



CENTRAL UNIVERSITY OF TAMILNADU

COMMUNITY COLLEGE

B.VOC. (DIGITAL JOURNALISM AND MULTIMEDIA APPLICATIONS)

Degree Programme Semester Pattern for The Academic Year 2022-2023

as per the National Skills Qualifications Framework (NSQF) pattern

1. Programme Structure:

The B.VOC. (Digital Journalism and Multimedia Applications) Programme having a mix of general and skill components in which 40 Percent of the total content shall be of general nature including language courses in English / Language (Tamil) while the remaining 60 percent of the content shall be Skill based.

2. Credit Distribution & Certification Levels:

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Course Duration	Exit Points/ Awards
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semester	Diploma
6	72	48	120	Four Semester	Advanced Diploma
7	108	72	180	Six Semester	B. Voc Degree

3. Course Structure:

The B.VOC. (Digital Journalism and Multimedia Applications) programme having multiple exit/ entry points. Any candidate admitted in such a course of the university may complete all the six semesters successfully at one go and leave the university with a B.VOC. (Digital Journalism and Multimedia Applications) degree in the relevant skill sector opted by her/him. A student shall however have the option to exit from the course after successfully completing the first year with a certificate in the relevant trade and if the candidate opts to exit after successfully completing the second year of the programme. S/he may do so with an advanced diploma in the relevant trade.

The full six semester credit distribution structure of the course is envisaged as under:

Semester	Skill Component Credit	General Component Credit	Total Credit	Cumulative Credit at the end of the Semester
Semester I	18	12	30	30
Semester II	18	12	30	60
Semester III	18	12	30	90
Semester IV	18	12	30	120
Semester V	18	12	30	150
Semester VI	18	12	30	180

4. Course Structure and Scheme of Examination Semester Wise

B. Voc. (Digital Journalism and Multimedia Applications) NSQF Pattern

B. Voc. (Digital Journalism and Multimedia Applications)						
		Skill Component		General Component		
Sub Code	Title of the Paper	Hours	Credits	Hours	Credits	Total
Semester - I						
ENG011	English - I		-	45	3	3
ENV101	Environmental Science		-	30	2	2
DJ011	Communication Histories	15	1	30	2	3
DJ012	Communication Skills - I	30	2	30	2	4
DJ013	Introduction to Journalism	45	3	45	3	6
DJ014	Writing for Online Media	90	6		-	6
DJ015	Soft Skill - I	90	6		-	6
		270	18	180	12	30
Semester - II						
ENG021	English - II			45	3	3
DJ021	Mobile Phone Communication		1	45	2	3
DJ022	Soft Skills - II	45	2	45	4	6
DJ023	Print Journalism	60	4	30	2	6
DJ024	Photojournalism	90	6			6
DJ025	Editorial Skills for Print Media	75	5	15	1	6
		270	18	180	12	30

Consolidation of Hours and Credits

a. General Components

Sl. No	Semester	Teaching Hours	Credits
1	I	180	12
2	II	180	12
3	III	180	12
4	IV	180	12
5	V	180	12
6	VI	180	12

b. Skill Components

Sl. No	Semester	Training Hours	Credits
1	I	270	18
2	II	270	18
3	III	270	18
4	IV	270	18
5	V	270	18
6	VI	270	18

c. Total Components

Sl. No	Semester	General	Skill	Total Credits
1	I	12	18	30
2	II	12	18	30
3	III	12	18	30

4	IV	12	18	30
5	V	12	18	30
6	VI	12	18	30

5. Credit Calculation:

The Credit computation in the programme shall be ONE Credit would mean equivalent of 15 periods of 60 minutes each.

6. Attendance:

Ordinarily, a minimum of 75 percent attendance is a must for any candidate to qualify for the end semester examinations. However, on genuine grounds to be duly supported by documentary evidences, the Nodal Officer, Community College or the Head of the Department as the case may be of the concerned student may condone a maximum of 5 percent of the stipulated attendance if they deem it fit and reasonable to do so in their wisdom.

