



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI  
PG PROGRAMMES



**OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES**

**(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024)**

**M.A. Journalism and Mass Communication**

<b>Semester</b>	<b>Course</b>	<b>Title of the Course</b>	<b>Course Code</b>
II	Core IV	Mediated Communication	SJMM21
	Core V	In-Depth News Reporting	SJMM22
	Core VI	Media Production Technique	SJMM23
	Elective - III	Basic Photography (Practical)	SJME21
	Elective - IV	Film Studies	SJME22
	Skill Enhancement	Data Visualization and Infographics Design (Practical)	SJMS21

## MEDIATED COMMUNICATION

UNIT	DETAILS
I	<b><i>Traditional Media and CMS Effects:</i></b> Origins of Mass Communication-Mass Society, Power Effects Thesis, Propaganda Model Passive and Active Audiences. Rise and Fall of Mass Communication, Audience Fragmentation and Media Balkanization Functions of Mass and Mediated Communication- Brief History of Computer Mediated Communication (CMC). Characteristics of New Media-Uses and Gratification of Social Media- Transportation Mode-Expectancy-Value Theory-Media Richness. Competence Model. Media and Channel Use Theories. Media and CMC Effects Theories-Personal Influence, Selective Perception, and Limited Effects-Cultivation theory. Media Effects Research Tradition. An Overview of Psychological Effects of Social and Mobile Media.
II	<b><i>Communication Ecology Perspectives:</i></b> Media and Communication Ecology Perspective. Harold Inns Legacy and Marshall McLuhan's Medium Theory. Media Ecology and Mediatization, Remediation. Media and Socialization. Ball-Rokeach's Communication Infrastructure Theory Media Multiplicity Theory (Caroline Haythornthwaite). Media and Cultural Production, Presentation of Self Online (Ervin Goffman). Critical Cultural Perspectives: Interpretations of Media Influences on and Society
III	<b><i>Cognitive, Memory, and Emotional Effects of Media:</i></b> Communication and Cognition- Relevance, Limited Capacity Model. Social Information Processing Theory (Walther). .Cognitive Approach to Mass Communication- Social Cognitive Theory. Memory and Emotional Effects of Mediated Communication. Emergence of Media Neuroscience. Information Processing Models
IV	<b><i>Emerging Theoretical Perspective:</i></b> Digital Play and Media Transference. Media Transformations (Mark Poster). Theory of Interactive Media Effects. Social Expectations Theory. Media Equations. Media Dependency. Media Transformations. Social Informatics Approach to Mediated Communication. Communicating with Objects-Actor Network Theory. Jean Baudrillard's The Revenge of the Crystal. Approaches to Human-Computer Interaction(HCI)-Affordances, Usability, UX Human-Brain Interaction (BCI), AI and Communication. Persuasive Technology Design-Attention, Dependencies, and Distraction.
V	<b><i>Communication Systems and Networks:</i></b> Social Systems Approach to Communication-Cybernetics and Self-organization. Latané's Dynamic. Social Impact Theory. Castells' and van Dijk's Network Society. Media-Influence Diffusion of Innovation, Differential Adaptation Theory and Contagion theories (Social, behavioural etc.). Information Flow Models. Mimetics- Memes and Discursive Power of Memes. How ideas Spread-Jenkins' Spreadable Media Theory, Virality, and Self-Organization, Emergence. Autopoiesis, Critical Mass, Tipping Point- Infodemiology.

<b>Text Books</b>	
<b>1</b>	Shyam Sundar, S. (2015). The Handbook of the Psychology of Communication Technology. John Wiley & Sons.
<b>2</b>	Konijn, E. A., Utz, S., Tanis, M., & Barnes, S. B. (2008). Mediated Interpersonal Communication. Routledge
<b>3</b>	Carr, C. T. (2021). Computer-Mediated Communication: A Theoretical and Practical Introduction to Online Human Communication. Rowman & Littlefield.
<b>4</b>	de Mooij, M. (2013). Human and Mediated Communication around the World: A Comprehensive Review and Analysis. Springer Science & Business Media.
<b>5</b>	Gunter, B. (2015). The Cognitive Impact of Television News: Production Attributes and Information. Reception eBook: Gunter, B.: Amazon.in: Kindle Store

