IV** | | **Mass Media in India**: Recommendations of Indian Press Commissions; Rise of Newspaper Houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies; Contributions of Eminent Journalists: Radio, TV: Current Media Scenario; Media Organisations. Films – History of Cinema – Film as a Mass Media - National Cinema Movements:  Soviet Montage Cinema, German Expressionistic Cinema, Italian Neo-Realistic Cinema, French New Wave Cinema, British New Wave Cinema, Indian New Wave Cinema, Period Cinema. Cinema in the New Millennium -Film and Identity in Indian Film Studies, Leading Film Directors of India   Before   and   After Independence. Indian Cinema in the 21$^{st}$ Century -Early Beginnings in India- Phalke to Raj Kapoor Films; Indian Cinema After and Before Independence; Parallel Cinema – Commercial  Cinema;  Film  Review,  Appreciation,  Criticism,  Definitions. Documentaries – Issues and Problems of Indian Cinema. Parallel Cinema in India-Formula Films and the Star System -New Trends in Filmmaking- NRI Factor, Sexual Issues and Rights | | |
| **UNIT-V:** | | **Traditional Media**: Meanings and Importance-Types of traditional media- Folk | | |

| | Theatre-Street Theatre-Puppetry-Fairs and Festivals – Folk dance – Story telling- Folk music &song-Paintings-Traditional motifs, designs and symbols-Proverbs sound signals -Traditional youth clubs Dormitory- Traditional games culture. Traditional-Folklore-Relation of culture, tradition to folklore and society- Mono culture and Cultural Pluralism- Tribal culture- Characteristics and functions of Folklore. |
|---|---|

**Reference and Text Books:**

Anjali Pahad (2000) : Folk Media for Development Communication, Communicator Oct- Dec, 1999 & Jan – March 2000, p: 34- 35.

Barun Roy, (2004) "Modern Students Journalism", Pointer Publishers, Jaipur

Cousins, Mark (2004): The Story of Film, Great Britain. Pavilion Books.

Fiske, John (1987): Television Culture, Routledge.

J.K.Sharma (2003) , "Print Media and Electronic Media – Implications for the future", Authors Press, New Delhi.

Keval .J. Kumar (2003), " Mass Communication in India", Jaico Publishing Co.

Kumar, S. (2005): Journalism and Mass Communication, Mass Media and the Laws (Volume VI), Gurgaon, Haryana. Shubhi Publications.

M.S.Sharma, (2002)"Hand Book of Journalism", Mohit Publications, New Delhi.

Parmar. S (1975) Traditional Folk media in India, Geka Books, New Delhi.

R.K.Ravindran (2000), " Media in Development Arena", Indian Pub.& Distributors.

RangaswamyParthasarathi (1995): Journalism in India; Sterling Publishing, New Delhi

Samar, D.L. (1977) Use of Traditional Media for Communication, Reading in Traditional Media, Vol (I) IIMC, New Delhi.

Shah, Amrita (1997): Hype, Hypocrisy and TV.

Straubhar, Larsoe, (2004) "Media Now", Thomson Wordsworth, 4th Edition.

| **Outcomes** | Students will be able to acquaint themselves with the glorious journey of Radio as a means of Communication. |
|---|---|
| | Students will be able to inculcate the knowledge of growth of radio, television and print. |
| | Students would be able to throw light on the present status of various traditional media. |

Name of the Course Teacher
**Dr.M.Neethi Perumal/Dr.P.Paul Devanesan**

| | Semester - I | | | |
|---|---|---|---|---|
| **Course code: 515103** | **Reporting And Editing** | | **Credits:5** | **Hours:6** |
| **Objectives** | ➢ To make students learn about the meaning of Reporting and Editing.<br>➢ To make students aware about the basics of editing and role of an editor.<br>➢ To help students in preparation of news by letting them know about elements, objectives of a news. | | | |
| **UNIT-I:** | **Reporting**: Meaning, Types, Techniques, Concepts, Skills, Elements, Sources and Problems, Objectivity, Report Writing for all Media. Principles of Reporting- Functions & Responsibilities of Reporting. Writing News: Leads and Types of Leads. Reporter: Qualities, Qualifications & Duties of a Reporter, Basics of Reporting – Process of Accreditation From Central and State Governments-News: Elements, Values, Objectivity**;** Beat and Source: Definitions, Principles of News (Report)Writing: Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, Planning, Framing Questions, Writing The Piece; Feature: Definition and Meaning of News, Concept of News, Types of News , Elements of  News, Collection Of Facts, Selection Of News. | | | |
| **UNIT-II** | **Editing –** Meaning, Concept, Significance, Usage, Need, Principles, Tools and Techniques, Proof Reading. Introduction to Basics of Editing, Contemporary Trends in Print Journalism, Symbols Contemporary Presentation  Styles and Editing of Newspaper and Magazines, Structure of  News Paper Organization – Positions, Qualities, Duties and Responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief Of News Bureau; Headline: Types, Importance, Writing Headline for Newspaper; Principle of Writing an Editorial, Post Editorial; Principles of Sub-Editing; Editorial, Management, Production, Circulation and Marketing | | | |
| **UNIT - III** | **Human Resource Development**- Preparation of First Draft of the Report, Collection, Classification and Selection of Information, Logical Ordering, Presentation and Reports. Editor as a Creative Person. Role and Responsibilities of Editor in Production. Editorials – Function, Principles, Types; Letters to the Editor. Concept of Editorials –Editorial Writing and Techniques – Contents of Editorial Page and Open Ended Page – Concept of Advertorial. | | | |
| **UNIT - IV** | **: News:** Elements, Values, Objectivity**;** Beat and Source: Definitions, Types. Covering News Beat, Political Reporting of Government and Ministries, Reporting Parliamentary – State Assembly, Reporting Sports and Business, Courts and Crime, Reporting Accidents, Death and Calamities, Science, Technology and Agriculture, Social Issues, Investigative Reporting, Development Reporting, Reporting with New Technologies. The Writing of Notices, Agenda and Minutes, Organization and Conduct of Conference. | | | |
| **UNIT - V** | **Journalism as Profession:** Reportage of Contemporary Issues, Ethics of Reporting. Critique of Western News Values, Effect of New Technology on Global Communication Flows. News Room Organization, Role and Function of Copy Desk, Art Of Copy Editing, Steps and Precautions in Editing, Difference Between Editing of Newspapers, Magazines & Web Editing, Computerized Editing, Style Sheet, Editing Symbols. | | | |

**Reference and Text Books:**

Aggarwal, VirBala, Essentials of Practical Journalism, (2006) Publisher: Concept Publishing Company, New Delhi.

