

FACULTY OF SCIENCE AND HUMANITIES

ACADEMIC CURRICULA

UNDERGRADUATE DEGREE PROGRAMME

**Bachelor of Arts (Honors)
In
Journalism and Mass Communication**

Four Years

(Minor Courses)

National Education Policy

Learning Outcome-based Curricula Framework

National Credit Framework

Academic Year

2024 - 2025



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India

8.1 Elective Courses (Minor) offered by the Department of Journalism and Mass Communication to other Departments (Excluding Department of Journalism and Mass Communication)

Elective Courses (Minor) (E)						
Semester	Course Code	Course Title	Sessions / Week			
			L	T	P	C
III	UJM24E01J	Introduction to Film Studies	2	0	4	4
IV	UJM24E02J	Understanding Politics and Society	2	0	4	4
IV	UJM24E03J	Intercultural Communication	2	0	4	4
V	UJM24E04J	Human Rights and Media	2	0	4	4
VI	UJM24E05J	Folk and Alternative Media	2	0	4	4
VI	UJM24E06J	Mobile Journalism	2	0	4	4
VII	UJM24E07J	Sports Journalism	2	0	4	4
VII	UJM24E08J	Entertainment Reporting	2	0	4	4
Total Learning Credits						32

Course Code	UJM24E01J	Course Title	Introduction to Film Studies	Category	E	Elective Courses (Minor)	L	T	P	C
							2	0	4	4

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	Understand the basics of film studies																		
CLR-2	Learn to appreciate the art of filmmaking																		
CLR-3	Explore the process of filmmaking																		
CLR-4	Establish how film movements around the world have impacted cinema																		
CLR-5	Recognize the impact of films over our society																		

CLO	At the end of this course, learners will be able to:	Depth				Attainment			PLO										
		Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	
CLO-1	Appreciate film as an art medium	✓	✓	-	-	2	85	75	3	2	1	1	2	3	2	2	2	1	
CLO-2	Understand the nuances of film making	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	-	1	2	1	
CLO-3	Differentiate between good and bad films	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2	
CLO-4	Make informed decisions about film viewing	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3	
CLO-5	Develop a grasp over understating world films	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3	

Sessions	CLO - 1 18	CLO - 2 18	CLO - 3 18	CLO - 4 18	CLO - 5 18
SLO-1-3	Early days of cinema	Understanding visuals	Basic film terminologies: Story, screenplay	Film appreciation	World Cinema viewing
SLO-4-6	Evolution of cinema	Understanding audio	Understanding process of filmmaking	Film interpretation	Parallel cinema
SLO-7-10	Introduction to Indian cinema	Understanding lighting	Pre-production	Reading of films	Film, politics, ideology and society
SLO-11-13	Introduction to World cinema	Understanding editing	Production	Important film essays	Films and minorities
SLO-14-15	Growth of cinema in India	Understanding storytelling	Post- production	Important films screening	Stardom
SLO-16-18	Why do people Make films	Understanding Character development	Life of cinema of release	Important films screening	Film analysis

Resources			
1	Kuhn, A & Westwall G., (2012), Dictionary of Film Studies., UK: Oxford University.	4	Pandian Film and Politics in India(2015) by Pongiyannan Dhamu
2	Bordwell David & Thompson Kristin, (2012), Film Art: An Introduction. Chennai, India: McGraw-Hill Education	5	Lumet, S. (2010). Making movies. Vintage.
3	The Image Trap: M.G.Ramachandiran in Film and politics by MSS		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50% weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4 *				
	(10 %)		(10 %)		(20 %)		(10 %)				
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Ms. Dharini Balasubramaniam, Correspondent, Mirror Now	1	Dr. M.S Harikumar, Director, School of Communication and Information Science, University of Kerala	1	Dr. Shiva Shankaran K.R, Head, Dept of JMC SRM KTR
2	Ms. Muskaan Ahmed, Feature Writer, Times of India			2	Dr. Praveen Kumar P, Assistant Professor, Dept of JMC SRM KTR
				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E02J	Course Title	Understanding Politics and Society	Category	E	Elective Courses (Minor)	L	T	P	C
							2	0	4	4

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO									
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-1	Understand the political systems, processes, and societal dynamics	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Collaborating	Research, Analytical	Leadership Qualities, Digital Technology Skills	Value Incubation, Multicultural	Environmental Action, Community	Entrepreneurial Risk Taking	Media Literacy and Ethical Practice	Adaptability and Innovation		
CLR-2	Study politics and society fosters critical thinking skills																	
CLR-3	Develops skills to analyze issues, evaluate different viewpoints																	
CLR-4	Clarifies power operates in society																	
CLR-5	Helps to become an informed and engaged citizen																	
CLO	At the end of this course, learners will be able to:																	
CLO-1	Understand political ideologies and their implications	✓	✓	-	-	2	85	75	3	3	2	1	3	3	1	2	2	3
CLO-2	Understand foundational political terms, systems, and structures	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	2	1	2	1
CLO-3	Analyze political and social issues with a critical approach	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	2	1	1	2
CLO-4	Engage in thoughtful discussions about political and social topics	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	2	2	3	3
CLO-5	Understand to participate in civic life and advocate for community change.	✓	✓	✓	✓	3	85	75	3	3	2	3	3	2	3	3	3	3