## IN-DEPTH NEWS REPORTING

UNIT	DETAILS
<b>I</b>	<b><i>In-Depth Reporting:</i></b> In-depth and Specialist News Reporting. Developing Expertise. Learning Techniques. Reporting Social Issues and Making Social Work News-Covering Social Welfare Schemes-Child Protection Guidelines for Media. Understanding and Reporting on Central and State Government Development Schemes. Media and Non-governmental Organization (NGOs). Reporting on Civic Issues-News and Conflict and Trauma. News and Conflict. Dealing with Sensitive Issues Cases– Trauma Reporting-Interviewing. News and Gender. News Media Coverage of Gender Issues. Women, Children, and Victims of Crime.
<b>II</b>	<b><i>Covering Crime and Punishment :</i></b> Portrayal of Crime and Police in Media. Role of Media in Crime Prevention Impact of Mass Media on Crime and Delinquency. Types of Crime Reporting. Moral Panic Vs Political Correctness-The Debate. Fear of Crime De-Sensitisation of People. Media and Spread of Rumours. Contemporary Forms of Crimes. Role of Criminal Justice-Law Enforcement.
<b>III</b>	<b><i>Covering Courts:</i></b> Covering Courts-Contempt of Court- Basics of Legal Research for Journalists. Understanding Indian Judicial System-Criminal Court. Provisions of The Indian Penal Code and Criminal Code. The Criminal Procedure Code. Law of Evidence. Law of Evidence – Significance of Evidence – Types of Evidences – Fact in Issue-Admissibility and Relevancy. Fair Trial- Media Trials. Judicial Presumptions. Presumption of Fact – Burden of Proof. Types of Court Judgements.
<b>IV</b>	<b><i>Political Reporting:</i></b> Indian Political Systems. Election Systems. Election Campaigns. Guidelines on Covering Indian Parties. News and Election- Paid News and Regulations’ Covering Elections and Election Campaigns. Opinion Polls Reporting Exist Pools. Pollster Disclosures Standards. Role of Social Media in Elections. Covering Legislation- Parliamentary Privileges. Understanding Policy Making- Conducting Policy Research- Evidence-based Policy Making. Reporting on Social Media and Politics.
<b>V</b>	<b><i>Covering Business and Economy:</i></b> Business and Financial Systems in India. Covering Business Ecosystem. Reporting on MSME and Non-formal Sector. Business Reporting-Consumer Rights. Finance Reporting-Types of Business, Finance and Economic Reportage. Business, Economic and Financial Data Sources. Finance Reporting-Stock Markets, Investors, Banking Systems, RBI. Economic Issues in India. Economic Indicators. Covering Labour and Workers Unions. Covering Consumers (Consumer’s Price index and Cost of Living Indices).

<b>Text Books</b>	
<b>1</b>	Formulate questions and locate news sources for in-depth and specialized reporting.
<b>2</b>	Locate relevant sources for reporting on crime and criminal proceedings, fact-check, and prepare a news capsule.
<b>3</b>	Locate relevant sources for reporting on judicial systems and legislature, fact-check, and prepare a news capsule based on field reporting.
<b>4</b>	Locate and evaluate relevant sources for reporting on politics and prepare a news capsule on a developing story.
<b>5</b>	Evaluate scope and content of sources for reporting on business and economics and prepare a news capsule on a topical subject.

## MEDIA PRODUCTION TECHNIQUE

UNIT	DETAILS
<b>I</b>	<b>Media Production Genres:</b> Featured Messages –Theme Based Messages –Fictional Messages -Non-Fictional Messages
<b>II</b>	<b>Audio Production:</b> Preparation for Audio Production–Understanding the infrastructure and tools for production –Understanding the infrastructure and tools for production – Finalization of Audio production for Dissemination.
<b>III</b>	<b>Audio Visual Production:</b> Preparation for Audio Visual Production-Understanding the infrastructure and tools for production-Understanding the infrastructure and tools for production – Preparing for Editing and Mastering
<b>IV</b>	<b>Animation and Graphical Production:</b> Preparation for Animation and Graphical Production –Types of Animation and Graphical Production-Implementation of Concepts and Ideas-Understanding the infrastructure and Tools for production
<b>V</b>	<b>Editing and Mastering Techniques:</b> Analyzing the Need for Editing-Linear and Non-Linear Editing-Preparing Paraelements for Editing- Final Mix and Rendering
<b>Text Books</b>	
1	Michael Langford: Basic Photography, Focal Press.
2	Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3	Vasuki Belavadi (2008). Video Production, Oxford University Press.
4	EstaDeFossard, John Riber (2005).Writing and Production for TELEVISION & FILM, Sage Publication