7. Intake and Eligibility Criteria:

As the 3 year B.VOC. (Digital Journalism and Multimedia Applications) course is offered on self-financing basis, the minimum intake for the course is 20 (plus EWS) students and the maximum is 40 (plus EWS). All the reservation criteria followed by the CUTN shall apply for the admissions for Community College.

The eligibility for taking admission in the B. Voc. (Digital Journalism and Multimedia Applications) programme shall be a pass in +2 (with any one or more of the following subjects) (Gen 60% / OBC 55% / SC ST 50%)

8. Evaluation:

- a. **Continuous Internal Assessment (CIA):** The students enrolled in the B. Voc. Programmes shall be subjected to Continuous Internal Assessment (CIA) and also an End Semester Examination (ESE) at the close of each semester. The CIA shall have 40 percent of the total score that would be evaluated on the basis of tests, assignments and/or seminars as may be deemed fit. There shall be at least two such assessments of equal weightage during a semester and both of them shall be of mandatory nature. The

Internal Assessments shall be evaluated by a group of teachers that would include the Teacher in charge responsible for the conduct of the test. Not attending any of the Internal Assessments would make the student ineligible to sit and clear the end semester examination. The Internal Assessment scores shall be uploaded in the required university website to enable it to compile the results together.

- b. **End Semester Evaluation (ESE):** End Semester Examination of all the courses in all semesters shall be conducted (60 percent of the total score) for which a common schedule shall be drawn. The duration of examination of all courses shall be 3 hours for which the routine procedures as would be in force at the University for the setting of question papers and undertaking evaluation works shall be followed.
- c. To pass the examination, the student must secure a minimum of 50 percent in both CIA and ESE.

9. Evaluation of Project:

A project shall be an integral part of the B. Voc. Programme and shall have to be undertaken by each student in the concerned semester. The report of the project shall have to be submitted to the Department in duplicate before the completion of concerned semester. The project work shall be evaluated by an external examiner to be appointed by the Nodal Officer in consultation with the faculty members.. The viva-voce on the project work shall also be conducted by the external examiner giving each student a reasonable time slot to defend their works. The project work shall be evaluated for a total of 100 marks comprising 50 marks for the project report and 50 marks for the Viva-Voice performance. The students shall start the project work when the semester commences, or as per instructions from time to time and shall submit the report at the end of the semester. Each student shall be allocated with a faculty advisor who will be supervising the progress of the project work. The topic of the project shall be focusing on the future employability/Self-employment/Career growth/Entrepreneurial opportunity of the students.

10. Grading:

The SGPA/CGPA score of a student at the time of exiting the Programme with a certificate or a Diploma or an advance Diploma or the B. Voc degree as the case may be shall be considered for ascertaining the Grade obtained by the student. Aggregate of both CIA and ESE scores shall be counted for computation of such purpose. The Community College, CUTN shall display in the Grade Card and would issue both the marks obtained as also the

equivalent grade point. The rank obtained shall be computed on the basis of absolute score obtained.

11. Letter Grades and Grade Points:

The UGC recommends a 10-point grading system with the following Letter grades as given below:

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination. The guidelines adopted by CUTN shall be applicable in this regard.

12. Computation of SGPA and CGPA:

Following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) may be adopted:

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$\text{SGPA (Si)} = \frac{\sum (\text{Ci} \times \text{Gi})}{\sum \text{Ci}}$$

where 'Ci' is the number of credits of the ith course component and 'Gi' is the grade point scored by the student in the ith course component.

- The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where 'Si' is the SGPA of the ith semester and Ci is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.
- UGC guidelines on Choice Based Credit System (CBCS) may be referred for further illustration on computation of SGPA, CGPA etc.

13. Promotion to Higher Semesters: Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be eligible to proceed to the next higher semester irrespective of whether they have duly cleared the semester or not. All enrolled students would have to duly clear all scheduled semesters within a maximum of four semesters for a Certificate, six semesters for an Advanced Certificate and ten semesters for a B. Voc Degree failing which the students concerned would have to exit without any award.

