

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ENGLISH
 SYLLABUS WITH EFFECT FROM 2023-2024

THIRD YEAR - SEMESTER VI
JOURNALISM AND MASS COMMUNICATION

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
305E6B	Elective	Y	Y	-	-	3	5	25	75	100
Learning Objectives										
LO1	To impart the basic knowledge of Mass communication & Journalism and related areas of studies.									
LO2	To be acquainted with the principles of journalism and the importance of press laws.									
LO3	To understand the nuances of news and media									
LO4	To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.									
LO5	To train students to write for the newspaper, magazine and the Web									
UNIT	Details									
I	1. Introduction to Journalism 2. History of Journalism 3. Principles and Ethics of Journalism									
II	Freedom of Press – Press Laws – Defamation – Libel – Contempt of court – Slanders – Copyright Law – Press Regulation Act – Press Registration Act- Law of Privileges, News Agencies, Press Council of India, Press Information Bureau									
III	Reporting News – and types of reporting- Role and Responsibilities of Reporter – Role and Duties of Editor									
IV	Leads - Types of News – Straight Interpretive – Investigative – Scoop – Sting – Headlines – Editorial – Feature Writing – Personal Column – Reviews – Interviews and Press Conferences Make up of a newspaper , Layout of a newspaper Advertisement -Types, techniques and Social Responsibility									
V	Electronic and New Media Electronic Media – Radio, Television Social Media Platforms – X(Twitter), Facebook, Instagram, Youtube – Role and Responsibilities									
Course Outcomes										
CO	On completion of this course, students will;									
CO1	Acquire the knowledge of the origin and development of the print, electronic and web media.							PO1		
CO2	To enhance the knowledge of growth of print, electronic and web							PO1,PO2		
CO3	Analyze the significance of speech communication.							PO4,PO6		
CO4	Exercise their knowledge in producing a creative journal							PO4,PO5,PO6		
CO5	Analyze the social issues relevant to the society and sensitize through their professional skills in this field							PO3,PO8		

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Text Books (Latest Editions)	
1.	D.S. Mehta, Mass Communication and Journalism in India, Allied Publishers Ltd, New Delhi.
2	M.V. Kamath – Professional Journalism
3	Richard Rudin and Trevor Ibbotson- An Introduction to Journalism
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Robert Fine, The Big Book of Social Media: Case Studies, Stories, Perspectives 2010. Publisher: Yorkshire Publishing
2.	Frank Webster, Theories of Information Society, 2002, Published by Routledge.
Web Resources	
1.	Media and Communication Peer-reviewed Open Access Journal (cogitatiopress.com)

Mapping with Programme Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	2	3	2
CO2	2	3	3	3	2	3	3	2	2	2
CO3	3	3	3	2	3	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	2	2
CO5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium, 1 - Low

Mapping with Programme Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0