Browne, Steven E. (1989) : Videotape Editing – Publisher: A Post Production Primer , New Delhi. Focal Press.

Bruce D. Itule, Douglas A. Anderson, Newspaper writing and reporting for today's media ,  Publisher: McGraw-Hill Higher Education, 2006

Depth Reporting – Neale Copple, Prentice-Hall, 1964

Fundamentals of journalism by R.Thomas Publisher: Marquette Books; Paperback edition (2007)

Inside reporting by Tim Harrower Publisher: McGraw-Hill Education; 3 edition (2012)

Interpretive Reporting – D. D. Mach Dougal, Publisher: Collier Macmillan; 8th edition (1982)

Investigative Reporting and Editing – P. N. Williams, Prentice-Hall, 1978

Johns Hohenberg: Professional Journalists; Publisher: Thomson Learning; 5th Revised edition (1983)

K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).

Keeble,Richeard, Newspaper handbook(2001)Publisher: Routledge, London

Leonard Ray: Into the Newsroom; Publisher: Globe Pequot Pr; Subsequent edition (1988)

Lynette Sheridan Burns: Understanding Journalism; Sage Publications (2002);

M.K. Joseph: Outline of Reporting; Publisher: Anmol Publications Pvt Ltd (2007)

M.V. Kamath: Professional Journalism; Publisher: Vikas Publication House Pvt Ltd; First edition (2018) New Delhi .

News Reporting and Writing (2006) Pearson Education, New Delhi.

News Writing and Reporting – Mames M Neal and Suzanne S Brown, Publisher: Iowa State University Press, 1976

Reporting – Mitchell V Charnley and Blair Charnley, Publisher: Holt, Rinehart, and Winston, 1979

Reporting for the Print Media – F. Fedler, Publisher: Harcourt Brace Jovanovich, 1973

Solomons , Tony: The Avid Digital Editing Room Handbook, Publisher: Silman-James Pr; Subsequent edition (1999)

Sourin Banerjee: Journalism Update; Publisher:Kolkata Pragatishil Prokashak, 2007.

Sourin, Banergji, News Editing in Theory and Practice (2001) Publisher: K.P Bagchi and Company, Calcutta.

Susan Pape, Newspaper journalism, Sage Publication (2005)

Writing for the Mass Media – James Glen Stevall Lawrence, 2011, Pearson Education,

| | |
|---|---|
| **Outcomes** | Students will be able to familiarize themselves with the basics and different types of Reporting and Editing. |
| | Students will be able to develop the general understanding of art culture, sports and crime reporting. |
| | Students will be able to create understanding about the dummy, printing, layout and Journalism as a Profession. |

Name of the Course Teacher

**Dr.N.Johnson/Dr.A.Deivasree Anbu**

| Semester - I | | | |
|---|---|---|---|
| **Course code: 515104** | **Practical I – Editorial Practice** | Credits:3 | Hours:6 |
| **Objectives** | ➢ To make the students understand the importance of News Writing <br> ➢ To provide training on News writing for the students <br> ➢ To enable the students to get good exposure in the area of News Writing | | |
| | 1. News Writing <br> 2. Headlines Writing <br> 3. Lead Writing <br> 4. Sports News Writing <br> 5. Feature Writing <br> 6. Editorial Writing <br> 7. Review Writing <br> 8. Writing from Handouts and Press Releases. <br> 9. Agency Report Writing <br> 10. Rewriting and Summarizing a Given Piece of News with Headlines and Suitable Intro; Creating a Sample Page on Computer with Hard and Soft News; Writing Anchor Story; Writing Article; Assignment: Preparing a Presentation on Types and Categories of News. <br> 11. Writing a News Report from Given Points; Writing Headlines from News Stories; Writing Intro; Language of News. <br> 12. Maintain a Journal with Exercises on Copy Writing for Ads <br> 13. Case Study of an Advertising Agency - National or International. <br> 14. Similar sounding words (Homophones) <br> 15. Difficult words (National Translation Machine – NTM syllabus) | | |
| **Outcomes** | The students can acquire practical knowledge and skill on News writing | | |

Name of the Course Teacher

**Dr.A.Deivasree Anbu**

| Semester - I | | | |
|---|---|---|---|
| **Course code:**<br>**515105** | **Practical II – Photography** | **Credits:3** | **Hours:6** |
| **Objectives** | ➢ To enable the students to know the basics of handling the camera<br>➢ To promote the students to capture photos using different lights<br>➢ To enable the students to make use of technical aspects of camera | | |
| | 1.     Portrait.<br>2.     Landscapes.<br>3.     Three point Lighting (Key, Fill , Back lights).<br>4.     candid Photography.<br>5.     Freeze Framework.<br>6.     News Photography.<br>7.     Silhouette.<br>8.     Industrial Photography .<br>9.     Sports Photography.<br>10.     Macro Photography.<br>11.     Depth of Field.<br>12.     Aperture Priority.<br>13.     Flash Photography.<br>14.     Rule of Third.<br>15.     Exposure Compensation.<br>16.     Available Lighting.<br>17.     Photo essay.<br>18.     Digital Art. | | |
| **Outcomes** | The students acquire the practical knowledge and they make use of their skill to capture good pictures. | | |