**B.VOC. IN DIGITAL
JOURNALISM AND
MULTIMEDIA
APPLICATIONS**

SYLLABUS



COMMUNITY COLLEGE
Central University of Tamil Nadu

B. Voc. (Digital Journalism and Multimedia Applications)				
S.No	Course		Type	Credits
Semester - I				
1	English - I	ENG011	T	3
2	Environmental Science		T	2
3	Communication Histories	DJ011	T	3
4	Communication Skills - I	DJ012	T	4
5	Introduction to Journalism	DJ013	T	6
6	Writing for Online Media - I	DJ014	T	6
7	Soft Skill - I	DJ015	T	6
	TOTAL CREDITS			30
Semester - II				
8	English - II	ENG021	T	3
9	Mobile Phone Communication	DJ021	T	3
10	Soft Skills - II	DJ022	T	6
11	Print Journalism	DJ023	T	6
12	Photojournalism	DJ024	P	6
13	Editorial Skills for Print Media	DJ025	P	6
	TOTAL CREDITS			30

SEMESTER ONE

ENG 011: General English - I

THEORY - 3 credits: (3 theory hours/week)

OBJECTIVES

- The course is offered to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading and Writing English.
- Further the course prepares the learners to face situations with confidence and to seek employment in the modern globalized world. Introduction towards some literary pieces will enhance the students to appreciate and analyze the same..

Unit 1 - Grammar & Usage

Parts of Speech, Tenses, Voices, Sentence pattern, Articles, Common Errors in English and Spotting Errors.

Unit 2 - Reading and Writing

Functional Writing Skills, Vocabulary Building, Sentence Formation, Paragraph Writing, Jumbled Sentences Types of reading – Skimming and Scanning, Newspaper Reading, News Reporting.

Unit 3 - Poetry

Langston Hughes-Let America be America (1935) Sukirtharani- Debt Shakespeare-Sonnet 18 Kamala Das-Dance of the Eunuchs

Unit 4 - Essay

BetrandRussel's Knowledge and Wisdom J. B. Priestley's Travel by Train Martin Luther King's, I have a Dream

Unit 5 - Short Story

An Astrologer's Day – R.K. Narayan. Novella: Old man and the sea- Ernest Hemingway

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

End-semester examination: 60 marks

REFERENCES

- A Background to the study of English Literature: Revised Edition by B. Prasad 2016 Murphy, Raymond, English Grammar in Use, Fifth Edition.
- Murphy, Raymond. Intermediate English Grammar. 2nd ed., Cambridge UP, 2012.
- Business English, Pearson, 2008. Fluency in English Part II. Oxford UP, 2006.
- Frank, M. Writing as thinking: A guided process approach. Englewood Cliffs, Prentice Hall Regents.
- Graff, Gerald, Cathy Birkenstein, They Say/I Say: The Moves That Matter in Academic

Writing. New York: Norton, 2009.

- Hamp-Lyons, Liz, Ben Heasley, Study writing: A Course in Writing Skills for Academic Purposes. Cambridge UP, 2006.
- Language, Literature and Creativity, Editorial Board, Orient Black Swan, 2013.
- Riordan, Daniel G., Steven E. Pauley, Biztantra: Technical Report Writing Today, 8th Edition (2004).
- Sood, S. C et al. editors. Developing Language Skills-2 Ed. S.C. et al. Spantech, Delhi 1992.

ENV101: Environmental Science

THEORY - 2 credits: (2 theory hours/week)

OBJECTIVES

- To understand the basic concepts of environmental science
- To understand the importance of resource conservation
- To learn about diverse ecosystems and biodiversity
- To understand issues and challenges related to environment

Unit 1

Multidisciplinary nature of environmental studies: Definition, scope and importance
Need for public awareness.

Unit 2

Natural Resources: Renewable and non-renewable resources. Natural resources and associated problems

Unit 3

Ecosystems, biodiversity and its conservation

Unit 4

Environmental Pollution, Social Issues and the Environment. Human Population and the Environment

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)

- Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web-enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. WasteWater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wagner K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

DJ011: Communication Histories

THEORY - 3 credits: (3 theory hours/week)

OBJECTIVES

- The paper will provide a critical orientation on communication histories with a focus on the local, national and international contexts.
- Students will acquire critical thinking skills to engage with contemporary and ancient media of communication

Unit I

Evolution of scripts and writing in ancient civilisations and different regions of India.

