

UNIVERSITY OF MADRAS

20. B.A. DEGREE COURSE IN JOURNALISM

**CHOICE BASED CREDIT SYSTEM
REGULATIONS
(w.e.f. 2008-2009)**

FIRST SEMESTER

S.NO.	COURSE COMPONENT	NAME OF COURSE	INST. HOURS	CREDITS	Exam Duration HRS	Max. Marks	
						CIA	External
1	PART I	Languages Courses Tamil	-	3	3	25	75
2	PART I	English	-	3	3	25	75
3	PART III	CORE – PAPER I Basic Journalism	5	4	3	25	75
4	PART III	CORE – PAPER II History of the Press in India	5	4	3	25	75
5	PART III	ALLIED –I Paper 1 Desk Top Publishing	6	5	3	25	75
6	PART IV	1. (a) Not studied Tamil upto xii std. – shall take Tamil Comprising of two courses (level VI std.) (b) Studied Tamil upto xii std. – taken Non- Tamil under Part – I shall take advance Tamil comprising of two courses. (c) Others who do not comes under a & b can choose non- major elective comprising of two courses.					
6.	Skill Based			2			

SECOND SEMESTER

S.NO.	COURSE COMPONENT	NAME OF COURSE	INST. HOURS	CREDITS	Exam Duration HRS	Max. Marks	
						CIA	External
1	PART I	Languages Courses Tamil	-	3	3	25	75
2	PART I	English	-	3	3	25	75
3	PART II	CORE – PAPER III Printing and Publication Design	5	4	3	25	75
4	PART II	CORE – PAPER IV Social Issues in India	5	4	3		
5	PART III	ALLIED - I Paper 2 Web page Design	6	5	3		
6	Part IV	1. (a) Not studied Tamil upto xii std. – shall take Tamil Comprising of two courses (level VI std.) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. (c) Others who do not comes under a & b can choose non-major elective comprising of two courses.					
7	Skill Bases			2			

20. B. Sc. DEGREE COURSE IN VISUAL COMMUNICATION

FIRST SEMESTER

SUBJECTS	CREDITS	EXAM HRS	MAX. MARKS		
			External	Internal	TOTAL
PART I LANG.PAPER I	3	3	75	25	100
PART II ENGLISH PAPER I	3	3	75	25	100
PART III Introduction to Visual Communication	4	3			100
PART III Drawing – I	4	3			100
Allied – Paper – I Graphic Design –I	5	3			100
PART IV 1.(a) Not studied Tamil upto xii std., - shall take tamil comprising of two courses (level VI std.) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. 9c) Others who do not comes under a & b can choose non-major elective comprising of two courses. 2. Skill based subject (Elective) (Soft Skills)			75	25	100

II SEMESTER

SUBJECTS	CREDITS	EXA M HRS	MAX. MARKS		
			Exter nal	Internal	TOTAL
PART I LANG.PAPER-I I	3	3	75	25	100
PART II ENGLISH PAPER -I I	3	3	75	25	100
PART III <i>Core:</i> Communication Skills	4	3			100
PART III Drawing – II	4	3			100
Allied – Paper – II Graphic Design – II	5	3			100
PART IV 1.(a) Not studied Tamil upto xii std., - shall take tamil compromising of two courses (level VI std.,) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. 9c) Others who do not comes under a & b can choose non-major elective comprising of two courses. 2. Skill based subject (Elective) (Soft Skills)			75	25	100

21. B. Sc. DEGREE COURSE IN ELECTRONIC MEDIA
I SEMESTER

SUBJECTS	CREDITS	EXAM HRS	MAX. MARKS		
			External	Internal	TOTAL
PART I LANG.PAPER I	3	3	75	25	100
PART II ENGLISH PAPER I	3	3	75	25	100
PART III History of Electronic Media	4	3			100
PART III Principles of Audiography	4	3			100
Allied – Paper – I Audiography Lab	5	3			100
PART IV 1.(a) Not studied Tamil upto xii std., - shall take tamil compromising of two courses (level VI std.,) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. 9c) Others who do not comes under a & b can choose non-major elective comprising of two courses. 2. Skill based subject (Elective) (Soft Skills)			75	25	100

