

Journalism and Public Relations
(Elective I, II & III – வினாக்கள் தமிழ் மற்றும் ஆங்கிலம் ஆகிய இருமொழிகளிலும்
அமைதல் அவசியம்)

Skill Based Elective I (Semester IV)

Journalism and Mass Media

Unit I

Journalism: Concept, definition, growth and history: world, national, and regional (area specific), newsSkill Based Electives and magazines, introduction to reporting , editing and layout and design, magazines as a medium of mass communication.

Unit II

Radio: Introduction to recording, transmission and receiving technologies, types of television programmes private channels-local, national and international.

Unit III

Television: as a medium of mass communication, types of television programme, TV Channels –local, national and international.

Unit IV

Films: Growth of films, brief introduction to the process of cinema production and exhibition, effects of cinema, current trends.

Unit V

Internet: concept, application and potential of internet.

References

Indian Press, Indian and Eastern NewsSkill Based Elective society, 2003
Vidura, Press institute of India, 2000

Introduction to Mass Communication, Black, Jay, 1999

மக்கள் ஊடகத் தொடர்பியல் - 1 – அ. சாந்தா & வீ. மோகன் - மீடியா பப்ளிகேஷன்ஸ்,
மதுரை.

தொலைக்காட்சியும் பிற தகவல் துறைகளும் - வெ. நல்லதம்பி, திரைப்படம் தயாரிப்பது
எப்படி ? – மதன் காப்ரியல்.

Skill Based Elective II (Semester V)

Reporting and Editing

Unit I

Reporting: Principles of reporting, functions and responsibilities, writing news-lead-types of leads; body- Techniques of re-writing-techniques of re-writing news agency copy.

Unit II

Reporting: Reporting techniques-qualities of reporter-news-elements, source-types –pitfalls and problems in reporting –attribution-off-the –record-embargo-pool reporting; follow up –advocacy, interpretation, investigation.

Unit III

Reporting –Crime, courts, society, culture, politics, commerce and business, education reporting; practical.

Unit IV

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk-copy editing, preparation of copy for press-Style sheet-editing symbols, proof reading symbols and their significance.

Unit V

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy tasting, basic principle of translation.

References

Parhhar, Weekly newsSkill Based Electives Management, 2002

Industrial editing, Smith, 2000

இதழியல் கலை – மா.பா. குருசாமி

இதழியல் - ச. ஈஸ்வரன் & இரா. சபாபதி NCBHS

Skill Based Elective III (Semester V)

Public Relations

Unit I

Nature and scope of public relations and its definitions - History and development of Public Relations - P.R. in management theory and practices.

Unit II

P.R. policy - objectives and making of a P.R. man - Communication in industry and business - Organisation of P.R. Department.

Unit III

P.R. as staff function and P.R. counseling - P.R. and the publics - Employees relations dealer customer relations - Government relations-community relations.

Unit IV

P.R. and the media - Spoken word, printed word animation - P.R. process-fact-printing and feed back.

Unit V

P.R. Process-planning - P.R. Process communicating, -evaluating results - P.R. towards a profession - House Journals.

References

Hand Book of public relations, Stephenson, 1999

Practical public relations, Harlow and Black, 2001

Effective public relations, Cullip and Center , 2003

தகவல் தொடர்பியல் - வெ. கிருஷ்ணசாமி

மக்கள் ஊடகத் தொடர்பியல் (புதிய பரிமாணங்கள்) அ. சாந்தா, வீ. மோகன் - மீடியா

பப்ளிக் ரிஷன்ஸ், மதுரை.