Unit II

Characteristics of ancient media such as clay tablets, pottery, rock cut structures, granite, silk scrolls and palm manuscripts.

Unit III

Orality and Literacy in Tamil Nadu, Print culture in South India.

Unit IV

History of photography, cinematography, cinema, television, radio, newspapers in India

Unit V

Working paper on one of the ancient media and one of the contemporary media.

REFERENCES

- Baines, John, Visual and Written Culture in Ancient Egypt, Oxford University Press, 2009.
- Blackburn, Stuart, Print, Folklore and Colonialism in South India, Orient Blackswan, 2006.
- Innis, Harold, Empire and Communications, The General Pub. Co, 1986.
- Innis, Harold, Bias of Communication, University of Toronto Press, 2008.
- Kleeman, Terry and Barrett, Tracy, The Ancient Chinese World, Oxford University Press, 2005.
- Krishnamurthy, Nadig, Indian Journalism, University of Mysore, 1966.
- McLuhan, Marshall, Understanding Media: The Extensions of Man, MIT Press, 1994.
- McLuhan, Marshall, Gutenberg's Galaxy, University of Toronto Press, 2011.
- Ong, Walter, Orality and Literacy, Routledge, 2002.
- Sadasivan, D, Public Opinion in Madras Presidency 1858-1909, University of Madras, 1974.
- Venkatachalapathy, A.R, The Province of the Book: Scholars, Scribes, and Scribblers in Colonial Tamilnadu, Permanent Black, 2011.

Scheme of Evaluation

Continuous Internal Evaluation 40 Marks

Practical Project - Working Paper - 40 marks (parameters of evaluation: Language 5 marks, Content 20 marks, Clarity of Presentation 5 marks)

External

End Semester Examination 60 marks

DJ012: Communication Skills - I

THEORY - 4 credits: (2 theory and 2 practical hours/week)

OBJECTIVES

- To understand communication, its nature and scope
- To understand the essentials of non-verbal and written communication
- To learn the nuances of effective communication

Unit 1

Communication: Definition, nature and scope. Importance and purpose of communication. Process and types.

Unit 2

Non-verbal communication: personal appearance, gestures, postures, facial expression, eye contacts, body language (kinesics), time language, silence and tips for improving non-verbal communication.

Unit 3

Essentials of effective communication. Communication techniques. Barriers to communication. Vocabulary tips. Elements and forms of written communication. Tips for effective written communication.

PRACTICAL COMPONENTS

1. Write a paragraph (to check linkage and cohesion)
2. Write letters (formal and informal)
3. Write an essay and submit for evaluation

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Prasad, P. Communication Skills, S.K. Kataria & Sons.
- Prasad, P. The Functional Aspects of Communication Skills, Delhi
- Rajinder Pal and Prem Lata. English Grammar and Composition, Sultan Chand Publication.
- Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.

DJ013: Introduction to Journalism

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

- To understand the fundamentals of news writing and editing
- To develop the skills of grasping various editorial applications of news, columns, features, editorials, etc
- To help develop the knowledge and skill of researching into topics of social importance and how to present the same

Unit 1

What is news? Understanding news: Definitions, purpose and importance. Why be a journalist? What does it take? Journalism terminologies. Functions of journalism.

Unit 2

Selecting the news: copy-tasting. Elements of newsworthiness. Characteristics of a good news story: accuracy, attribution, objectivity, balance, brevity, directness and clarity.

Unit 3

Structure of news and newspapers (functionality). Styles: Inverted pyramid, chronological order and pyramid of pyramids. News process. Functions of headline. Components of a news story. Beyond the 5Ws and 1H.

Unit 4

Popular types of headlines and leads. Researching a story. Asking the right questions.

Unit 5

Newspapers, magazines and tabloids. Radio news. Television news. Writing for these media.