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO-1	Introduction to Political Concepts: Nature and scope	Political Systems and Structures- Types of Political Systems	Political Culture and Socialization	Global Politics and International Relations	Contemporary Issues in Politics and Society- The welfare state and social policies
SLO-2	The role of power and authority	Democracies, authoritarian regimes, totalitarian states	Agents of political socialization (family, media, education)	Introduction to International Relations- sovereignty, power, security	Practical Exercise: Analyze a specific social policy and its political implications
SLO-3	Practical Exercise: Conduct a class discussion or debate on a contemporary political issue	Political Institutions- The executive, legislative, and judicial branches	Political culture and its impact on society	The role of international organizations -UN, NATO, EU	Technology and Politics- The impact of social media on political discourse
SLO-4	Political Theories and Ideologies- Liberalism, conservatism, socialism, and feminism	Political parties and electoral systems	Practical Exercise: Conduct interviews with classmates or family members about their political socialization experiences	Practical Exercise: Role-play as representatives of different countries to negotiate on an international issue	Cybersecurity and digital governance

SLO-5	Major thinkers: Hobbes, Locke, Rousseau, Marx	Practical: Simulate a mock election, complete with campaigning, debates, and voting, to understand electoral processes.	Public Opinion and Political Participation: Polls and Surveys	Human rights, environmental politics, and global inequality- Conflict, war, and peacebuilding efforts	Practical Exercise: Create a social media campaign on a political issue to understand digital engagement strategies.
SLO-6	Practical Exercise: Create a mind map comparing different political ideologies and their key principles.	Bureaucracy and Governance-Role of bureaucracy in governance	Forms of political participation - voting, activism, lobbying	Practical Exercise: Case study analysis of a recent conflict, examining its causes, stakeholders, and potential resolutions.	Future Trends in Politics and Society- Populism, nationalism, and emerging political movements
SLO-7	Definition and characteristics of the state- The role of government and institutions	Public policy-making process	Role of ethnicity, race, gender, and religion in politics-	Globalization and its Political Implications- Economic, cultural, and political dimensions of globalization -Nationalism vs. globalization	The role of youth and technology in shaping future politics
SLO-8	Case study of a specific state and its government structure.	Practical: Draft a simple policy proposal addressing a local issue, including potential challenges and stakeholders.	Social movements and their impact on political change	Practical Exercise: Write a paper on how globalization has affected local community or personal life.	Practical Exercise: Host a roundtable discussion with local youth leaders or activists to discuss their perspectives on the future of politics.

Resources					
1	Baylis, J., Smith, S., & Owens, P. (2020). <i>The globalization of world politics: An introduction to international relations</i> (7th ed.). Oxford University Press.	3	Rousseau, J.-J. (2016). <i>The social contract</i> (C. O. Scott, Trans.). CreateSpace Independent Publishing Platform. (Original work published 1762)		
2	Tilly, C., & Tarrow, S. (2015). <i>Contentious performances</i> . Cambridge University Press.	4	Marx, K., & Engels, F. (2002). <i>The communist manifesto</i> (S. Moore & P. McGregor, Eds.). Cambridge University Press. (Original work published 1848)		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)				
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

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2	Ms. Muskaan Ahmed, Feature Writer, Times of India			2	Dr. Praveen Kumar P, Assistant Professor, Dept of JMC SRM KTR
				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E03J	Course Title	Intercultural Communication	Category	E	Elective Courses (Minor)	L	T	P	C
							2	0	4	4

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO											
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10		
CLR-1	Understand on cultural values, beliefs, and practices influence communication	Conceive Design Implement Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Collaborating	Teamwork, Analytical Thinking, Analytical Leadership Qualities, Digital Technology Skills	Value Incubation, Multicultural Environmental Action, Community Entrepreneurial Risk Taking	Media Literacy and Ethical Practice	Adaptability and Innovation	3	3	2	1	3	3	1	2	2	3
CLR-2	Identify and overcome ethnocentric biases, stereotypes, and cultural assumptions																			
CLR-3	Equip oneself with the tools to navigate and succeed in multicultural environments																			
CLR-4	Develop the skills to bridge cultural gaps, facilitating inclusivity																			
CLR-5	Cultivate empathy by learning to see from diverse cultural perspectives																			
CLO	At the end of this course, learners will be able to:																			
CLO-1	To understand the foundational concepts in intercultural communication	✓	✓	-	-	2	85	75	3	3	2	1	3	3	1	2	2	3		
CLO-2	To understand communication techniques to engage with individuals from diverse backgrounds	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	2	1	2	1		
CLO-3	Identify personal biases and stereotypes in intercultural interactions.	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	2	1	1	2		
CLO-4	Use intercultural skills to create inclusive, respectful environments	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	2	2	3	3		
CLO-5	Apply conflict resolution strategies to manage and navigate misunderstandings	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	2	3	3	3		

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO-1-2	Definition of Culture and Communication	Cultural Dimensions and Communication Styles	Barriers to Effective Intercultural Communication	Building Intercultural Competence	Application in Professional and Personal Contexts
SLO-3-4	Importance of Intercultural Communication in a Globalized World	Hofstede's Cultural Dimensions - Power Distance, Individualism vs. Collectivism	Language and Translation Challenges- Perceptual and Emotional Barriers	Empathy and Open-Mindedness in Intercultural Settings	Intercultural Communication in the Workplace
SLO-5-6	Basic Communication Models in an Intercultural Context	High-Context vs. Low-Context Communication	Stereotypes, Prejudice, and Discrimination- Overcoming Miscommunication	Cultural Adaptation and Flexibility	Navigating Global and Virtual Teams
SLO-7-8	Ethnocentrism, Stereotyping, and Cultural Bias	Nonverbal Communication Across Cultures	Practical: Analyze real-world case studies of intercultural misunderstandings in business or social settings	Developing Emotional Intelligence in Intercultural Contexts	Intercultural Communication in Media and Advertising
SLO-9-11	Power & Domination, Ethnic conflicts, Race	Time and Space in Different Cultures -Monochronic vs. Polychronic	Cultural imperialism and Globalization- communication &	Diaspora: Indian Diaspora, ethnic clashes, ethnic purity	Markers in Film language- Portrayal of Intercultural