II SEMESTER

SUBJECTS	CREDITS	EXA M HRS	MAX. MARKS		
			Exter nal	Internal	TOTAL
PART I LANG.PAPER-I I	3	3	75	25	100
PART II ENGLISH PAPER -I I	3	3	75	25	100
PART III Communication Skills	4	3			100
PART III Radio Production	4	3			100
Allied – Paper – II Radio Production Lab	5	3			100
PART IV 1.(a) Not studied Tamil upto xii std., - shall take tamil compromising of two courses (level VI std.,) (b) Studied Tamil upto xii std. – taken Non-Tamil under Part – I shall take advance Tamil comprising of two courses. 9c) Others who do not comes under a & b can choose non-major elective comprising of two courses. 2. Skill based subject (Elective) (Soft Skills)			75	25	100

UNIVERSITY OF MADRAS
CHOICE-BASED CREDIT SYSTEM
SYLLABUS
(w.e.f. 2008-2009)
B.A. DEGREE COURSE IN JOURNALISM
FIRST SEMESTER

Core –1: Basic Journalism

Unit 1:

What is Journalism? Definition of News, Types of News, Formats, personal attributes of journalist, rights and responsibilities, organization of newsroom, Journalism as profession, Different Kinds of Journalism

Unit 2:

Purpose and meaning of news, Theories of news selection and news sources
news values—news judgment and story selection.

Unit 3:

Journalism in Action, Journalism as a Decision Making—Various Steps in Decision Making Process, Code of Ethics for Professional Journalists, news organization and structure, Various Positions in news organization, their role and responsibilities

Unit 4:

Language of news, Styles of writing, Finding and Constructing News Stories, Working with words

Unit 5:

The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership

Core –2: History of the Press in India

Unit 1:

Advent of printing press in India

Unit 2:

Role of press in reform movement and social awakening

Unit 3:

Press during independence struggle and nationalist movement

Unit 4:

Development of vernacular press

Unit 5:

Growth of the press in post-independent India

Allied: Desk Top Publishing

DTP Basics--Workshop with Desk Top Publishing software, Hardware Orientation (Printers, Scanners, Digital Camera), Image Editing Software (PhotoShop etc.)

Practical Work will contain DTP works—Newspaper, Newsletter, Magazine etc. using PageMaker and PhotoShop

B. Sc. DEGREE COURSE IN ELECTRONIC MEDIA

SYLLABUS FIRST SEMESTER

Core – 1: History of Electronic Media

Unit I:

Early history of Radio – international and Indian contexts — from wire to wireless.

Radio during World War II. Emergence and early growth of TV

Unit II:

Growth and development of radio since 1947 in India and the world

Unit III:

Growth and development of TV in India – SITE experience

Unit IV:

Growth of Cable TV and Satellite channels in India

Unit V:

Broadcasting Regulation — key issues; Future of Broadcasting in India; Media convergence and its implications for traditional electronic media.

References

Chatterjee, P.C: Broadcasting in India. Sage Publications.

Craft, John: Leigh, Frederic A: and Godfrey, Donald G: Electronic Media. Wadsworth.

Thompson Learning.

Core –2: Principles of Audiography

Unit I:

The “Ear” Physics and Psychophysics of Sound, quality, intensity, etc. Principles of Sound—frequency, noise, amplitude, timbre, velocity - Analogue and Digital Audio—Process, formats.

B. Sc. DEGREE COURSE IN VISUAL COMMUNICATION

First Semester

Core – 1: Introduction to Visual Communication

Unit 1:

Need for and the Importance of Human and Visual Communication, Communication as expression, skill and process, Understanding Communication: SMCR Model

Unit 2:

Communication as a process: Message, Meaning, Connotation, Denotation Culture/Codes etc. Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

Unit 3:

Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture, Form Etc. Principles of Design: Symmetry, Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

Unit 4:

Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification, search for solution, refinement, analysis, decision making, implementation.

Unit 5:

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

References

- Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning
Picture this: Media Representation of Visual Arts and artists. University of Luton Press

Palmer, Frederic: Visual Elements of Art and Design,1989, Longman

Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London

Palmer.F: Visual Awareness (Batsford,1972)

Core – 2: Drawing – I

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

- Geometrical shapes
- Patterns, Surface textures etc.
- Perspectives
- Overlapping objects
- Light and shade

Allied: Graphic Design – I

(Hand Drawing—Lines, Sketches)

Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for **Record I**.

Record:

- Lines of different thickness
- Curves of different thickness
- Shapes of different forms
- Patterns—of different kinds
- Distortion—of different kinds
- Lettering(fonts) Alphabets
- Fonts Numbers