

SCHOOL OF INFORMATION AND COMMUNICATION STUDIES

Information Science and Mass Media and communication Studies together constitute a school with wide scope for interaction aiming at excellence in fundamental research and applications.

The department of Journalism was established in 1947 when a P.G.Diploma course in Journalism was instituted. In 1976, the department was expanded into Journalism and Communication. The department teaches and researches in the fields of Media, Culture and Society, Tamil Journalism, Future of Radio in India, Television and Elections, Press and Communal disturbances. The facilities and equipment of the department includes a Library and a Computer Laboratory. The department offers consultancy on Audience Research/Readership Survey, Newspaper/Television/Satellite Channels, In-service training for Newspaper/TV staff etc. The department offers Masters and . Programmes.

The Saradha Ranganathan department of Library Science was established in 1960 and was expanded as the department of Library and Information Science in 1976. The Department of Library and Information Science has expertise in the fields of Design and development of multilingual databases, Subject access in computerized catalogue, Information management and Scientometric studies. The department has several facilities in its Computer laboratory.

Faculty

Dr.O.R.Manorama Srinath, - Chairperson

Mass Media and Communication Studies

J. Josephine, . - Professor and Head
 T.R. Gopalakrishnan, M.Phil., - Lecturer
 N. Anthony Thomas Leo Fernando, M.A. - Lecturer
 S. Nandakumar, M.Phil. - Lecturer
 Beulah Rachel Rajarathnamani - Lecturer

Information Science

O.R.Manorama Srinath, . - Professor and Head
 A.Amuthavalli, . - Professor
 B.Ramesh Babu, . - Professor
 V. Chandra Kumar, . - Lecturer
 Ramesha - Lecturer

M.A. COMMUNICATION

Course Code	Course Title	C/ E/ SS	Credits				Course Faculty
			L	T	P	C	
SEMESTER I							
CIS C001	Introduction to Communication Theories	C	3	1	0	4	T.R.Gopalakrishnan
CIS C002	Communication Revolution	C	3	1	0	4	S. Nandakumar
CIS C003	Media Skills	C	1	1	1	3	J.Josephine
CIS C004	Basic Journalism	C	1	1	1	3	N.A.T. Leo Fernando
CIS E001	Communication for Development	E	2	1	0	3	T.R.Gopalakrishnan
CIS E002	Communication Skills in English	E	2	1	0	3	N.A.T. Leo Fernando
CIS S001	Human Rights and Mass Media	SS	1	0	2	3	J.Josephine
SEMESTER II							
CIS C005	Indian Constitution and Media Laws	C	3	1	0	4	J.Josephine/ N.A.T Leo Fernando
CIS C006	Media Management and Economics	C	3	1	0	4	T.R. Gopalakrishnan
CIS C007	Electronic Media	C	3	1	0	4	S. Nandakumar
CIS C008	Advanced Journalism	C	2	0	1	3	N.A.T. Leo Fernando
CIS E003	Tamil Journalism	E	1	1	1	3	S. Nandakumar
CIS E004	Media analysis	E	1	1	1	3	J. Josephine
CIS S002	Politics and Mass Media	SS	1	0	2	3	N.A.T Leo Fernando

SEMESTER III		L	T	P	C		
CIS C009	Communication Research Methods – I	C	2	0	1	3	T.R. Gopalakrishnan
CIS C010	Film Studies	C	2	0	1	3	J. Josephine
CIS C011	Internship – I	C	0	1	2	3	Media Institution
CIS E005	Advertising	E	2	0	1	3	Guest Faculty
CIS E006	Public Relations and Corporate Communications	E	2	0	1	3	N.A.T. Leo Fernando
CIS E007	Communication Skills in Tamil	E	1	1	1	3	S. Nandakumar
CIS S003	Folk & Traditional Media	SS	1	0	2	3	S. Nandakumar
SEMESTER IV		L	T	P	C		
CIS C012	Communication Research Methods – II	C	2	0	0	2	T.R. Gopalakrishnan
CIS C013	Audio – Visual Production	C	1	1	1	3	S. Nandakumar
CIS C014	Lab Journal / Practice Journal	C	1	1	2	4	N.A.T. Leo Fernando / S. Nandakumar
CIS C015	Internship – II	C	0	1	2	3	Media Institutions
CIS C016	Project / Study Paper	C	1	1	2	4	All Faculty
CIS E008	Women & Media	E	2	1	0	3	J. Josephine
CIS E009	Journalistic writing skills	E	2	1	0	3	N.A.T. Leo Fernando
CIS S004	Media & Society	SS	1	0	2	3	T.R. Gopalakrishnan