			Power- Distribution through culture		communication through films- Markers in Film language
SLO-12-14	Practical: Students are randomly assigned a cultural profile that includes customs, gestures, language expressions, and communication styles specific to a different culture.	Culture shock: Reverse culture shock- Identity crisis symptoms and stages	Practical: Divide students into pairs, each speaking in their native language or assigned “mock” language with only gestures or minimal English phrases allowed.	Practical: Students interview people from different cultural backgrounds about their experiences.	Ethical Considerations in Intercultural Communication
SLO-15-18	Practical: Role play-To experience a cultural shift by adopting the norms of another culture.	Role-Playing Activity: In pairs or small groups, students act out scenarios that highlight contrasting communication styles	Practical: Debrief on what was misinterpreted, and discuss strategies for overcoming language barriers.	Practical: Encourages students to consider intercultural nuances deeply, developing empathy for individuals from diverse backgrounds.	Activity: Students work in diverse groups to create a presentation on best practices for intercultural communication in a chosen field

Resources	
1	Lustig, M. W., & Koester, J. (2012). <i>Intercultural competence: Interpersonal communication across cultures</i> (7th ed.). Pearson.
2	Martin, J. N., & Nakayama, T. K. (2018). <i>Intercultural communication in contexts</i> (7th ed.). McGraw-Hill Education.
3	Meyer, E. (2014). <i>The culture map: Breaking through the invisible boundaries of global business</i> . PublicAffairs.
4	Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2016). <i>Communication between cultures</i> (9th ed.). Cengage Learning.

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

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				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E04J	Course Title	Human Rights and Media			Category	E	Elective Courses (Minor)				L	T	P	C
								2	0	4	4				

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses		Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO													
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10				
CLR-1	Develop producing, reporting, writing, shooting and editing skills	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Creativity, Communication Skills, Collaborating Skills, Independent Thinking, Analytical Skills, Leadership, Quantitative Literacy, Digital Technology Skills, Value Inculcation, Multicultural Understanding, Environmental Action, Community Engagement, Entrepreneurial Risk Taking, Media Literacy and Ethical Practices, Adaptability and Innovation	3	2	1	1	2	3	2	2	2	1			
CLR-2	Demonstrate the ability to turn a TV package story in one day									2	85	75	3	2	1	2	2	3	-	1	2	1
CLR-3	Demonstrate reporting by developing multi-source, non-deadline trend and issue stories									3	85	75	3	1	3	1	3	3	-	1	1	2
CLR-4	Acquire ability to produce well-organized, well-written, smooth flowing content under dead line pressure									3	85	75	3	3	2	3	3	3	-	2	3	3
CLR-5	Understand the grammar of studio production and the key roles of production team									3	85	75	3	3	2	3	3	3	-	3	3	3

CLO	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Creativity, Communication Skills, Collaborating Skills, Independent Thinking, Analytical Skills, Leadership, Quantitative Literacy, Digital Technology Skills, Value Inculcation, Multicultural Understanding, Environmental Action, Community Engagement, Entrepreneurial Risk Taking, Media Literacy and Ethical Practices, Adaptability and Innovation									
										CLO-1	Understand the evolution of International Law	✓	✓	-	-	2	85	75
CLO-2	Efficiently work on the field of Human Rights	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	-	1	2	1
CLO-3	Compare historical cases with ongoing issues	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2
CLO-4	Know the Social violation around them	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3
CLO-5	Evaluate the diaspora in the current scenario	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO 1	Overview of Human Rights Concepts	Analysis: Case Studies on Human Rights Coverage	Ethical Guidelines in Human Rights Reporting	Media's Role in Social Justice	Challenges in Human Rights Journalism
SLO 2	Lecture: Evolution of Human Rights in Media	Workshop: Identifying Human Rights Issues in News	Practical: Ethical Dilemmas in Reporting	Case Study: Media Advocacy for Marginalized Groups	Workshop: Covering Sensitive Issues Responsibly
SLO 3	Understanding the Universal Declaration of Human Rights (UDHR)	Lecture: Reporting on Violations and Abuses	Activity: Analyzing Ethical Reporting Practices	Practical: Creating Advocacy Campaigns	Discussion: Legal Challenges for Human Rights Journalists
SLO 4	Lecture: Role of Journalists in Human Rights Promotion	Practical: Writing on Human Rights Violations	Workshop: Handling Sensitive Information	Workshop: Collaborating with NGOs	Workshop: Handling Threats and Safety
SLO 5	Discussion: Impact of Media on Human Rights Awareness	Exercise: Identifying Bias in Human Rights Coverage	Lecture: Accuracy vs. Advocacy in Reporting	Practical: Developing Public Service Announcements	Activity: Dealing with Fake News in Human Rights
SLO 6	Human Rights Law Overview	Workshop: Researching Human Rights Topics	Practical: Fact-Checking Techniques	Practical: Engaging Audiences in Social Media Campaigns	Case Study: Successful Human Rights Campaigns
SLO 7	Practical: Reviewing Human Rights Reports	Discussion: Media Influence on Public Perception	Group Discussion: Role of Objectivity in Advocacy	Lecture: Media as a Catalyst for Policy Change	Practical: Assessing Impact of Reports
SLO 8	Case Study: Media's Role in Global Human Rights Events	Practical: Writing Human Rights Articles	Practical: Handling Sensitive Interviews	Hands-On: Developing a Grassroots Advocacy Plan	Case Study: Social Media and Human Rights Movements