Name of the Course Teacher

**Dr.M.Neethi Perumal/Dr.A.Deivasree Anbu**

| Semester - II | | | |
|---|---|---|---|
| Course code: 515201 | ADVERTISING AND PUBLIC RELATIONS | Credits:5 | Hours:5 |
| Objectives | ➢ To make students learn about the meaning, growth and evolution of advertisement.<br>➢ To learn about the concept of Public relation.<br>➢ To make students know about how an Ad agency works. | | |
| UNIT-I: | **Advertisement as a Medium of Communication**: Contemporary Experiences; Historical Overview of Advertising, Socio-Economic and Cultural Impact; Advertising Theories: AIDA Model, DAGMAR, Maslow's Hierarchy Model; Advertising in Mass Media: Media Positioning, Planning and Scheduling - Structure and Functioning of an Advertising Agency- Advertiser and Agency Relationship. Role of Advertising as Marketing Communication. Economics of Advertising. | | |
| Unit-II: | **Types of Advertising Commercial & Non – Commercial**, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-Operative, Govt. Advertising, Comparative Advertising. Advertising as a Communication Tool Communication Process & Advertising, Communication Principles, Theories Applied to Advertising. Advertising Research; Advertising Campaigning Strategy (CPT Analysis); Sales and Marketing: SWOT(C) Analysis, Marketing and Sales Promotion, Unique Selling Proposition, Consumer Behaviour; Surrogate Advertising: Surrogacy Vs. Sabotage; | | |
| UNIT-III: | **Ad Agency**: Research And Planning Including Media Planning, Work Procedure, Agency-Client Relationship; Regulatory Boards, Case Studies. The three Components in the Organization of Advertising – The Advertiser, The Advertising Agency, and the Mass Media.  Types of Advertising Agencies- Social Impact of Advertising. Role of AAAI, ASCI, INS, DAVP. | | |
| UNIT-IV: | **Concept of Public Relations**, Nature, Importance and Scope of Public Relations, Types and  Functions of Public Relations, Evolution of Public Relations in the World and India, Public Relations in Public and Private Sectors - Audience Analysis- Personality and Consumer Behaviour. Slogans – Necessities, Characteristics and Types. Internal and External Publics, Stock Holder Relations, Supplier Relations, Distributor Relations, Customer Relations, Government Relations, Media Relations, Community Relations, Employee Relations, and Development of PR in India USA and UK, Press Agentry. | | |
| UNIT-V: | **Four Step Process in House & External** PR, PR as Management Function, Social Marketing; Public Relations Versus Advertisement; Non-PR Issues: Publicity, Propaganda, Public Opinion and Marketing; Integrated Marketing Communication.PR Theories and Principles: Research, Planning, Implementation and Evaluation; James Grunig's Four PR Models: Publicity Model, Public Information Model, Two-Way Asymmetrical Model, Two-Way Symmetrical Model; Strategic Communication; PRO: Role, | | |

**Reference and Text Books:**

Ad. Worlds – Brand Media and Audiences – Meyers, Greg, Publisher: Bloomsbury Academic (1998)

Advertising – Ahuja and Chhabra, Surjeet Publication (2011)

Advertising Principles and Practice – Sethia and Chunawalla, Publisher: Indian Bureau of Bibliographies., 2001

Aitchison, Jim (1999) : Cutting Edge Advertising, New Delhi. Prentice Hall.

Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard,Iowa State University Press, 1991

Chunawalla , Advertising Theory And Practice, Himalaya Publishing House (2015)

Chunawallah, S.A. and K.C. Sethia (2000) : Foundations of Advertising Theory and Practise, Himalaya Publishing House, Mumbai.

Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz, Publisher: AMACOM, 2004

Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall (2000).

Dennis L. Wilcose& Glen T, Public Relations- Strategies and Tactics, Pearson Education, 2013

Frank Jefkins: Advertising Made Simple; Made simple Books. Elsevier, 2016.

Gillian Dyor: Creative Advertising: Theory and Practice; Publisher: Prentice-Hall, 1991

James S. Norris: Advertising; Reston Pub. Co. (1977)

Jefkins Frank: Public Relation Techniques, Publisher: Butterworth-Heinemann, 1988

JethwaneyJaishri, Advertising, Phoenix Publishing House(1999).

Jones, John Philip(ed.), "How Advertising Works", Sage Publication Ltd., California,1998

Jones, John Philip(ed.), "International Advertising", Sage Publication Ltd., California,1998

Jones, John Phillip (ed) (1999): The Advertising Business, Sage Publications. 1999.

K.R. Balan: Corporate Public Relations; Himalaya Publishing (2007).

Kaul J.M., Public Relation in India, Noya Prakash (1976) Calcutta.

Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes, Tata McGraw- Hill Education, 2008

Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition McGraw Hill Professional, 1998

Principles Of Advertising And Imc by Duncan, Publisher: Tata McGraw- Hill Publishing Company Limited(2002)

Principles of advertising: a global perspective by Monle Lee, Carla Johnson, Routledge, 2005.

Ridgway, Judith : Handbook of Media and Public relations, Ashgate Publication (1986)

Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers (1998)

SwetaVerma and AmitArora: Advertising and Sales Management; Black Prints, (2012).

Thakraney, Anil (ed) (2002) : The Last Word, Mumbai. Mid Day Multimedia Ltd.

The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti, McGraw Hill Professional, 2002

Winters, Artur A. and Shirley F. Milton (1989): The Creative Connection –Advertising. Fairchild Publications, 1982.

| Outcomes | Students will be able to know about the role and importance of advertising in media. |
| --- | --- |
| | Learners would know about the advertising agencies and industries along with its functioning. |
| | Students would gain knowledge about the tools, public relations, writing and the basic ethics and laws of public relations. |

Name of the Course Teacher

**Dr.A.Deivasree Anbu/Dr.Shweta Sandilya**

| | Semester - II | | |
|---|---|---|---|
| Course code: 515202 | THEORIES AND MODELS OF COMMUNICATION | Credits:5 | Hours:5 |
| Objectives | ➢ To make students learn about the meaning, growth and evolution of Mass Communication. ➢ To learn about the concept of Theories of Communication. ➢ To make students know about Alternative approaches to Development. | | |
| Unit – I: | **Mass Communication:** 'Mass' Concept, Defining Mass Media; Typologies of Audiences; Functions of Media; Normative media systems; The Changing Media Landscape in India; Media chains, Monopolies and Conglomerates, Nature of Mass Communication. | | |
| Unit–II: | **Theories of Communication**: Introduction- Mass Society Theory, Normative theories of Communication and Theories of Socio-Cultural, Educational and Agricultural Change. Functionalistic Political Economy, Feministic, Socialistic, Culturalist, Psychoanalytical and Behavioral Theories, Value and Expectancy, Gratification Theory - Bullet Theory, Cultural Norms Theory. Media Systems and Theories: Authoritarian, Libertarian, Socialistic, Social-Responsibility, Development, Participator | | |
| Unit – III: | **Participatory Communication** – Need and significance of participatory communication, different approaches and levels of participation. Perspectives of Robert chambers and Paulo Freire. PRA and RRA techniques, tools of participatory communication. | | |
| Unit – IV: | **Models of Communication:** Definition, Scope and Purpose of Models; Shannon and Weaver, Lasswell, Osgood and Schramm, Dances' Helical Spiral Model, Riley and Riley model, New Comb's ABX Model , White's Gate-Keeping Model and Gerbner's model, SMR Model, SMRc Model, Dance Model, Convergent Model, Responses and Critique of Dominant Models and Diffusion of Innovation Model, Limited Effects Model, Moderate Effects Model, Information Seeking Paradigm, Agenda Setting, Powerful Effects Model. | | |
| Unit – V: | **Mass Media Effects & Uses:** Four Eras of Mass Communication Theory -Mass Society Theories, Limited-Effects Perspectives, Critical and Cultural Approaches, and Meaning-making Perspectives. Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; Media Hegemony; Agenda Setting; Uses and Gratification Approach. Theories of Persuasion and advocacy, Attitude change theories, Political Economy Theory, Critical theory of Frank Furt School, Critical Cultural theory of Birmingham School and Framing theory. | | |
| Reference and Text Books: McQuail, D. (2010). McQuail's Mass Communication Theory. New Delhi: Sage Publications. McQuail, D. (Ed.) (2007). Mass Communication. Vol. I, II, III & IV. New Delhi: Sage Publications. Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory communication for social change. Thousand Oaks: Sage. Singhal, A. & Rogers, E M. (2001). India's Communication Revolution: From bullock Carts to Cyber Marts. New Delhi: Sage Publications. Srinivas Melkote, &Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage. Stevenson, N. (1997). Understanding media culture: Social theory and mass communication, Sage. | | | |
| Outcomes | Learner will gain basic understanding about the growth and evolution of Mass Communication and also the concept of theories of Communication. | | |

