

## SEMESTER -III

### Skill Based Subject – ELEMENTS OF JOURNALISM

Instructional Hrs : 45

Sub. Code: 15HIUS301

Max. Marks : CIA -25; ESE-75

Credits: 3

**Objectives:** On successful completion of the course, the students should have understood the knowledge regarding the theory and practice of Journalism.

#### Unit -I

9 Hrs

Journalism – Definition – History of Journalism – History of Press in India – *Lord Lytton and press.*

#### Unit -II

9 Hrs

Characteristics of a Journalist – *Qualifications* – Journalism as a Career.

#### Unit -III

9 Hrs

Reporting – Quality of Reporters – Beats – Kinds of Reporting- Functions and Responsibilities of a Reporter - *SMCR Model* (Source Mass media Communication Receiver).

#### Unit -IV

9 Hrs

Principles of Editing –Editing Techniques – Editor and his Responsibilities- *Editorial policy* – Changing role of Editors –Editorial Freedom.

#### Unit -V

9 Hrs

Freedom of the Press – Role of Press in freedom movement –*Ethics and Principles of Journalism.*

**Note :** *Italics* denotes Self Study Topics

#### REFERENCE BOOKS:

1. **Ahuja, B.N.& Chabbra,S.S.** *Principles and Techniques of Journalism*, Surjeet Publications, New Delhi, 2008.
2. **Kamath , M.V** *Professional Journalism*, Vikas Publishing House Pvt Ltd, Noida,2006.
3. **Pant, N.C** *Modern Journalism*, Kanishka Publishers, Distributors, New Delhi, 2002.
4. **Puri, G.K.** *Journalism*, Competition Review Pvt Ltd ,New Delhi,1994.
5. **Shrivastava, K.M** *News Reporting and Editing*, Sterling Publishers Pvt Ltd, New Delhi,1987.

## SEMESTER -III

### Non – Major Elective Paper -I - HISTORY FOR COMPETITIVE EXAMINATIONS

Instructional Hrs : 30

Sub. Code: 15HIUN301

Max. Marks : ESE-100

Credits: 2

**Objectives:** On successful completion of the course, the students will appear the competitive examinations with confidence.

**Unit – I** **6 Hrs**

Pre historic period – Indus Valley Civilisation – Early and later Vedic Age

**Unit – II** **6 Hrs**

Buddhism – Jainism – the Mauriyas

**Unit – III** **6 Hrs**

The Guptas – Kushanas – Harsha Vardhana

**Unit – IV** **6 Hrs**

Delhi Sultanates – The Mughals – Advent of the Europeans

**Unit- V** **6 Hrs**

Freedom Movement :Phase I – Phase II – Phase III – Indian Constitution

#### Reference Books:

1. **Bhabani Sengupta.**,*Rajiv Gandhi, a Political Study*, New Delhi, 1999
2. **Dutt, U.P.**,*India and the World*, Vani Educational books, New Delhi,1994.
3. **Dutt, U.P.**, *India's Foreign Policy*, Vani Educational books New Delhi,1984.
4. **Mahajan ,V.D.**,*Modern India*, S.Chand &Company, New Delhi,2009.
5. **Lunia, B.N.**, *Evolution of Indian Culture*, Lakshmi Narain Agarwal Publication , Agra, 2005.

## SEMESTER - V

### Core Paper - XIII - INDIAN TOURIST PANORAMA

Instructional Hrs. : 45

Sub. Code: 15HIUC513

Max. Marks : CIA -25; ESE -75

Credits: 3

**Objective :** On successful completion of the course, the students should have understood the different factors that promotes the Indian Tourism.

#### Unit -I

9 Hrs.

Fairs and Festivals of India - Classical Dances in India - *Classical Dances in Tamilnadu* - Folk dances in India – Festivals in Tamilnadu .

#### Unit -II

9 Hrs.

Museums :National Museum, New Delhi – Indian Museum Calcutta -Salar Jang Museum - *Government Museum, Chennai*

#### Unit - III

9 Hrs.

Indira Gandhi Wildlife Sanctuary – Periyar Wildlife Sanctuary -*Gir National Park* – Ranganathitoo Bird Sanctuary – Vedanthangal Bird Sanctuary.

#### Unit - IV

9 Hrs.

Hill resorts: Simla - Nainital – Darjeeling – Ooty- *Kodaikanal*- trekking - boating – ballooning

#### Unit - V

9 Hrs.

**Handicrafts - Duty free shops - Specialized fairs – Exhibitions** – Role of Indian Tourism Development Corporation in Promoting Tourism.