SLO 8	Lecture: Freedom of Expression as a Human Right	Workshop: Framing Human Rights Narratives	Exercise: Dealing with Censorship and Freedom	Practical: Designing Outreach Programs	Lecture: Human Rights Journalism in Conflict Zones
SLO 9	Practical: Identifying Violations in Local News	Lecture: Role of International Media in Advocacy	Activity: Analyzing Media Censorship Cases	Workshop: Cross-Cultural Reporting Techniques	Workshop: Working with International Agencies
SLO 10	Lecture: Media Rights in Democracies vs. Authoritarian States	Practical: Analyzing Reports by NGOs	Role-Play: Reporting Under Pressure	Workshop: Crafting Messages for Human Rights Campaigns	Practical: Publishing a Human Rights Report
SLO 11	Hands-On: Reporting on Local Human Rights Issues	Practical: Developing Human Rights Feature Stories	Lecture: Balancing Sensationalism and Sensitivity	Case Study: Media's Role in Legal Reforms	Group Activity: Review of Major Human Rights News
SLO 12-13	Workshop: Documenting Human Rights Violations	Case Study: Investigative Journalism in Human Rights	Workshop: Maintaining Neutrality and Empathy	Hands-On: Engaging Diverse Audiences	Practical: Final Project Development
SLO 15	Lecture: Laws Protecting Journalists	Hands-On: Writing for Social Change	Case Study: Journalistic Integrity and Human Rights	Workshop: Best Practices in Digital Advocacy	Final Project: Human Rights Storytelling
SLO 15-16	Review and Discussion: Role of Media in Human Rights Evolution	Practical: Building a Human Rights Report Portfolio	Group Reflection: Challenges in Human Rights Reporting	Final Project: Presenting a Media Campaign	Showcase and Review of Class Projects
SLO 17-18	Overview of Human Rights Concepts	Analysis: Case Studies on Human Rights Coverage	Ethical Guidelines in Human Rights Reporting	Media's Role in Social Justice	Challenges in Human Rights Journalism

Resources			
1	Herbert zettl, "The television production handbook", Cengage publisher, edition 2011.	4	P. Jarvis, "Shooting on location", BBC Television Training, Borchamwood, Edition 1986
2	Patricia Holland, "The television handbook", Routledge publisher, edition 1997.		
3	G.H. Millerson, "Effective TV Production", Focal Press publisher, Edition 1993		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Ms. Dharini Balasubramaniam, Correspondent, Mirror Now	1	Dr. M.S Harikumar, Director, School of Communication and Information Science, University of Kerala	1	Dr. Shiva Shankaran K.R, Head, Dept of JMC SRM KTR
2	Ms. Muskaan Ahmed, Feature Writer, Times of India			2	Dr. Praveen Kumar P, Assistant Professor, Dept of JMC SRM KTR
				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E05J	Course Title	Folk and Alternative Media				Category	E	Elective Courses (Minor)	L	T	P	C
									2	0	4	4	

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	To understand Traditional folk media																		
CLR-2	To learn different types																		
CLR-3	To know the history of different folks																		
CLR-4	To explore media's role in promoting folk media																		
CLR-5	To compare different forms of folk media																		

CLO	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	PLO										
									1	2	3	4	5	6	7	8	9	10	
CLO-1	Gain knowledge of Folk media	✓	✓	-	-	2	85	75	3	2	1	1	2	3	2	2	2	1	
CLO-2	Understand different types of folk media	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	-	1	2	1	
CLO-3	Gather information about impact of media on folk	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2	
CLO-4	Knowledge and association of folk with states	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3	
CLO-5	The role of media in folk	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3	

Sessions	CLO -1	CLO -2	CLO -3	CLO -4	CLO -5
	18	18	18	18	18
SLO 1	Lecture: Overview of Folk and Alternative Media	Lecture: Role of Folk Media in Community Awareness	Lecture: Key Forms of Traditional Folk Media	Lecture: Evolution of Alternative Media	Lecture: The Relevance of Folk Media Today
SLO 2	Historical Background and Development	Case Study: Folk Media in Social Movements	Lecture: Storytelling and Oral Traditions	Activity: Exploring Citizen Journalism Platforms	Discussion: Comparing Traditional and Modern Media
SLO 3	Lecture: Characteristics and Types of Folk Media	Practical: Planning a Folk Media Campaign	Practical: Scriptwriting for Folk Performances	Workshop: Podcasting for Alternative Narratives	Practical: Creating a Modern Folk Tale
SLO 4	Discussion: Types of Alternative Media	Workshop: Designing Visuals for Folk Communication	Practical: Performing Storytelling Techniques	Hands-On: Video Content for Social Issues	Hands-On: Creating an Audio Story
SLO 5	Lecture: Comparing Folk and Mainstream Media	Hands-On: Creating Folk Media Messages	Lecture: Folk Songs as a Cultural Tool	Case Study: Role of Blogging in Alternative Media	Workshop: Developing Social Awareness Campaigns
SLO 6	Practical: Identifying Local Folk Media Practices	Analysis: Folk Media's Influence on Social Change	Workshop: Folk Dance and Music in Communication	Practical: Designing a Multimedia Campaign	Practical: Creating Short Documentary on Folk Culture