| | Learners will have the basic knowledge of alternative approaches to development and the models of Communication. |
| | Students will be able to acquaint themselves in learning the mass effects and uses. |

Name of the Course Teacher

**Dr.M.Neethi Perumal/Dr.A.Deivasree Anbu**

| | Semester – II | | |
|---|---|---|---|
| Course code: 515203 | **GRAPHIC COMMUNICATION** | Credits:5 | Hours:5 |
| **Objectives** | ➢ To learn about the definition and fundamentals of a design.<br>➢ To let them know about creating a blog.<br>➢ To help them know about the basic components of a design. | | |
| **UNIT-I** | Design – Definition & Fundamentals – Purpose & Functions of a Good Design – Principles of Design – Design Decisions –Fundamentals of Computer Graphics for Communication - File Format, Bitmapped and Object Oriented Graphics, Color Depth and Resolution, Compression, Image Modes, Print and Online Formats.– Shaping Media Architecture – Modern Design – Opportunities and Challenges. | | |
| **UNIT-II:** | Basic Components of Design – Visuals, Text, Graphics and Color, Typography – Definition, Principles & Significance, Visuals – Categories, Criteria for Selection, Editing Pictures, Photography & Designing – Ethical Issues – Color Basics, Color Theories, Color Psychology, Importance of Color in Designing. Interactive Multimedia and Web Design: Interactive Menus and Buttons, Creating and Uploading a Site. Navigational Tools.2 D Animation, Action Script, Integrating Multimedia Elements for CD/ Internet. | | |
| **UNIT-III:** | Publication Design – Name Plate,  Master Pages , Templates, Style Sheets – Dummying Process Role Of Computers In Designing – Quark Express – Page Maker – Printing Considerations – Offset Printing Process – Silk Screen Printing – Advantages & Disadvantages. Layer Techniques and Paths- Creating, Deleting and Manipulating Layers, Translucent Layers, Special Effects, Merging Layers and Masks | | |
| **UNIT-IV:** | Architectural Components of Newspapers and Magazines, Formats & Page Make – Up, Front Page, Inside Page , Editorial & Opinion Pages, Life Styles & Feature Pages , Food & Fashion, Entertainment, Business & Classifieds, Designing Special & Regular Sections , Book Design. Linear and Non-Linear Writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling Structures, Visual and Content Design, Website Planning and Visual Design, Content Strategy and Audience Analysis | | |
| **Unit-V:** | History of Blogging, Creating and Promoting a Blog. Blogging Software and Technique -The Public Sphere in the Internet Era- Emergence Of Collaborative Citizen Journalism- Cyber Laws Of India- Code of Ethics In Web Media.<br>Designing for Public Relations –Newsletters. Letterhead & Logo Design Identify & Collateral Materials, Product & Packaging, Hospitality Materials & Branding, Business Correspondence Material, Promotional Material, Advertising Design, Poster Design. | | |
| **Reference and Text Books:**<br>Harwey Leuenson,: Introduction To Graphic Communication, John Parsons(2018).<br>New Kind of Book, Combining Print and Multimedia Engagement, Intuldeas Publisher (2018)<br>WiiliamE.Ryan, Theodore E. Conoure Graphic Communication Today(4th Edition), Thomson Delmar learning (2004)<br>William Ryan, "Graphic Communication Today", IV Edition, Thonsar Delma Learning ,2009.<br>Z.A. Zeke(2010); Graphic Communication, 5th Edition, Published by the Goodheart- Wilecox Company, Inc. | | | |
| **Outcomes** | Students will learn about the basic design principles to present ideas, information, products and services in a creative visual manner. | | |

| | Students will be able to acquaint the fundamental, technical skills, knowledge and abilities in graphic design. |
| --- | --- |
| | Students will gain knowledge about relevant applications of tools and technology in the creation and confidently participate in professional design. |

Name of the Course Teacher

**Dr.N.Johnson/Dr.A.Deivasree Anbu**

| Semester – II | | | |
|---|---|---|---|
| **Course code: 515204** | **PRACTICAL III– GRAPHIC DESIGN** | **Credits:3** | **Hours:6** |
| **Objectives** | ➢ To enable the students to understand the skills in Graphic Design <br> ➢ To train the students in the area of layout design and other various design process | | |
| | 1. Layout & Design <br> 2. Ad designing <br> 3. Letter Head Designing <br> 4. Logo Designing <br> 5. Brochure Designing <br> 6. Image Editing <br> 7. News Page Designing <br> 8. Magazine Designing | | |
| **Outcomes** | This helps the students to learn the softwares for the design <br><br> It enables the students to grab the opportunity in leading graphic design oragnisation | | |

Name of the Course Teacher
**Dr.M.Neethi Perumal/Dr.A.Deivasree Anbu**

| | Semester – II | | |
|---|---|---|---|
| **Course code: 515205** | **PRACTICAL IV- WRITING FOR MEDIA** | **Credits:3** | **Hours:6** |
| **Objectives** | ➢ To train the students on the skills of writing<br>➢ To develop the students in writing short essay<br>➢ To gain knowledge about print audio and video | | |
| | 1. Paragraph Writing<br>2. 5W & 1H<br>3. Short Essay Writing<br>4. Knowledge of Audio Production Style<br>5. Knowledge of Grammar and Punctuations<br>6. Forms on Accuracy and Details<br>7. Using Dictionary and Thesaurus<br>8. Identifying Subject for Stories<br>9. Difference between Print, Audio and Video<br>10. 10. Norms of Social Media Writing. | | |
| **Outcomes** | This helps the students to gain knowledge on social media writing.<br><br>It creates an opportunity for the students to write story for films. | | |