Practical Module

Student teams will bring out an eight-page Lab Journal on a weekly-basis.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Lab journal: 20 marks

End-semester examination: 60 marks

REFERENCES

- An Introduction to Journalism: Principles and techniques. Sumit Narula and RK Jain. 2012. Regal Publications. New Delhi.
- An Introduction to Journalism. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford. Sage Vistaar.2012.

DJ014: Writing for the Online Media

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

- To understand a variety of terms associated with Web communications
- Construct a Web document that demonstrates how to best organise and design written content for Web audiences
- Analyse and evaluate the integrated use of photos, graphics, video, and text on an existing Website from the standpoint of best information design practices.
- Create an online blog using a free online publishing application that incorporates images, links, and video, supported by a written language style appropriate to a chosen target audience
- Develop a team-based marketing plan that incorporates a blog along with associated social networking media and various components used in Web-based campaigns

Unit 1

Contemporary forms of Web-based communication. Web communication terms: Blog, tweet, cloud, Web 2.0, digital convergence, screencast, transmedia, platform, brand, IP and F pattern.

Unit 2

Unique features of writing for the Web vs other media. Color, space, typography. Headlines, hierarchy, scannability, interactivity, navigation, best practices. Creating basic blog posts: text, photo, video, quote, link. Writing Strategies: Research, headlines, keywords, SEO, categories and analytics.

Unit 3

Creating informational blog posts: Basics. Writing for news websites. Writing for social media.

PRACTICAL COMPONENTS

1. Create a WordPress page consisting of the following posts: text post, photo post, video post, and hyperlink
2. Select a blog article topic and submit a brief implementation proposal, including a title, content, visual theme, audience, and objectives
3. Create a 500 - 1000 word article for your blog site
4. Promote your website on social media platforms such as Twitter, LinkedIn, Facebook, Flickr, YouTube, Instagram, Tumblr and Pinterest through campaigns

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- A.S.Hornby, Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
- Collins Collins Grammar Punctuation
- George.A.Hough. News Writing , Kanishka
- Neira Anjana Dev, Anuradha, Marwah and Swati Pal. Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
- Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
- Prof. V.S.Sreedharan, How to write correct English, Goodwill Publications, New Delhi.
- R. Michelson. Sentences, IIVY Publishing House, New Delhi-95.
- Redish, Janice. Letting Go of the Words: Writing Web Content that Works New York, Morgan Kaufmann 2012. ISBN-13: 978-0123859303
- Robey, L Cora, New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
- Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
- Thomas S. Kane. Oxford Essentials Guide To Writing
- Wren & Martin. High School English Grammar & Composition,S.Chand

DJ015: Soft Skills - I

THEORY - 6 credits: (3 theory and 3 practical hours/week)

OBJECTIVES

- To understand the significance and essence of a wide range of soft skills
- To understand concepts such as self-discovery, positivity and motivation, and learn to apply them
- To pick up reading and discussion skills

Unit 1

Soft Skills: An introduction. Definition and significance of Soft Skills; Process, importance and measurement of Soft Skill Development.

Unit 2

Self-discovery: Discovering the self; Setting goals; Beliefs, values, attitude and virtue. Positivity and motivation: Developing positive thinking and attitude; driving out negativity; meaning and theories of motivation; enhancing motivation levels.

Unit 3

Reading Skills: Skimming and scanning. Levels of reading. Reading comprehension. Academic reading tips. Purpose of listening. Listening to conversation (formal and informal). Active listening. Benefits of effective listening. Barriers to listening. Listening to talks and presentations. Note-taking tips.

PRACTICAL COMPONENTS

1. Participate in a group discussion
2. Preparing agenda and minutes for meetings

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks Practical module: 20 marks

End-semester examination: 60 marks

REFERENCES

- English and Soft Skills – S. P. Dhanavel, Orient Blackswan India, 2010.
- Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.

SEMESTER TWO

ENJ021: General English - II

THEORY - 3 credits: (3 theory hours/week)

OBJECTIVES

- The course is offered to make the students proficient communicators in English.
- It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading and Writing English.
- Further the course prepares the learners to face situations with confidence and to seek employment in the modern globalized world. Introduction towards some literary pieces will enhance the students to appreciate and analyze the same.