SLO 7	Understanding Community-Centric Media	Practical: Folk Art in Social Messaging	Lecture: Puppetry as a Medium	Lecture: Social Media as Alternative Media	Case Study: Folk Media in Rural Outreach
SLO 8	Lecture: Grassroots Media Movements	Case Study: Grassroots Campaigns Using Folk Media	Practical: Folk Theatre Performance	Workshop: Digital Storytelling Techniques	Practical: Editing for Social Media Platforms
SLO 8	Practical: Creating Folk Art for Social Issues	Workshop: Crafting Narratives for Folk Media	Lecture: Mask-Making and Visual Folk Arts	Practical: Designing Infographics for Activism	Project: Creating a Media Campaign Using Folk Themes
SLO 9	Lecture: Role of Local Culture in Media	Practical: Community Engagement Using Folk Stories	Hands-On: Traditional Music as a Communication Tool	Activity: Building a Blog for Alternative Content	Lecture: Evaluating the Impact of Folk Media
SLO 10	Comparative Analysis: Folk vs. Corporate Media	Workshop: Using Folktales to Spread Awareness	Practical: Creating Props for Folk Performances	Workshop: Creating Visual Content for Alternative Media	Group Activity: Designing an Outreach Campaign
SLO 11	Lecture: Alternative Media in Political Communication	Practical: Recording Folk Media Content	Case Study: Folk Dance in Social Messaging	Practical: Video Production for Digital Platforms	Showcase: Group Projects on Folk Media
SLO 12-14	Practical: Creating a Community Radio Segment	Lecture: Global Perspectives on Folk Media	Practical: Creating Folk Art Posters	Lecture: Open-Source Media Tools	Review: Discussion on Folk Media Impact
SLO 15	Case Study: Folk Media in Cultural Preservation	Workshop: Community-Based Media Strategies	Lecture: Traditional Festivals as Media	Hands-On: Crafting Interactive Media Content	Workshop: Planning Future Folk Media Projects
SLO 16	Final Project: Design a Folk Media-Based Campaign	Showcase: Folk Media Campaign Presentations	Practical: Developing a Folk Media Script	Final Project: Presentation of Digital Content	Reflection and Feedback on Course Projects
SLO 17-18	Project Review I	Project Review II	Project Review III	Project Review IV	Project Review V

Resources			
1	Approvo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986	3	Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
2	Atton, Chris (2002) Alternative Media; Sage, London	4	Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

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2	Ms. Muskaan Ahmed, Feature Writer, Times of India			2	Dr. Praveen Kumar P, Assistant Professor, Dept of JMC SRM KTR
				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E06J	Course Title	Mobile Journalism				Category	E	Elective Courses (Minor)	L	T	P	C
									2	0	4	4	

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	Understand the use of Emerging forms of social media and mobile platforms																		
CLR-2	Gain the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news																		
CLR-3	Analyse the effectiveness of mobile and social media activity																		
CLR-4	Understand the public's active role in the news production process, and the resulting impact on journalism																		
CLR-5	Foster the ability to apply the core values of journalism to emerging media forms																		

CLO	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Attainment			PLO										
						Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	
CLO-1	Prepare for the future of the media and life in a mobile-first world	✓	✓	-	-	2	85	75	3	2	1	1	2	3	2	2	2	1	
CLO-2	Utilize mobile technologies as learning and reporting tools	✓	✓	✓	-	2	85	75	3	2	1	2	2	3	-	1	2	1	
CLO-3	Use the best practices for usability and product design when building mobile experiences	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2	
CLO-4	Analyze and research social media needs and uses of news audiences	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3	
CLO-5	Engage with audiences using mobile devices	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3	

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO 1	Lecture: Overview of Mobile Journalism	Lecture: Essential Equipment for MoJo	Lecture: Basics of Storytelling for Mobile	Lecture: Adapting Content for Social Media	Lecture: Ethics in Mobile Journalism
SLO 2	History and Evolution of MoJo	Practical: Using Mobile Cameras	Practical: Crafting a Story Outline	Workshop: Creating Visual Content for Social Media	Case Study: Ethical Dilemmas in MoJo
SLO 3	Advantages and Limitations of MoJo	Lecture: Editing Software for Mobile	Understanding Audience and Engagement	Practical: Editing for Social Media Platforms	Lecture: Legal Aspects of Mobile Journalism
SLO 4	Practical: Basic Mobile Photography	Practical: Audio Recording Techniques	Workshop: Writing Captivating Headlines	Lecture: Algorithms and Content Reach	Workshop: Copyright and Privacy
SLO 5	Practical: Framing and Composition Basics	Practical: Video Recording Techniques	Practical: Creating Short Form Content	Case Study: Successful Social Media Campaigns	Practical: Handling Legal Documentation
SLO 6	Understanding Mobile Journalism Apps	Practical: Basics of Lighting for Mobile	Practical: Interviewing Techniques for Mobile	Practical: Editing Social Media Stories	Lecture: Challenges and Opportunities in MoJo
SLO 7	Lecture: Different Types of Mobile Content	Workshop: Microphones and Sound Quality	Lecture: Elements of a Good Story	Lecture: Strategies for Engagement	Case Study: MoJo in Crisis Situations