Name of the Course Teacher

**Dr.A.Deivasree Anbu**

| Semester - III | | | |
|---|---|---|---|
| Course code: 515301 | **COMMUNICATION RESEARCH METHODS** | Credits:5 | Hours:6 |
| **Objectives** | ➢ To introduce students to the concept, meaning and process involved in communication research.<br>➢ To make students learn about the research fields involved in the journalism research and the methods research.<br>➢ To help them learn about the preparation of tools for data collection, choosing    samples etc., | | |
| **UNIT-I:** | **Communication Research Process:** Definition, Concept, Constructs and Approaches. Meaning of Research, Process of Research, Research Problem, Research Design, - Process Research, Anthropological Research, Historical Research, Experimental Research, and Other Types. Definition – Elements of Research – Scientific Approach – Research and Communication Theories – Role – Function – Scope and Importance of Communication Research – Basic and Applied Research. Research Design Components – Experimental, Quasi-Experimental, Bench Mark, Longitudinal Studies – Simulation – Panel Studies –Co-Relational Designs. | | |
| **UNIT-II:** | **The Research Process:** Selection of Research Problem, Review of Literature, Formulation of Research Questions/ Hypotheses, Determining the Appropriate Method of Data Collection, Types of Sources, Analysis and Interpretation of Data, Presentation of Results. Methods of Communication Research – Census Method, Survey Method, Observation Method – Clinical Studies – Case Studies – Content Analysis. | | |
| **UNIT-III:** | **Tools of Data Collection**: Sources, Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone, Online Polls. Sampling-Probability and Non-Probability, Validation of Research Tools, Scaling Techniques. Methods and Tools of Data Collection-Interviews, Surveys, Case Studies, Obtrusive and    Non-Obtrusive Techniques, Ethnography, Schedule, Questionnaire, Dairy, and Internet Based Tools, Media Specific Methods Such as Exit Polls, Opinion Polls, Telephone, SMS Surveys and Voting with Regard to GEC (General Entertainment Content). Probability and Non- Probability Sampling Methods and Representativeness of the Samples. | | |
| **UNIT-IV:** | **Data Analysis Techniques** – Coding and Tabulation – Non-Statistical Methods – Descriptive – Historical – Statistical Analysis –Tests of Reliability and Validity – SPSS and Other Statistical Packages. Uni-Variate –Bi-Variate – Multi-Variate – Tests of Significance. Validation of Research Tools- Parametric & Non-Parametric Statistical Techniques. | | |
| **UNIT-V:** | Report Writing Preparation of Research Reports / Project Reports / Dissertations / Theses. Ethical Perspectives of Mass Media Research. Media Research as a Tool of Reporting. Readership and / Audience Surveys. | | |

**Reference and Text Books:**

Arthur Asa Berger, "Media Research Techniques", Sage Publications, New Delhi, 1998

Berger J. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, California Sage Publication (2000)

California Harper and Rachal Marcus Research for Development, New Delhi Visitor Publication (2003).

Ralph O, NatigerAnd D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

Roger D. Wimmer And Joseph R. Dominick. Mass Media Research: An Introduction, Singapore

| | Wadsworth Publishing 2000. |
|---|---|
| | Roger D.Wimmer, Mass Media Research, Cengage Learning, Inc; 9th ed. edition (1 January 2010) |
| | Wrench.et al. Qualitative Research Methods for Communication, Oxford University Press, 2008 |
| **Outcomes** | Students will learn the definitions, basic concepts of research, communication research, need, role importance, functions and ethics of research.<br><br>Students will learn about the concept of each element of research, interrelation between elements and various types of research.<br><br>Learners will gain knowledge about the preparation of tools for data collection, choosing samples, etc., |

Name of the Course Teacher

**Dr.P.Paul Devanesan/Dr.Shweta Sandilya**

| | Semester - III | | |
|---|---|---|---|
| Course code: 515302 | COMMUNICATION FOR SOCIAL CHANGE | Credits:5 | Hours:5 |
| Objectives | ➢ To make them aware about the meaning, concept, process and models of development.<br>➢ To help them learn about the meaning, concept, definition and role of media in development communication.<br>➢ To learn about Agricultural Communication and Rural Development and model of agricultural extension | | |
| UNIT-I: | **Development:** Meaning, Concept, Process and Models– Theories – Origin – Approaches and Issues in Development Problems, Characteristics of Developing Societies, Development Dichotomies, Gap Between Developed and Developing Societies. Development Versus Growth, Human Development, Development as Freedom, Models of Development, Basic Needs Model: Nehruvian Model, Gandhian Model, Panchayati Raj, Developing Countries Versus Developed Countries, UN Millennium Dev Goals | | |
| UNIT-II: | **Development Communication:** Meaning – Concept – Definition – Philosophy – Process - Theories – Role of Media in Development Communication - Strategies in Development Communication - Social Cultural and Economic Barriers - Case Studies and Experience – Development Communication Policy – Strategies and Action Plans – Democratic Decentralization, Panchayati Raj - Planning at National, State, Regional, District, Block and Village Levels. Media and Journalism. Media and Specific Audiences-Development and Social Change-Issues and Post-Colonial Conceptions. Paradigms of Development: Dominant Paradigm, Dependency, Alternative Paradigm, Dev Comm. Models – Diffusion of Innovation, Empathy, Magic Multiplier, Alternative development Comm. Approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and Development, Development Support Comm. – Definition, Genesis, Area Woods Triangle. | | |
| UNIT-III: | **Agricultural Communication and Rural Development**- The Genesis of Agricultural Extension, Extension Approach System – Approach in Agricultural Communication – Diffusion of Innovation – Model of Agricultural Extension – Case Studies of Communication Support to Agriculture. | | |
| UNIT-IV: | Development Support Communication Population and Family Welfare – Health – Education and Society – Environment and Development - Problems Faced in Development Support Communication. Critical Appraisal of Dev Comm. Programmes and Govt. Schemes: SITE, Krishidarshan, Kheda, Jhabua, MNREGA; Cyber Media and Dev –E-Governance, National Knowledge Network, ICT for Dev Narrow Casting Development Support Communication in India. Health & Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness | | |
| UNIT-V: | Developmental and Rural Extension Agencies Governmental, Semi-Government, Non-Governmental Organizations Problems Faced in Effective Communication, Micro – Macro – Economic Frame Work Available for Actual Developmental Activities – Case Studies on Development Communication Programmes. Writing Development Messages for Rural Audience: Specific Requirements of Media Writing with Special Reference to Radio and Television. Corporatisation of Development - Corporate Social Responsibility, Non-State Actors in | | |

| | Development, Mass Campaigns by NGOs, Government of India, International Agencies and Corporate. Paradigms and Discourse of Development Communication. |
|---|---|

**Reference and Text Books:**

Arvind Singhal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts, Publisher: Sage (2001)

Dipankar Sinha: Development Communication, Contexts for the 21st Century; Orient Black Swan( 2001)

Fundamentals of journalism by R. Thomas, Marquette Books, 2007

J V Vilanilam: Development Communication in Practice, India and the Millennium Development Goals. Sage. 2009.