**Note :** *Italics* denotes Self Study Topics

#### REFERENCE BOOKS

1. **Bhatia. A.K**, *International Tourism Management*, Sterling publishers private limited, New Delhi, 2007.
2. **Revathy Girish**, *Indian Tourist Panorama Dominant*, Publishers and distributors, New Delhi, 2007.
3. **Pushpinder S.Gill (ed)**, *Perspectives of Indian Tourism*, Anmol Publications Pvt. Ltd. New Delhi, 1997
4. **Pran Nath Seth & Sushma Seth Bhat**, *An introduction to Travel and Tourism*, Sterling Publishers Private limited, New Delhi, 2007.
5. **Thandavan. R & Revathy Girish**, *Tourism Product*, Dominant Publishers and Distributers, New Delhi, 2006.

## SEMESTER -V

### SKILL BASED SUBJECT – III: MASS MEDIA AND COMMUNICATION

Instructional Hrs : 45

Sub. Code: 15HIUS503

Max. Marks : CIA – 25 ; ESE – 75

Credits: 3

**Objectives:** This paper helps the students to expand their knowledge in the field of mass media and the contemporary trends in communication theory and research.

#### Unit – I

9 Hrs

Definition – Functions of the Mass Media – Theories of the Media – *Role and effects of Mass Media* – Public Relations and Mass Media.

#### Unit – II

9 Hrs

Scope and purpose of Communication – Types of Communication – New Communication technologies and the emerging trends in India – *Barriers to Communication*.

#### Unit – III

9 Hrs

The art of Interviewing – Kinds of Interviews – *Preparing for the Interview* – Specialized Interview.

#### Unit – IV

9 Hrs

Advertisement: Types – Techniques – *Advertising and Marketing*.

#### Unit -V

9 Hrs

Effects of Media on Education – *Children and the media* – Media and Consumerism.

**Note :** *Italics denotes Self Study Topics*

#### Reference Books:

1. **Ahuja, B.N.& Chhabra,S.S.** *Principles and Techniques of Journalism*, Surjeet Publications, New Delhi, 2008.
2. **Kamath , M.V** *Professional Journalism*, Vikas Publishing House Pvt Ltd, Noida,2006.
3. **Kevel. J. Kumar**, *Mass Communication*, Jaico Publishing House, Mumbai,2008.
4. **Pant, N.C** *Modern Journalism*, Kanishka Publishers, Distributors, New Delhi, 2002.
5. **Puri, G.K.** *Journalism*, Competition Review Pvt Ltd ,New Delhi,1994.
6. **Rangaswami Parthasarathy**, *Journalism in India*, Sterling Publishers Pvt Ltd, New Delhi, 1997.

SEMESTER - VI  
Skill Based Subject - WOMEN AND MASS MEDIA

**Instructional Hrs: 45**

**Sub. Code: 15HIUS604**

**Max. Marks: CIA - 25; ESE -75**

**Credits :3**

**Objective:** This paper enable the students to understand the various opportunities that are available in media industry and the role of Women in the field.

**Unit - I**

**9 Hrs**

Introduction to Mass media-Women's representation in media- Feminist Perspective on media- *Career opportunities.*

**Unit - II**

**9 Hrs**

Media Law and Women - Indecent Representation of Women- Gender Stereotypes in Mass media- *Portrayal of women in Mass media.*

**Unit -III**

**9 Hrs**

Women as Journalist- Entrepreneur- News Industry - *Role of women in Film Industry-* Women's role in Advertising Industry.

**Unit - IV**

**9 Hrs**

Role of women in Radio - Language Skills - Qualities for an announcer in Radio- *Impact of TV on working class women.*

**Unit - V**

**9 Hrs**

Responsibility of media on women empowerment - *Criticism of women in media.*

**Note: *Italics* denotes Self Study Topics**

**Reference Books**

1. **Ahuja,B.N & Chhabra,S.S**, *Principles and Techniques of Journalism*, Surjeet Publications, Delhi,2008.
2. **Helen Bachr.**, (ed), *Women and Media*, Oxford Publications, 1980.
3. **Pant,N.C**, *Modern Journalism*, Kanishka Publishers, Distributors, New Delhi,2002.
4. **Raman,K.V**, *Changing Status of Women in India*, Sumit Enterprises, New Delhi, 2011.
5. **Rayudu,C.S**, *Communication*, Himalaya Publishing House, Delhi,1997.
6. **Uma Joshi**, *Mass Communication and Media*, Anmol Publications Pvt Ltd, New Delhi, 1999.