MASTERS COURSES ABSTRACT

CIS – C001	Introduction to Communication Theories	C	3	1	0	4	T.R. Gopalakrishnan
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To provide students with an overview of basic theoretical and conceptual issues necessary to understand mass media's relation to the individual, society and culture. The perspectives are drawn primarily from sociology. Psychology and social psychology but stress is laid on a need for a multidisciplinary approach. The course is intended to illustrate the ways in which mass media might and/or might not affect us, through a review of past findings and present research work carried out in the field. The key questions addressed are: what part do mass media play in our lives? How do we accept, or reject what they tell us? How far do they try and sway our thinking? And with what consequences? The course forms part of core requirements for Masters programme in Journalism / Communication.

- Unit 1: Definition, Nature and Scope of Communication
- Unit 2: Approaches to communication. Media, Culture and Society
- Unit 3: Models of Communication
- Unit 4: Theories of Mass Communication
- Unit 5: Critical Issues in mass communication in India

CIS –C002	Communication Revolution	C	3	1	0	4	S.Nandakumar
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The course offers a survey of history of press in India. The development of press during a) it's the formative period b) pre-nationalist movement c) independence movement d) post-independence periods are examined. The course also lays stress on the growth and development of vernacular press and their contributions, development of electronic media and new media. The aim of the course is to develop an understanding of key issues and trends that shape mass media through an historical perspective. To study about communication revolution, you have to know a lot about the present. Yet to understand the present you have to know how things were before. By developing an understanding of historical development of press, radio, television, in India, it is possible to make an informed assessment of the contemporary situation. Three questions are basic for history survey: How did things get to where they are? How else might they have turned out? And where are they likely to go in future? Students will work on different aspects of history of the media and make presentations in the classroom. This course forms part of core requirements for Masters programme in Journalism and Communication.

- Unit 1: Communication in History: Framework for analyzing communication revolution
- Unit 2: Early Communication in History and Print media history
- Unit 3: History of Electronic media-Radio and Television
- Unit 4: History of Telegraph and Telecommunication
- Unit 5: History of computers and digital media

CIS – C003	Media Skills	C	1	1	1	3	J. Josephine
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Along with reporting and writing, this course will stress editing skills necessary to work in a newspaper organization. The course will contain both classroom lectures and practical assignments (which will include

editing actual news reports like agency copies). One objective of this course is to provide the students with technical information relating to modern newspaper design, page-make up, printing and typography. Emphasis will be laid on headline writing, proof reading and electronic news editing. The course will equip the students to enter in editorial jobs. The students will be expected to form small groups and produce a broad sheet. This practical work is meant to reinforce and sharpen the skills. Broadsheet production, projects and Assignments. This course forms part of core requirements for Masters Programme in Journalism and Communication

- Unit 1: Basic skills required for today's media
- Unit 2: Writing for mass media
- Unit 3: Editing Skills for print media, DTP
- Unit 4: Basics of Photo editing
- Unit 5: Basic Skills for converged Media, like the Internet

CIS – C004	Basic Journalism	C	1	1	1	3	N.A.T. Leo Fernando
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The aim of this course is to help students' professional skills necessary to succeed in the field of journalism. The lectures would orient students to the key issues in reporting and writing for the media. The students will develop an understanding of journalistic practices by keeping in constant touch with media (newspaper, radio, Television) and will be required to examine how different media report the same story differently and why. Regular interaction with working journalist will complement the lectures. Reporting assignments will help students develop and fine-tune their reporting and writing skills. The focus will also be on specialized reporting, investigative reporting, sports reporting, feature writing and development journalism.

- Unit 1: Fundamentals of Journalisms—News-Definition, New Values etc.
- Unit 2: Fundamentals of Reporting
- Unit 3: Editing and Writing
- Unit 4: Writing Techniques and mechanisms, styles
- Unit 5: Global and Local Journalism

CIS – E001	Communication for Development	E	2	1	0	3	T. R. Gopalakrishanan
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Development and Development Planning in Third World; Communication Approaches to Development; Alternative paradigm and Participatory Communication; Indian Experience in Development Communication; Development Work and Methods; Future of Development Communication.