K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.

K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage. (1993)

Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.

Mehta SR, Communication and Development Communication: Issues and Perspectives, Rawat Publications, 1992

Srinivas R Melkote, H Leslie Steeves Communication for Development in the Third World Theory and Practice, Sage Publications, New Delhi, 1991

Communication for Development in the Third World:Inside reporting by Tim Harrower, McGraw-Hill Higher Education, 2012

Nair K.S and White Shirley(Eds) Perspective of Development Communication, Sage publications, New Delhi,1993

Schramm, Wilbur: Mass Media and National Development, Stanford UP, Standford, 1964.

Sharma S.C, India Communication and Development, Rawat Publications, Jaipur, 1992.

Theory and Practice for Empowerment: Sage. 2001

Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986.

Uma Narula. Development Communication: Theory and Practice. Har Anand. 2004.

| **Outcomes** | Students will develop knowledge about the meaning, concept, process, models and role of media in development communication.<br>Students will learn about the increase in development support communication population and agricultural extension.<br>Students will enhance their knowledge about agricultural communication and rural development and model of agricultural extension. |
|---|---|

Name of the Course Teacher
**Dr.N.Johnson/Dr.M.Neethi Perumal**

| | Semester - III | | |
|---|---|---|---|
| Course code: 515303 | NEW MEDIA COMMUNICATION | Credits:5 | Hours:5 |
| Objectives | <ul><li>To make students learn about the concept, theory and definition of new media, basics of computer and CT & IT.</li><li>To help them know about Internet and its beginning, their networks and the protocols of Internet.</li><li>To make them aware about the Security and Ethical Challenges in Online Journalism</li></ul> | | |
| UNIT-I: | **New Media:** Concepts and Theory: Defining New Media, Terminologies and their Meanings – Digital Media, Communication Technology (CT): Concept and Scope, CT and IT (Information Technology): Similarities and Differences – Telephony – Electronic Digital Exchange, Use of Printer and Scanner, C-Dot - Pagers, Cellular Telephone. | | |
| UNIT-II: | Internet and its Beginnings, Remediation and New Media Technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context- Addiction problems of social media, Fake news, Negative Impact, Activism and New Media; Citizen and Participatory Journalism: Hyper local Journalism; Security and Ethical Challenges in Online Journalism: Security Challenges, Ethics of Online Journalism. Internet: Introduction to Internet Application in Media**: Websites and Portals**: Static and Dynamic Websites. Various Internet Tools for Fast Dissemination of News, Video and Picturesinternet: LAN, MAN, WAN, E-Mail, Web, Ownership and Administration of Internet, ISPS, WAP, Types of Internet Connections: Dial-Up, ISDN, and Lease-Line. Optical Fibre: Structure, Advantage and Application; Protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP. | | |
| UNIT-III | : WEB PAGE, Websites, Homepages. Introduction to HTTP, HTML, COBOL, ELP, DNS, JAVA; Browsing and Browsers, Bookmarks, Searching: Through Directory Search Engine, Search Resources; Video Conferencing and Telephony, E-Commerce: M-Commerce, Buying, Selling, Banking, and Advertising on Internet. Web Page Development, Inserting, Linking; Editing, Publishing, Locating, Promoting and Maintaining a Website | | |
| UNIT-IV: | Cyber Space-- Information Super Highway- Internet and Information Revolution Fundamentals of Cyber Media Comparison of Cyber Media with Print, TV, Radio Mediums. Advantages & Disadvantages of Cyber Journalism On-Line Editions of Newspapers-Management and Economics; Cyber Newspapers-Creation, Feed, Marketing, Revenue and Expenditure, Online Editing, E-Publishing; Security Issues on Internet; Social, Political, Legal and Ethical Issues Related IT and CT. Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and Media Activities; Websites; | | |
| UNIT-V: | **Social and Cultural Effects of New Media**: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New Media Impact on Old Media – ICTS for Development - Empowerment, Right to Information. | | |
| | | | |
| **Reference and Text Books: (APA Format)** | | | |
| Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007 | | | |

E-Governance – Pankaj Sharma (2004) APH Publishing Corporation.

G K Parthasarathy, Computer Aided Communication, Authors Press, 2006

Global Communication in Transition: The end of diversity (1996), Hamid Mowlana, Sage Publication , Newbury Park.

Global information and World Communication (2nd edition) – (1997) Hamid Mowlana Sage Publications, New Delhi.

New Media – Ronald Rice, (1984) Sage Publications

R. Singhal, Computer Application for Journalism, Ess Publishers 2006

World Communication Report : The media and the challenge of the new technologies (1997) - Ed. AlaineModouz, UNESCO Publishing.

| Outcomes | Students will gain hands on experience in emerging digital technologies. |
|----------|--------------------------------------------------------------------------|
|          | Students will be able to recognise security and ethical challenges in online journalism. |
|          | Learners will inculcate themselves in learning different web pages, networks and protocols of internet and know about cyber Journalism. |