SLO 8	Activity: MoJo Content Analysis	Lecture: Mobile Journalism Accessories	Practical: Structuring a Story for MoJo	Practical: Scheduling and Posting Content	Workshop: Dealing with Misinformation
SLO 8	Lecture: The Role of MoJo in Modern Journalism	Practical: Using Tripods and Stabilizers	Workshop: Visual Storytelling Techniques	Workshop: Analyzing Audience Analytics	Practical: Fact-Checking in MoJo
SLO 9	Practical: Fieldwork with Mobile Devices	Workshop: Enhancing Audio for Interviews	Case Study: Successful Mobile Journalism Stories	Practical: Live Streaming for Social Media	Lecture: Reporting Under Restrictions
SLO 10	Case Study: Mobile Journalism in Newsrooms	Practical: Editing Tools for Videos	Practical: Developing Visual Narratives	Workshop: Managing User Feedback	Discussion: Future of Mobile Journalism
SLO 11	Discussion: Citizen Journalism and MoJo	Workshop: Working with Limited Resources	Practical: Creating Stories with Images	Case Study: Social Media as News Source	Group Reflection: Ethical Case Studies
SLO 12	Lecture: Mobile Journalism vs. Traditional Journalism	Hands-On: Troubleshooting Mobile Equipment	Practical: Creating Effective Soundbites	Workshop: Crisis Reporting on Social Media	Practical: Building Ethical MoJo Practices
SLO 13- 15	Activity: Trends in Mobile Journalism	Case Study: MoJo Equipment Comparison	Workshop: Editing and Publishing Stories	Final Project: Social Media Campaign	Final Project: Ethical MoJo Story
SLO 16-17	Review and Recap: Key MoJo Concepts	Project Showcase: Mobile Reporting Practice	Practical: Final Project Development	Presentation: Social Media Stories	Showcase: Student MoJo Projects
SLO 18	Project Review I	Project Review II	Project Review III	Project Review IV	Project Review V

Resources					
1	Westlund, Oscar, and Quinn, Stephen. Mobile Journalism: Producing News for Social and Interactive Media, 2018. Routledge.	4	Rosenbaum, Steven. The End of Big: How the Internet Makes David the New Goliath, 2012. McGraw-Hill.		
2	Burum, Ivo, and Quinn, Stephen. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad, 2016. Focal Press.	5	Hill, Steve. Mobile and Social Media Journalism: A Practical Guide, 2019. Routledge.		
3	Bradshaw, Paul. Mobile-First Journalism: Producing News for a Social World, 2018. Routledge.	6	Kovarik, Bill. Revolutions in Communication: Media History from Gutenberg to the Digital Age, 2015. Bloomsbury Academic.		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)				
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
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				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E07J	Course Title	Sports Journalism			Category	E	Elective Courses (Minor)	L	T	P	C
								2	0	4	4	

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses		Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO									
CLR-1	Encourage lifelong learning and intellectual curiosity.	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-2	Gain a deeper understanding of the social, political, and economic significance of sports.	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Creativity	Communication Skills, Collaborating Skills	Independent Thinking, Analytical Reasoning, Learning to Learn, Research	Leadership Qualities, Professionalism, Autonomy, Accountability Qualities,	Digital Technology Skills	Value Incubation, Multicultural Inclusivity	Environmental Action, Community Engagement	Entrepreneurial Risk Taking	Media Literacy and Ethical Practice	Adaptability and Innovation
CLR-3	Fosters critical thinking as students analyze complex issues, interpret data, and evaluate information.																	
CLR-4	Enhances communication skills, including writing, speaking, and visual storytelling																	
CLR-5	Offer hands-on experience through assignments and projects.																	
CLO	At the end of this course, learners will be able to:																	
CLO-1	Provide effective coverage of sporting events for print, broadcast and online media	✓	✓	-	-	2	85	75	3	2	1	1	2	3	2	2	2	1
CLO-2	Identify and develop a sports beat	✓	✓	-	-	2	85	75	3	2	1	2	2	3	-	1	2	1
CLO-3	Write long- and short-form sports features	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2
CLO-4	Use readily available tools to produce online sports reporting	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3
CLO-5	Develop quality sports coverage plans for broadcast and/or online media	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO-1	What is Journalism?	Sections of News	Sports Editing and Copyediting	Sports Statistics and Analytics: Understanding sports statistics	The role of sports journalism in society
SLO-2	Elements of News	Sections of News	AP Stylebook and other style guides	Using statistical software	The role of sports journalism in society
SLO-3	Elements of News	Hard News Vs Soft News	AP Stylebook and other style guides	Analyzing sports data	Understanding different Games: Olympic, Paralympic
SLO-4	Process of News Gathering	Beat Reporting	Headline writing and subheading creation	Presenting data visually	Common-wealth Games, Asian Games
SLO-5	Process of News Gathering	Beat Reporting	Headline writing and subheading creation	Sports Law and Ethics: Defamation and libel	Heading of Sports News: Theories and Importance, Various Types of Sports Headings
SLO-6	Inverted Pyramid Styles of News Writing	Introduction to Sports Journalism: History and evolution of sports journalism	Practice: Writing Headlines for Sports News	Copyright and intellectual property	Heading of Sports News: Theories and Importance, Various Types of Sports Headings