Unit 1 - Writing and Reading

Writing: Letter Writing, Script Writing, Report Writing, Minutes, CV, email Writing, Essay writing
Reading: Extensive & Intensive, Close reading, Close Reading

Unit 2 - Oral Communication

Group Discussion – Mock Interview – Situational Communication (Debate).

Unit 3 - Poems

Jayanta Mahapatra – Hunger Shakespeare's Sonnet no: 65 Robert Frost : Road not Taken
Tennyson's Ulysses.

Unit 4 - Prose

O. Henry's Last Leaf Jerome K. Jerome's The Dancing Partner Helen Keller's The Story of my Life
R.K Narayan's Swami and Friends.

Unit 5 - One Act Play

Anton Chekhov – The Marriage Proposal.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

End-semester examination: 60 marks

REFERENCES

- A Background to the study of English Literature: Revised Edition by B. Prasad 2016
- Murphy, Raymond, English Grammar in Use, Fifth Edition.
- Murphy, Raymond. Intermediate English Grammar. 2nd ed., Cambridge UP, 2012.
- Business English, Pearson, 2008. Fluency in English Part II. Oxford UP, 2006.
- Frank, M. Writing as thinking: A guided process approach. Englewood Cliffs, Prentice Hall Regents.
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New York: Norton, 2009.

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- Language, Literature and Creativity, Editorial Board, Orient Black Swan, 2013.
- Riordan, Daniel G., Steven E. Pauley, Biztantra: Technical Report Writing Today, 8th Edition (2004).
- Sood, S. C et al. editors. Developing Language Skills-2 Ed. S.C. et al. Spantech, Delhi 1992

DJ021: Mobile Phone Communication

THEORY - 3 credits: (2 theory and 1 practical hours/week)

OBJECTIVES

- To understand the basic concepts of mobile computing
- To understand concepts such as Social, Print and cultural interfaces,
- To help develop the knowledge and skill of researching into field work.

Unit 1

Characteristics of mobile phone communication

Unit 2

History of mobile phone communication

Unit 3

Social and cultural interfaces of mobile phone communication

Unit 4

Mobile phone communication in oral cultures and print cultures

Unit 5

Field work based assignment on mobile phone uses in Thiruvapur.

REFERENCES

- Baym, Nancy (2010) Personal Connections in the Digital Age, Polity.
- Castells, Manuel et.al (2009) Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics), MIT Press.
- Jenkins, Henry (2008) Convergence Cultures: Where Old and New Media Collide, NYU Press.
- Katz, James (2008) Handbook of Mobile Communication Studies, MIT.
- Konijn, Elly (2008) Mediated Interpersonal Communication, Taylor and Francis.
- Ling, Rich and Donner, Jonathan (2009) Mobile Phones and Mobile Communication, Polity.
- Perteirra, Raul (2007) Social Construction and Usage of Technologies: Asian and European Perspectives. University of Philippines Press.
- Ravindran, Gopalan (2009) "Moral Panics and Mobile Phones: The Cultural Politics of New Modernity in India," in Living the Information Society in Asia, Institute of South East Asian Studies (ISEAS) and IDRC (Canada), Singapore.

DJ022: Soft Skills - II

THEORY - 4 credits: (2 theory and 2 practical hours/week)

OBJECTIVES

- To understand the significance and essence of a wide range of soft skills
- To understand concepts such as self-discovery, positivity and motivation, and learn to apply them
- To pick up reading and discussion skills

Unit 1

Age of globalisation and the need for communicating in English. English as the first or second language. Uses of English in academic and non-academic situations in India.

Unit 2

Importance of Spoken English. Status of Spoken English in India. International Phonetic Alphabet (IPA) Symbols. Spelling and pronunciation.

Unit 3

Oral Communication Skills: Giving instructions; seeking and giving permission; expressing opinions (likes and dislikes); agreeing and disagreeing; demanding explanations; asking for and giving advice and suggestions; expressing sympathy. Congratulating people on their success. Expressing condolences. Asking questions and responding politely. Apologising and forgiving.