Name of the Course Teacher

**Dr.A.Deivasree Anbu / Dr.N.Johnson**

| | Semester - III | | |
|---|---|---|---|
| Course code: 515304 | AUDIO – VISUAL PRODUCTION | Credits:5 | Hours:5 |
| Objectives | ➢ To make students know about the concept of Visual Language.<br>➢ To make students aware about the Elements of sound.<br>➢ To help the students know about the Elements of Video. | | |
| Unit-I: | Visual Language – Perception – Composition – Principles of Visual grammar – Head Room – Nose Room – Shot – Scene – Sequence – Film vs Video – Audio Video file formats – Roles and responsibilities of Production crew – Studio floor management | | |
| Unit-II: | Elements of sound: Basics of Sound – Properties – Understanding components of sound – Functions of Sound effects – Types of Microphone – Using Microphones and accessories – Audio feeders – Mixers – Connectors – Audio editing softwares. | | |
| Unit-III: | Elements of Video - Camera – Types of camera – Lenses – CCD – CMOS – Shot – Scene – sequence – Camera movements – Pan Tilt – Zoom crawl – Dolly – Trolley – Jib single camera – multi camera setup | | |
| Unit-IV | Lighting – Properties of Light – Intensity – Colour Quality – Dispersion Direction – Three Point lighting – Key Light, fill light, back light and background light – Reflectors, cutters | | |
| Unit-V | Production – Pre production – Post Production – Discussion, Script, Location visit, Budget; Production: Shooting according to the script; Post production: Editing, Dubbing, Narration, Tilting, Graphics and Animation | | |

**Reference and Text Books:**

Belavadi Vasuki, Oxford University Press, 'Video Production' 2013
Carole Fleming, "The Radio Handbook", 2nd edition, Routledge, 2002.
David Miles Huber "Modern Recording Techniques" 5th edition Focal Press, 2001.
De Fossard Esat and Riber John, 'Writing and Producing for television and Film',Sage Publications (2005)
Jan Maes and March Vereammen "Digital Audio Technology", 4th Edition Focal Press, 2001.
William Moylan "The art of recording" – 2002 edition. Focal Press, 2001

| Outcomes | Students will be able to learn about the concept of visual language and be aware about elements of sound.<br>Students will gain hands on experience about the lighting introduction.<br>Students will be able to develop their knowledge in elements of video. |
|---|---|

Name of the Course Teacher
**Dr.N.Johnson**

| Semester - III | | | |
|---|---|---|---|
| Course code: 515305 | PRACTICAL - V AUDIO VISUAL PRODUCTION | Credits:3 | Hours:6 |
| Objectives | <ul><li>To train the students in the area of creating documentary</li><li>To train the students in the area of creating news Bulletin for television channels</li><li>To enable the students to get trained in taking interviews</li></ul> | | |
| | 1. Radio Talk<br>2. Jingles<br>3. PSA<br>4. News Bulletin<br>5. Interview<br>6. Phone in Programme<br>7. Spot Film<br>8. Documentary<br>9. Short Film<br>10 Commercial | | |
| Outcomes | It helps the students to gain knowledge on both, the Indoor and outdoor production areas | | |

Name of the Course Teacher
**Dr.M.Neethi Perumal/Dr.A.Deivasree Anbu**

| | Semester - IV | | |
|---|---|---|---|
| **Course code: 515401** | **MEDIA LAWS & ETHICS** | **Credits:5** | **Hours:6** |
| **Objectives** | ➢ To make students know about the concept of media freedom and their rights.<br>➢ To make students aware about the press laws in India.<br>➢ To help the students know about the civil and criminal laws in India. | | |
| **UNIT-I:** | **Concept of Media Freedom**: Theories of Media Liberty and Democracy; Rights and Obligation of the Media. History Perspective of the Media Laws in India-Constitution and Media: Fundamentals Rights, Freedom of Speech and Expression, Directive Principles of State Policy; Powers and Privileges of the Parliament / State Legislative Assemblies. | | |
| **UNIT-II** | Press Laws in India: Privileges and Liabilities of The Press; Press Commissions – Laws Relating to Broadcasting and Advertisement in India.  The Press and Registration of Books Act; 1867; Delivery of Books Newspapers (Public Library) Act 1954; Working Journalism (Fixation Rates of Wages) Act 1958; Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923,Working Journalists and other Newspaper Employees (Condition of Service) and Miscellaneous Provisions Act, 1955;  Official Secrets Act, 1923; Wage Boards, The Miller Test, The Hicklin Test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous Cases Involving Journalists and News Media Organisations. Press Censorship, Right to Information, Code of Ethics for Media Professionals, The Role of Press Council of India and other Professional Councils | | |
| **UNIT-III:** | **Civil and Criminal Laws**: Civil and Criminal Law of Defamation - Contempt of Court , Legislature, Official Secrets Act, Intellectual Property Rights Copyright and Piracy; Wages and Working Conditions of Journalists; Measures to Curb Piracy; Relevant Provisions of The Indian Penal Code with Reference to Sedition, Obscenity (Section 292-294 Of IPC);  ,Crime Against Women, Children Etc.,; Laws Dealing with Obscenity, Laws and Constitutional Provisions Pertaining to Human Rights in India. | | |
| **UNIT-IV** | **IPR and Cyber Laws**- Laws Regulating FDI in Media; Cyber Laws in India; Cyber Security Concerns Preventive Measure, Penalties, Adjudication and Offences; IT Act; Network Service Provider's Protection; Criminal Procedure; IPC. Cinematograph Act, 1952; PrasarBharathi Act; Committees on Broadcasting and Information Media; Broadcasting Regulations – Key Issues; GATT and Intellectual Property Right Legislations; Right to Information Act 2005, Copyright Act 1957, Cable Television Network (Regulation) Act 1995, Information Technology Act (Relevant) 2000 and Cyber Laws, Cinematograph Act 1952, Film Censorship, Press Council Act as Amended from Time to Time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various Regulatory Bodies for Print, TV, Advertising, PR, and Internet. | | |
| **UNIT-V:** | **Ethics:** Sting Operation and its Impact; Right to Privacy; Obscenity; Concept of Self-Regulation; Revealing Sources; Code of Ethics; Code of Professional Organizations; A Critical Study of Functions and Performance of the Press Council of India. Role and Responsibilities of Professional Bodies; Themes and Issues in Media Ethics: Comparison of Ethical Norms; Codes for Radio, Television and Advertising; Case Studies in Media Ethics and Major Ethical Violations | | |

**Reference and Text Books:**

Basu, "Introduction to Indian Constitution", Prentice Hall of India,2003
Basu, "Law of the Press in India", Prentice Hall of India,2003
Battle for Freedom of Press in India – K S Padhy Academic Foundation (1991)
Day, E Ethics in Media Communications: Cas and Controversies, Thomson Learning 2000
Freedom of the Press – Some Recent Incidents – K S Venkataramaiah, B.R. Publications 1987
Hameling, Cess, "Ethics of Cyber-space", Sage Publications,2001
Law and the Media – An Everyday Guide for Professionals – Crone, Focal Press, 1995
Leslie, "Mass Communication Ethics", Thomson Learning, 2000.
Mass Media Laws and Regulations in India – E S Venkataramaiah, B.R. Publications (1987)
Media and Ethics – S K Aggarwal, Shipra Publications, 1993
Press and the Law – A.N Grover, Publisher: Vikas Pub. House (1990)
Press in Chains – Zamir Naizi, Publisher: Oxford University Press; 2 edition (September 2010)

| Outcomes | Learners will learn about constitution of India, principles of media law and fundamental rights. |
| --- | --- |
| | Students will be able to familiarize themselves about the freedom their rights and the press laws in India. |
| | Learner will know about the importance of directive principles of State policy, parliamentary privileges, press commission, RTI and Wageboard Act. |