SLO-7	Lead, Types of Lead	History and evolution of sports journalism	Proofreading and editing techniques	Privacy laws	Various Aspects of Writing for Sports Journalism
SLO-8	Types of Lead	Role of sports journalism in society	Proofreading and editing techniques	Ethical considerations in sports journalism	Various Aspects of Writing for Sports Journalism
SLO-9	News Writing Skills	Role of sports journalism in society	Layout and design for print and digital media	International Sports Journalism: Global sports events and coverage	Sports Writing for magazines and cyber media
SLO-10	News Writing Skills	Ethics and integrity in sports journalism	Layout and design for print and digital media	Cross-cultural reporting	Sports Writing for magazines and cyber media
SLO-11	Headlines: Types of Headlines	Ethics and integrity in sports journalism	Sports Broadcasting: Radio broadcasting techniques	Language and translation in sports journalism	Sports Reporting – in the office:
SLO-12	Types of Headlines	Sports Writing Fundamentals: News writing and reporting	Radio broadcasting techniques	Digital Sports Journalism: Social media and sports journalism	Sources, Contacts and Contact Book
SLO-13	Various mediums of News	Feature writing and storytelling	Television broadcasting techniques	Sports blogging and vlogging	Official Information, Press Releases and Press Conferences
SLO-14	Various mediums of news	Column writing and opinion pieces	Television broadcasting techniques	Sports websites and online journalism	Sponsors
SLO-15	The various departments of Print Media Organization	Game stories and recaps	Sports Interviewing Techniques: Preparing for interviews	Sports apps and mobile journalism	Wire Services
SLO-16	The various departments of Print Media Organization	Game stories and recaps	Conducting interviews	Sports Photography: Composition and framing, Lighting techniques	Sports and Other Websites
SLO-17 - 18	The various departments of Television News Organization	Practice: Reading Sports News from Newspaper	Asking effective questions	Camera equipment and settings	Practice: Writing Sports News

Resources					
1.	Strategic Sport Communication, 2nd ed., by Paul Pedersen, Pamela Laucella, Ted Kian, and Andrea Guerin	3	Kathryn T Stofe: Sports Journalism: An Introduction to Reporting and Writing		
2	Sports Journalism and Mass Media, by Bhupendar Singh Chouhan and Hitesh Chandra Rawal	4	Abraham Aamidor: Real Sports Reporting		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

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				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram

Course Code	UJM24E08J	Course Title	Entertainment Reporting			Category	E	Elective Courses (Minor)	L	T	P	C
								4	0	2	4	

Course Offering Department	Journalism and Mass Communication	Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses		Data Book / Codes/Standards	Nil
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CLR	The purpose of learning this course is to:	Depth				Attainment			PLO											
CLR-1	Provide a comprehensive understanding of the entertainment journalism landscape, including its evolution	1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10		
CLR-2	Development of practical skills in reporting, writing, and multimedia production, preparing students to effectively cover various facets of the entertainment industry.																			
CLR-3	Critically analyze the ethical considerations and legal frameworks that govern entertainment journalism																			
CLR-4	Exploring diverse cultural expressions in music, film, and art, students will enhance their ability to report on entertainment with cultural sensitivity and depth, recognizing the broader societal implications of their work.																			
CLR-5	Adapt to the rapidly changing digital landscape of journalism, including social media dynamics, online reporting techniques																			
CLO	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Creativity	Communication Skills, Collaborating Skills	Independent Thinking, Analytical Reasoning, Logical Reasoning, Problem Solving, Social Responsibility, Professionalism, Autonomy, Assessment, Quality Assurance, Self-Reflection	Digital Technology Skills	Value Inculcation, Multicultural Inclusivity	Environmental Action, Community Engagement	Entrepreneurial Risk Taking	Media Literacy and Ethical Practice	Adaptability and Innovation			
CLO-1	Analyze and evaluate various forms of entertainment journalism, identifying effective practices and trends in reporting across multiple media platforms.	✓	✓	-	-	2	85	75	3	2	1	1	2	3	2	2	1			
CLO-2	demonstrate the ability to create compelling and accurate entertainment news content, including reviews, features, and interviews	✓	✓	✓	-	2	85	75	3	2	1	2	3	-	1	2	1			
CLO-3	develop the skills to conduct insightful interviews with industry professionals, celebrities, and cultural figures,	✓	✓	✓	✓	3	85	75	3	1	3	1	3	3	-	1	1	2		
CLO-4	utilize digital tools and platforms for content creation and distribution	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	2	3	3		
CLO-5	apply ethical standards and legal guidelines in their reporting practices, recognizing the responsibilities	✓	✓	✓	✓	3	85	75	3	3	2	3	3	3	-	3	3	3		

Sessions	CLO - 1	CLO - 2	CLO - 3	CLO - 4	CLO - 5
	18	18	18	18	18
SLO-1	Lecture: Overview of Entertainment Journalism	Lecture: Evolution of Film and TV Coverage	Lecture: Understanding Music and Arts Journalism	Lecture: Celebrity Culture in Media	Lecture: Ethical Standards in Entertainment Reporting
SLO-2	History and Impact of Entertainment Media	Analysis: Key Trends in Film Reporting	Practical: Analyzing Music Reviews	Workshop: Approaches to Interviewing Celebrities	Case Study: Ethical Dilemmas in Reporting
SLO-3	Lecture: Types of Entertainment Media	Practical: Writing a TV Show Review	Lecture: Cultural Reporting Techniques	Practical: Drafting Questions for Interviews	Lecture: Privacy vs. Public Interest
SLO-4	Practical: Analyzing Different Entertainment Outlets	Lecture: Understanding Genres and Audiences	Practical: Writing a Music Review	Workshop: Simulated Celebrity Interview	Workshop: Copyright and Media Law
SLO-5	Practical: Writing for Entertainment Platforms	Practical: Film Criticism and Analysis	Lecture: Writing About Cultural Events	Case Study: Celebrity Interview Analysis	Hands-On: Content Vetting and Verification
SLO-6	Understanding Audience and Engagement	Lecture: Evolution of Television Genres	Practical: Covering a Live Music Event	Workshop: Handling Sensitive Interview Topics	Lecture: Defamation and Libel in Entertainment