PRACTICAL COMPONENTS

1. Prepare a public notice
2. Write and present a book summary
3. Correspondence with govt./authorities, office orders, enquiries and replies

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Practical module: 20 marks

End-semester examination: 60 marks

REFERENCES

- Managing Soft Skills for Personality Development - edited by B.N.Ghosh, McGraw Hill India, 2012.
- English and Soft Skills S. P. Dhanavel, Orient Blackswan India, 2010.

DJ023: Print Journalism

THEORY - 6 credits: (4 theory and 2 practical hours/week)

OBJECTIVES

- To understand the nuances of reporting and editing for newspapers
- To understand the newspaper establishment
- To know eminent Indian journalists

Unit 1

Employees in newspaper establishment: organisation and hierarchy. Qualities of a news reporter, qualifications and responsibilities. Qualities of a news editor, qualifications and responsibilities. Ethics.

Unit 2

Types of reporting: Objective, interpretative and investigative. News beats. Writing crime news. Civic and court reporting. Reporting local government and politics. Economic and financial reporting. Sports reporting. Science and environment reporting. Reporting special events.

Unit 3

Principles of editing: Meaning, objectives and tools - three Cs; Six Rs of Subbing; Copy selection. Editing symbols. Style sheet. Photo cropping. News page layout and design. News Typography. Newspaper sizes and formats.

Unit 4

Interview story: types, techniques, preparation and structure. News agencies. News sources. Press releases and meets.

Unit 5

Eminent Indian journalists: BG Verghese, HK Dua, N Ravi, Prabhu Chawla, Vinod Mehta, Mammen Mathew, MJ Akbar, Alok Mehta, Chandan Mitra, Coomi Kapoor, Dileep Padgoankar, Inder Malhotra, Gautam Adhikari, Mrinal Pande, Shekhar Gupta, KS Sachidananda Murthy, Rajdeep Sardesai, Hari Jaisingh, Barkha Dutt and S Nihal Singh.

Practical Module

At the end of the semester, each student will bring out a 16-page themed magazine and submit it for evaluation.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks Practical module: 20 marks

End-semester examination: 60 marks

REFERENCES

- Art of editing. Baskette & Scissors, MacMillian, NY, 1977.
- Art of Editing. Manohar Puri. Praga Pub. New Delhi. 2006.
- Beyond the facts: A guide to the art of feature writing, Touis Alexander, Gulf pub. London, 1982.
- Creative interviewing. Metzler, Prentice Hall, 1979.
- Dimensions of modern Journalism NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.
- Editorial and persuasive writing. Harry Stonecipher, Hasting House, NY, 1979.
- Editorial Thinking and Writing. Bush, Chilton. Greenwood press, Connecticut. 1970.
- Interpretative Reporting.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.

- Journalism Today .Navin Chandra &Chaugan, Kanishka Pub. New Delhi. 1997.
- News Editing in theory and practice. Banerji, Bagchi & Co., New Delhi . 1992.
- News Reporting and Writing. (9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.
- Newspaper Organisation and Management (5th ed.). Williamson, Herbert . Iowa State Univ. 1978
- Newspapers Handbook (3rd ed.) Keeble, Richard. Routledge, London.2001.
- Professional Journalism Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- Professional Journalism MV Kamath, Vikas Pub. New Delhi .1980.
- Reporting for the Print media. (2nd ed) Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- Style in Journalism. PVL, NarasimhaRao, Orient Longman, Chennai. 1998
- The Complete Reporter. (4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- Writing Feature Articles. Brendan Hennesay, Heinemann Pub. London. 1989.

DJ024: Photojournalism

PRACTICAL - 6 credits: (2 theory and 4 practical hours/week)

OBJECTIVES

- To understand critically the basic concepts of photography and photojournalism
- To map historical significance and future of photojournalism
- To analyse major issues in the field of photojournalism
- To getting insights about impact of latest technology on photojournalism

Unit 1

Elements of visual news story telling. History of photojournalism. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Principles and Ethics of photojournalism.