## BASIC PHOTOGRAPHY (PRACTICAL)

UNIT	DETAILS
I	<b><i>Fundamentals of photography and it's concepts:</i></b> Basic Camera Operations - Camera Handling Skills – Camera - Photographic accessories
II	<b><i>Composition techniques and Visual Elements:</i></b> Compositing and Framing - Technical Skills – Viewfinder
III	<b><i>Classifications of Lens and it's uses:</i></b> Camera Lenses and Focal Length - Focusing Skills - Various types of Lens - Lens in digital gadgets
IV	<b><i>Perception of Light and Shadow:</i></b> Brightness, Darkness, Mood, Tone and Atmosphere - Artistic Skills - Lighting Kits for Photography - Light Meter
V	<b><i>Editing and Publishing:</i></b> Post Production - Editing skills - Image processing Application - Photo retouch

## FILM STUDIES

UNIT	DETAILS
I	<b>Introducing the concept of film studies:</b> Define film and its Genres-Origins of film studies as an academic discipline – Narrative fiction, Documentary-Anthology film, avant-garde film-
II	<b>Origin and development:</b> History of Film - Evolution and Development-Beginnings of Cinema, Silent Era to Studio Era-Parallel Cinema, Liberalization and Indian Cinema - Rise of Multiplex Cinema-
III	<b>Film theory and forms :</b> German Expressionism, Italian neo-realism-French new wave, Third Cinema – Auteur Theory, Feminist Film Theory- Queer Theory, Postmodernist Cinema and Characteristics.
IV	<b>Understanding Film Language and essential characteristics of film:</b> Mise-en-scene, Cinematography –Editing and sound, Colour as a story telling element – formalism and Neo formalism-Theorizing Indian cinema / Tamil cinema
V	<b>Analyzing and Interpreting film:</b> Film and semiotics- An approach to film analysis- understanding audience expectations - Cultural / historical analysis - Narrative analysis-
<b>Text Book</b>	
1	Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2	History through the lens ; Perspectives on South Indian Cinema ; S Theodore Baskaran; Orient Black Swan : 2009
3	David Bordwell and Kristin Thompson (2010), Film Art : An Introduction, Mc Graw Hill.
4	Baskaran, Theodore (1981) The Message Bearers : The Nationalist Politics and the Entertainment Media in South India.

## DATA VISUALIZATION AND INFOGRAPHICS DESIGN (PRACTICAL)

UNIT	DETAILS
I	<b><i>Introduction to Data Visualization and Infographics:</i></b> History and Evolution of Data Visualization and Infographics Principles of Data Visualization and Infographics Importance and Applications of Data Visualization and Infographics Types of Data Visualization and Infographics, Using GapMinder
II	<b><i>Data Analysis and Preparation for Data Visualization and Infographics:</i></b> Data Collection and Management Data Cleaning and Pre-processing Data Transformation and Aggregation Data Visualization Tools and Techniques
III	<b><i>Designing Effective Data Visualization and Infographics</i></b> Understanding the Audience and Context Choosing the Right Visualization Type Designing for Clarity and Effectiveness Best Practices for Layout and Formatting
IV	<b><i>Advanced Techniques for Data Visualization and Infographics:</i></b> Interactive and Dynamic Data Visualization Storytelling with Data Visualization and Infographics Data Visualization for Big Data and Machine Learning Spatial and Temporal Data Visualization
V	<b><i>Applications of Data Visualization and Infographics:</i></b> Data Visualization for Business Analytics and Intelligence Data Visualization for Social Sciences and Humanities Data Visualization for Journalism and Media Data Visualization for Science and Technology