SLO-7	Discussion: Entertainment vs. News Journalism	Practical: Writing a Movie Feature	Workshop: Profiling an Artist	Practical: Writing a Profile on a Celebrity	Workshop: Ethics of Sensationalism
SLO-8	Lecture: Popular Formats in Entertainment Reporting	Lecture: Streaming and Digital Content Trends	Case Study: Successful Arts and Culture Reports	Lecture: Evolution of Celebrity Journalism	Practical: Reviewing an Online Entertainment Article
SLO-9	Practical: Reporting on Entertainment Events	Practical: Writing for TV Blogs	Workshop: Cultural Analysis of Events	Workshop: Developing a Celebrity News Story	Case Study: Digital Media Ethics in Entertainment
SLO-10	Case Study: Major Entertainment Publications	Workshop: Writing a Director's Profile	Lecture: Covering Local Cultural Festivals	Lecture: Social Media's Impact on Celebrity Reporting	Practical: Writing an Opinion Piece on Ethics
SLO-11	Practical: Crafting Headlines for Entertainment News	Case Study: Impactful Film Critiques	Practical: Creating a Cultural Events Calendar	Practical: Social Media Monitoring	Lecture: Laws and Regulations in Digital Reporting
SLO-12	Activity: Entertainment Reporting in Print vs. Digital	Practical: Interview with a Local Filmmaker	Workshop: Storytelling in Art Reporting	Workshop: Managing Public Relations for Celebrities	Discussion: Fake News in Entertainment
SLO-13	Discussion: Current Issues in Entertainment Reporting	Workshop: Writing a TV Review	Practical: Writing a Review on Art Exhibits	Practical: Drafting a Celebrity Interview Story	Activity: Case Law in Media and Entertainment
SLO-14-15	Practical: Creating Short Entertainment News Segments	Lecture: Reporting on TV Trends	Lecture: Role of Cultural Criticism	Workshop: Multimedia in Celebrity Coverage	Final Project: Ethical Story Presentation
SLO-16-18	Review: Fundamentals of Entertainment Journalism	Showcase: Written Reviews and Critiques	Presentation: Cultural Event Review Project	Final Presentation: Celebrity Profile Project	Final Presentation: Ethics and Law Project Showcase

Resources					
1	McNair, Brian. Journalism and Democracy: An Evaluation of the Reportage of Entertainment in the British Press, 2019. Routledge.	4	Smith, Pamela. Reporting the Arts: A Guide for Journalists, 2020. SAGE Publications.		
2	O'Brien, J. Patrick. The Art of Film and Television Reporting, 2017. Bloomsbury Academic.	5	Dunn, Sara. Covering Entertainment: A Guide for Journalism Students, 2021. Routledge.		
3	Auster, Albert, and C. C. Lawrence. The Entertainment Reporter: A Practical Guide, 2016. CreateSpace Independent Publishing Platform.	6	Waugh, Eric. The Art of the Interview: How to Get the Story, 2015. Ten Speed Press.		

Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Assessment (50 % weightage)		
	CLA – 1		CLA – 2		CLA – 3		CLA – 4*				
	(10 %)		(10 %)		(20 %)		(10 %)		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
1 Remember	20	20	20	20	20	20	20	20	20	20	20
2 Understand	20	20	20	20	20	20	20	20	20	20	20
3 Apply	20	20	20	20	20	20	20	20	20	20	20
4 Analyze	20	20	20	20	20	20	20	20	20	20	20
5 Evaluate	10	10	10	10	10	10	10	10	10	10	10
6 Create	10	10	10	10	10	10	10	10	10	10	10
Total (%)	100	100	100	100	100	100	100	100	100	100	100

Strategies			
Technology	Pedagogy / Andragogy		Sustainable Development
Simulations	✓	Clarification/Pauses	✓ Good Health & Well Being ✓
Presentation Tools	✓	Group Discussion	✓ Quality Education ✓
Learning Management System		Hands-on Practice	✓ Gender Equality ✓
		Debate	✓
		Interactive Lecture	✓

*The evaluation can be done in one or more parameters that include, (i) Seminars, (ii) Mini-Projects, (iii) Case-Studies, (iv) MOOC certification, (v) Publication of Articles, (vi) Presentation of research work in conferences, (vii) Assignments

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Ms. Dharini Balasubramaniam, Correspondent, Mirror Now	1	Dr. M.S Harikumar, Director, School of Communication and Information Science, University of Kerala	1	Dr. Shiva Shankaran K.R, Head, Dept of JMC SRM KTR
2	Ms. Muskaan Ahmed, Feature Writer, Times of India			2	Dr. Praveen Kumar P, Assistant Professor, Dept of JMC SRM KTR
				3	Dr. Divakar, Assistant Professor, Dept of JMC SRM KTR
				4.	Dr. Prabhakaran. V, Head, Media Studies, SRM Ramapuram