- Unit 1: Development and Development Planning in India
- Unit 2: Communication Approaches to Development
- Unit 3: Alternative Paradigm and Participatory communication Approaches
- Unit 4: Indian experience in communication for Development
- Unit 5: Communication Campaign and Strategy for Development

CIS – E002	Communication Skills in English	S	1	1	0	2	N.A.T. Leo Fernando
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The main aim of this course is to help the students develop Communication skills in English to succeed their life. The lectures would orient the students to key issues of communication. Assignments will be given to students develop and fine-tune their communication skills.

- Unit 1: Fundamentals of Communication
- Unit 2: Effective Communication Skills
- Unit 3: Communication skills for professionals – Resume Writing, Interview techniques
- Unit 4: Interpersonal skills,
- Unit 5: Essential media skills, Net etiquettes Public Speaking

CIS – S001	Human Rights and Mass Media	S	0	2	2	4	J. Josephine
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A student will choose a topic from the broad area of Human Rights and Mass media and under the guidance of the course faculty. The course work would include assignments, seminars and one final report.

CIS – C005	Indian Constitution and Media Laws	C	3	1	0	4	J. Josephine/ N.A.T. Leo Fernando
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This course is based on the premise that to be successful in media a thorough and critical understanding of laws relating to mass media and Indian constitution is indispensable. Accordingly, this course will focus on media laws (those laws that are solely directed against or in defence of media) and laws relating to media (those found scattered in a wide range of legislations that are relevant to press). The lectures will sensitise students to ethical, moral and philosophical underpinnings of laws dealing with media. Landmark cases will be examined to

illustrate the working of these laws. Students will be expected to make class presentations on classic cases and discuss their ramifications.

- Unit 1: Nature and Scope of Indian Constitution
- Unit 2: Fundamentals of Media Laws in India
- Unit 3: Specific Laws relevant to Mass Media
- Unit 4: Cyber laws in India—Emerging Issues and Challenges
- Unit 5: Case Studies in Media Laws. Ethical Issues

CIS – C006	Media Management and Economics	C	3	1	0	4	T.R.Gopalakrishnan
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Mass media is an important economic entity and a business organization. An understanding of issues involved in managing organization is, then, a must to develop a holistic perspective on the working of the mass media. Media management also provides many new and exciting opportunities for students interested in the field. This course seeks to fulfil these two purposes. Students will develop an understanding of media organizations, ownership structure, the economic logic governing its operations. Issues relating to circulation, promotion and production will be considered, along with policy matters relating to editorial management, and handling government and advertisers. The approach adopted is to look at the factors that shape key management decisions within the working context of media. This course is inter-disciplinary.

- Unit 1: Principles of Management. Fundamentals of media Management
- Unit 2: Basics of Media Economics
- Unit 3: Newspaper Organization and Management
- Unit 4: Electronic media Management
- Unit 5: New Media and knowledge Management

CIS – C007	Electronic Media	C	3	1	0	4	S.Nandakumar
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With the proliferation of multi-channel cable network, the study of electronic media has developed a new urgency. The aim of this course is two-fold: at one-level it aims to provide an understanding of the policy issues that are shaping the development in this field today. At the second level the course seeks to provide an orientation to Broadcast Journalism, a new and emerging field. Students will be exposed to production techniques and will also be provided grounding in script/news writing for electronic media. Stress will also be laid on producing programs for radio and educational programs.

- Unit 1: Basics of Programming for Radio and Television
- Unit 2: Electronic Media Production Process and Planning
- Unit 3: Production Techniques—Camera, Lighting, Audio and Video etc.
- Unit 4: Fundamentals of Broadcast Journalism. Principles of Electronic news Gathering
- Unit 5: Hands on Training and Practice Sessions

CIS – C008	Advanced Journalism	C	2	0	1	3	N.A.T. Leo Fernando
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As a continuation of Basic Journalism, this course would delve into the advanced areas of photojournalism, online journalism. Impetus will also be given to specialized reporting especially in human rights, developmental reporting.

