

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : History of Communication

SUBJECT CODE:HAJ1A

(Learning Outcome/ Acquisition)

1. Understand and appreciate the history and development of writing
2. Appreciate the various stages in the development of written script
3. Understand the importance of mass media
4. Trace the history and development of major mediums of mass communication
5. Understand the impact of Globalization on Indian Journalism

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : Reporting & Editing

SUBJECT CODE:HAJ1B

(Learning Outcome/ Acquisition)

1. To know the basics of news gathering and editing
2. To gain an insight about traditional/ modern methods of news editing
3. To understand the principles of copy editing
4. To understand the nuances of news writing
5. To know the techniques involved in writing editorials

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : History of Tamil Society & Politics

SUBJECT CODE:HAJ1C

(Learning Outcome/ Acquisition)

1. To gain knowledge about Sangam period
2. To study the origin of dynasties of the pallavas, pandyas and Cholas
3. To study and gain in depth knowledge about the vijayanagara empire
4. To know the transition from monarchy to British rule, Muslim invasion.
5. To study about the contemporary social and cultural movements

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : Print Journalism (Practical I)

SUBJECT CODE:HAJ11

(Learning Outcome/ Acquisition)

1. To learn writing articles
2. To learn editing articles
3. To learn reporting and editing various beats
4. To learn designing and layout
5. To learn to write and edit letter to the editor

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : Photo Journalism

SUBJECT CODE:HAJEA

(Learning Outcome/ Acquisition)

1. To acquire knowledge on the basic photography history and its pioneers
2. To understand the various elements and operations in photography
3. To learn the essential properties of indoor and outdoor lighting in detail
4. To understand the aesthetics in photography through composition techniques
5. To learn the operations of digital and analog image storage processing methods and sensor formats in detail

DEPT: Journalism & Communication

Year: I Semester: II

SUBJECT NAME : Social Media Communication

SUBJECT CODE:

(Learning Outcome/ Acquisition)

1. To understand the characteristics of social media
2. To study various theories related to social media and understand the relevance
3. To identify the various sources of information in social media
4. To understand the trends in social media
5. To discuss the ethical issues, privacy and security in social media communication

DEPT: Journalism & Communication

Year: I Semester: II

SUBJECT NAME : Film Studies

SUBJECT CODE:

(Learning Outcome/ Acquisition)

1. To trace the history of early cinema and the various movements.
2. To study the history of cinema with respect to Tamilnadu
3. To identify the various theories related to film studies
4. To understand the political and cultural approaches to films
5. Conceptual understanding by way of assignments

DEPT: Journalism & Communication

Year: I Semester: I

SUBJECT NAME : Print Journalism (Practical II)

SUBJECT CODE:

(Learning Outcome/ Acquisition)

1. To learn writing the press meets and seminar
2. To learn writing various stories for magazine
3. To learn writing in-depth stories
4. To learn visualising info graphics for magazine
5. To learn to write editorial on current themes

DEPT: Journalism & Communication

Year: I Semester: II

SUBJECT NAME : Environmental Journalism

SUBJECT CODE:

(Learning Outcome/ Acquisition)

1. To trace the history various environmental movements in India and cultural significance with respect to tamilnadu.
2. To study the relevance of globalization and relevance to environment
3. To identify the various environmental movements across the world.
4. To understand the techniques of Environmental Journalism.
5. Conceptual understanding by way of assignments

DEPT: Journalism & Communication

Year: I Semester: II

SUBJECT NAME : Advertising

SUBJECT CODE:

(Learning Outcome/ Acquisition)

1. Define advertising and explain the key components.
2. To study the different types of advertising.
3. To identify the structure and working of ad agencies and the concept of a Brand.
4. Discuss key strategy approaches.
5. Conceptual understanding advertising research and the legal framework