Unit 2

Basic concepts of photography and photojournalism. Camera: types and functions. Mechanics of photography: apertures, shutter speeds, focus, and focal lengths. Introduction to different types of lenses. Lighting and composition. Rule of thirds.

Unit 3

Photo editing. Cropping, color and exposure correction, noise and morphing. Introduction to photo-editing software Adobe Photoshop. Understanding of printing requirements: CMYK and RGB. Photo captioning.

Practical Module

Students will submit a record book exhibiting the following photography:

- 1.Spot news
- 2.General news
- 3.Street photography
- 4.Off-beat photography
- 5.Crime
- 6.Civic
- 7.Sports
- 8.Fashion
- 9.Food
- 10.Art and culture
- 11.Portrait
- 12.Photo story/essay
- 13.Freeze frame
- 14.Action
- 15.Aerial
- 16.Candid/people
- 17.Night
- 18.Depth of field
- 19.Flora and fauna
- 20.Birds
- 21.Landscape
- 22.Perspective

- 23. Contrast
- 24. Patterns
- 25. Bulb mode

Evaluation will be done based on individual contributions to the Lab Journal and News Website, apart from the individually-submitted themed magazine.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks Practical module: 20 marks

End-semester examination: 60 marks

REFERENCES

- Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
- Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
- Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
- Fred Ritchin, Bending the frame
- John Berger, Ways of Seeing
- Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
- Lewis James. The Active Reporter. Vikas Publication
- Mass Communication, Concept Publishing Company, New Delhi
- Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
- SevantiNinan, 2007, Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publications, New Delhi.
- T.J.S. George: Editing – A Handbook for Journalists.
- VirBala Aggarwal and V.S.Gupta, 2002 (second reprint), Handbook of Journalism and
- Warren Carl. Modern News Reporting. Harper and Row.

DJ025: Editorial Skills for Print Media

PRACTICAL - 6 credits: (6 practical hours/week)

Module

The subject comprises 50 exercises in various news reporting and editing aspects which are designed and compiled as a workbook for a semester. With a view to provide adequate practice and skills in the most essential areas of contemporary journalism, assignments are to be dealt with on a day-to-day basis. The completed workbook is to be submitted for end-semester evaluation along with practical examinations.

Part 1

Understanding news

Test exercises

Preparing a summary of a recent top story

Creating vox-pops on an issue

Producing a photo news feature (one A3 page)

Analysis of news sources using a case study

Analysis of news ethics using a case study

Part 2

Content and structure of news stories

Test exercises

Identifying the types of news stories

Identifying the structure of news stories

Identifying the elements of news-page design

Spotting headline designs

Part 3

Grammar rules for writing newspaper headlines.

Headline writing pitfalls. Subhead/drop headline basics. Leads and popular types

Test exercises

Headline short-forms

Correcting headlines

Composing headlines from leads

Composing headlines and subheadlines

Composing kickers

Identifying types of leads

Choosing the apt lead type

Composing leads for stories

Part 4

Writing news stories

Test exercises

Often misspelled words

Wordiness

Similar-sounding words

Alliteration

Idioms and phrases

Foreign Phrases
Abbreviations and acronyms
Composing news pitches
Composing News Articles For Different Beats
Composing News items for different sections
Conducting News interviews
Conducting Pressmeets
Writing News Features
Writing interviews
Writing Personality Profiles
Writing A Human-interest story
Writing Seasonal story
Creating Chronologies
Conducting Opinion Poll
Writing letters to the editor
Reviewing Movie

Part 5

Editing

Test Exercises

Using Proofreading Symbols To Edit Copies
Calculating Readability
Editing And Rewriting Copies
Photo-captioning

Part 6

Page-layout and photo-editing and cropping.

Test exercises

Editing news photographs
Cropping news photographs
Examining news page designs
Creating designs using paper cuttings
Creating page layouts using InDesign
Creating magazine designs using InDesign
Designing infographics
Navigation

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Record work of 50 exercises: 40 marks

Mid-sem examination: 20 marks

End-semester examination: 40 marks