Name of the Course Teacher
**Dr.A.Deivasree Anbu**

| | Semester - IV | | |
|---|---|---|---|
| Course code: 515402 | INTERNSHIP | Credits:5 | Hours: |
| | Students should go for an Internship for not less than 30 days. After the First Semester and Second Semester to any Media Organization with the due approval of the department and submit the report with the Work Diary in the IV Semester.<br><br>**Scheme of Marks**<br>Work Diary       - 25 Marks<br>Report            - 50 Marks<br>Viva - Voce      - 25 Marks<br>                     ————<br>               **100 Marks**<br>                  ————<br><br>**Note:** Viva - Voce Examination will be conducted at the end of IV semester<br>*Students regularly send for Internship Training in either Ist (or) IInd Semester leave based on the permission available from the Media agency/organisation in order to know the Technicalities in Electronic/Print Media. | | |

Name of the Course Teacher
**Dr.P.Paul Devanesan/Dr.N.Johnson/ Dr.A.Deivasree Anbu/Dr.M.Neethi Perumal**

| | Semester - IV | | |
|---|---|---|---|
| Course code: 515403 | **PRACTICAL VI – NEW MEDIA COMMUNICATION** | Credits:3 | Hours:6 |
| **Objectives** | ➢ To gain knowledge on Social Media Campaign<br>➢ To gain knowledge on Web-Designing<br>➢ To learn the tools of Online Journalism<br>➢ To gain knowledge on Linear and Non-Linear writing | | |
| | 1. Social Media Campaign<br>2. Info Graphics<br>3. Designing Web (Personal, News and E-commerce)<br>4. Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media and Social Networks: New Media, Social Networking and Media Activities; Websites<br>5. Linear and Non-Linear Writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling Structures, Visual and Content Design, Website Planning and Visual Design, Content Strategy and Audience | | |
| **Outcomes** | To make the students to understand the role of Social Media Campaign and make them to get involved<br>To make the students understand Web-Designing and also helps to learn the tools of online Journalism.<br>It also helps to make the students to write in Linear and Non-Linear. | | |

Name of the Course Teacher

**Dr.N.Johnson**

| | Semester - IV | | |
|---|---|---|---|
| Course code: 515404 | PROJECT WORK / DISSERTATION | Credits:8 | Hours:18 |

**Guidelines for Project work / Dissertation**

1. Selection of Research Problem And Conceptual Framework    :  15 Marks
2. Review of Literature    :  10 Marks
3. Selection of Appropriate Methodology    :  20 Marks
4. Data Analysis & Interpretation    :  20 Marks
5. Summary &Conclusion    :  10 Marks
6. Viva –Voce    :  25  Marks

                              _____

                    **Total**              **100 Marks**

                              _____

**Chapterisation**

1. Introduction
2. Review & Related Literature
3. Research Methodology
4. Analysis And Interpretation
5. Recommendations/Suggestions & Conclusion
6. Bibliography
7. Appendices

Name of the Course Teacher

**Dr.P.Paul Devanesan/Dr.A.Deivasree Anbu/Dr.Shweta Sandilya/ Dr.N.Johnson**

**CURRICULUM VITAE**

Name         : Robert Urban

Designation : Professor

Address      : Eotvos Lorand University

              Izabella, Hungary

Phone        : +361461-2600

Email        :urban.robert@ppk.elte.hu

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Educational Qualification:

- ## Ph.D, D.Sc

Professional Experience:

- ## 20 Years

Honours and Awards:

- ## 10 Awards received

Recent Publications:

- ## International Level - 12

Cumulative Impact Factor: -

Total       Citation:

2114 h-index:

i10 – index

**Name** : Dr.S.Arul Selvan
**Designation : Associate Professor**
**Address** : **Pondicherry University**
**Phone** **9443954850**
**Email** :**arulselvans.emc@pondiuni.edu.in, arulselvan.senthilvel@gmail.com**

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Educational Qualification:

- **Ph.D,**

Professional Experience:

- **18 Years**

Honours and Awards:

- **03 Awards received**

Recent Publications:

- **National Level – 08**
- International Level - 05

Cumulative Impact Factor: -

Total Citation:

1851 h-index:

i10 – index

**CURRICULUM VITAE**

Name : **Dr.Francis Philip Barclay**
Designation : **Assistant Professor**

Address : **Central University, Thiruvarur**
Phone **9894009264**

Email :**arulselvans.emc@pondiuni.edu.in, arulselvan.senthilvel@gmail.com**

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Educational Qualification:

- **Ph.D,**

Professional Experience:

- **3 Years**

Honours and Awards:

- **02 Awards received**

Recent Publications:

- **National Level – 8**
- International Level - 2

Cumulative Impact Factor: -

Total Citation: 75

h-index: 5 i10

– index: 3

**CURRICULUM VITAE**



**Name** : Dr.P.Paul Devanesan
**Designation** : Professor
**Address** : Alagappa University
Karaikudi
**Phone** 9442637768
**Email** : prof.paul.devanesan@gmail.com

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Educational Qualification:

- **Ph.D,**

Professional Experience:

- **29 Years**

Honours and Awards:

- **33 Awards received**

Recent Publications:

- **Journals - National Level – 14**
- Journals – International Level – 22
- Books - 15

Cumulative Impact Factor:-

Total Citation: -

h- index: - i10

– index: -

**Name  : Robert Urban**
   **Designation : Assistant**
   **Professor Address    :**
   **Alagappa University**

   **Phone         9790049336**

   **Email         :johnsonn@alagappauniversity.ac.in**

Educational Qualification:

- ### Ph.D,

Professional Experience:

- ### 11 Years

Honours and Awards:

- ### 05 Awards received
Recent Publications:

- ### Journals - National Level – 10
- Journals – International Level - 05

Cumulative Impact Factor:

Total
Citation:
451      h-
index:12
i10 – index:14