- Unit 1: Advanced Writing Techniques, Specialized Reporting
- Unit 2: Investigative Reporting and Writing, Development Journalism
- Unit 3: Computer assisted reporting, Database Journalism
- Unit 4: Photojournalism
- Unit 5: On-line Journalism. Writing for web

CIS – E003	Tamil Journalism	E	1	1	1	3	S.Nandakumar
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The main objectives of the course are to provide students an orientation on knowledge and skills necessary to work in Tamil news organizations. It will stress basic reporting, writing and editing skills as well as organizational and management issues pertaining to Tamil news media. The course will also lay stress on translation skills necessary to work in today's news environment.

- Unit 1: Origin and Growth of Tamil Journalism
- Unit 2: Writing for Tamil Newspapers and Magazines—Styles and Techniques
- Unit 3: Reporting, Writing and Editing Skills
- Unit 4: News Translation
- Unit 5: Writing for Tamil electronic News Media

CIS –E004	Media analysis	E	1	0	1	2	J.Josephine
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To enable the students to critically analyze media content/ text and to orient them to major theoretical and conceptual framework to carry out analysis of media text and reception

- Unit 1: Why analyze media? Media as a Text. Media Production and Media Reception
- Unit 2: Literary Approaches to media analysis
- Unit 3: Marxist Approach to media Analysis. Frankfurt School
- Unit 4: Psychoanalytic Approach to media analyze
- Unit 5: Cultural Studies Approach to Media Analysis.

CIS – S002	Politics and Mass Media	S	1	1	2	4	N. A. T. Leo Fernando
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A student will choose a topic from the broad area of Politics and Mass media and under the guidance of the course faculty. The course work would include assignments and seminars and one final report.

CIS – C009	Communication Research Methods – I	C	2	0	1	3	T.R.Gopalakrishnan
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The objective of this course is to train students in basics of social sciences research in general and communication / media research in particular and to prepare students to work on their Masters Degree Project (study paper) Students will be introduced to fundamental concepts and philosophical issues in social sciences research. The unit on quantitative techniques will provide students grounding in sampling techniques and different methods of data collection. Orientation to standard statistical analysis will also be provided. A critical review of communication research traditions in India will also enable students to assess the present state of the field. Apart from lectures, students will work on two projects, one on survey method and other on field research. The course is interdisciplinary

- Unit 1: Fundamentals of Social Research. Philosophical issues in Social Research
- Unit 2: Communication Research Process and Research Design
- Unit 3: Survey Research Method, Experimental Research Design
- Unit 4: Quantitative Data Analysis, Basic Statistics for Social Research
- Unit 5: Communication Research in India. Ethical issues in communications

CIS – C010	Film Studies	C	2	0	1	3	J.Josephine
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This course seeks to develop an understanding of fundamentals of film studies. Theoretical and conceptual issues in the study of film medium will be explored thoroughly and would serve as the basis for further exploration of this field within the Indian context. One aim of this course is to develop in students a critical sense of film appreciation. This is achieved through an orientation to basic techniques of film production. The approach adopted is to look closely to major/classical films and to understand their working and significance. A wide range of perspectives are adopted and the medium is explored both as an art form and a medium of mass communication. Special consideration is given to film mediums ability to serve as a social document, overtly or covertly. Lectures will be accompanied by viewing sections and classroom discussions.

- Unit 1: Nature of Film Medium—Some Conceptual issues
- Unit 2: Elements and Characteristics of Film
- Unit 3: Film as a medium of mass communication
- Unit 4: Development of Film in India
- Unit 5: World Cinema, Film Criticism

CIS – C011	Internship – I	C	0	1	2	3	Media Organization
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One month training will expose the students to actual working conditions of daily newspapers. This Internship is intended to enable students acquire actual field experience and journalistic skills of reporting, writing and editing. Students will be required to produce a report on their activities at the end of the training.

CIS –E 005	Advertising	E	2	0	1	3	Guest Faculty
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Advertising is one of the most powerful components in the modern mass media system. The objective of this course is to provide an overview of this important and exciting field. In addition to examining the basic principles of advertising management and decision making, stress is also laid on creative copy writing and visualization. Each major sub-section deals with key activities in an advertising agency. The course is taught through a series of lectures, supported by interaction with advertising professionals specializing in different areas

like Media Planning, Brand Management, Audience Research, Copy Writing etc. the relationship between advertising, society and culture is closely examined with emphasis on regulations and ethical issues.

- Unit 1: Fundamentals of Advertising
- Unit 2: Structure and Functions of Advertising
- Unit 3: Creative Strategy, Copywriting
- Unit 4: Media Planning Budgeting and Media Research
- Unit 5: Brand management-Advertising and Society

Advertising Campaign

This assignment is meant to provide an opportunity to students to plan and execute an advertising campaign. Assessment will be made based on the students' ability to conceptualize a realistic campaign and their ability to bring theoretical insights to practical accomplishment. The campaign will be evaluated by advertising professionals.

CIS – E006	Public Relations and Corporate Communications	E	2	0	1	3	N.A.T.Leo Fernando
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From being a mere appendage to organizations, the field of Public Relations, in the last few decades, has become significant in their own right. The strategic value of the profession is now well recognized. The course reflects this shift in perspective. The course goes beyond the traditional definitions of PR and re-conceptualizes the PR professional as a change agent with commitment to both his/her public and to the larger society. It offers students an in-depth understanding of PR in different business environment. The students will acquire a working knowledge of a wide range of PR tools and techniques. Lectures will be supported by interactive sessions with PR practitioners.

- Unit 1: Fundamentals of Public Relations
- Unit 2: Public Relations and Corporate Communications
- Unit 3: PR Strategy and Campaign, PR Tools and Techniques, Writing Skills
- Unit 4: Evaluating PR Campaign, Image Auditing, Event Management
- Unit 5: Hands –on Training, Practical Exercises

CIS – E007	Communication Skills in Tamil	E	1	1	0	2	S.Nandakumar
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PR Campaign

This assignment is meant to provide an opportunity for students to plan and execute a public relations campaign. Assessment will be made based on the students' ability to conceptualize a realistic campaign and to the practical accomplishment.

The main aim of this course is to help the students develop Communication skills in English to succeed their life. The lectures would orient the students to key issues of communication and writing for the media. The students will develop and understanding of journalistic practices by keeping in constant touch with media. Assignments will be given to students develop and fine-tune their communication skills

- Unit 1: Fundamentals of Communicative Tamil
- Unit 2: Communicative Grammar in Tamil
- Unit 3: Effective Written Communication Skills
- Unit 4: Creative writing skills for media
- Unit 5: Hands on writing exercise, case studies and drills

CIS – S003	Folk & Traditional Media	S	1	1	2	4	N.A.T. Leo Fernando/ S.Nandakumar
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A student will choose a topic from the broad area of Folk and Traditional Media and under the guidance of the course faculty. The course work would include assignments and seminars and one final report.

CIS – C012	Communication Research Methods – II	C	2	0	0	2	T.R.Gopalakrishnan
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The course will provide an orientation to qualitative research tradition with particular emphasis on ethnography. Adequate exposure will be provided to different interpretative paradigms and students will be encouraged to explore a wide range of theoretical models and frameworks and their methodological implications. Additional stress will be laid on qualitative content analysis. A critical review of qualitative communication research traditions in India will also enable students to assess the present state of the field.

- Unit 1: Logic of Qualitative Research—Evolution and Traditions
- Unit 2: Varieties of Interpretative Traditions in Qualitative Research

- Unit 3: Qualitative Research Process and Design
 Unit4: Qualitative Methods: Ethnography, Participant Observations, Depth Interviews, Focus Groups etc
 Unit 5: Qualitative data Analysis. Writing up Qualitative Research. Ethical issues in Qualitative Research. Case Studies and Practical Exercise

CIS – C013	Audio – Visual Production	C	1	1	1	3	S. Nandakumar
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This course is meant to provide students hand-on training on audio-visual production techniques. Photography and TV production workshops will be conducted to help students acquire technical skills necessary to succeed in the field. Students will be encouraged to explore a wide range of formats - mini-serials, documentaries, docu-dramas, commercials etc. Students are also expected to produce radio program. The course also prepares students to enter the field of photojournalism.

CIS –C 014	Practice Journal	C	1	1	2	4	S. Nandakumar/ N.A.T.Leo Fernando
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The student will bring out one issue of the practice journal which will be assessed for contribution to all the issues of the volume, co-ordination and production work for the particular issue.

CIS – C015	Internship – II	C	0	1	2	3	Media Organization
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Pre-requisite: Advertising, Public Relations and Electronic Media
 Internship: Advertising and Public Relations The Internship is meant to expose the students to actual working conditions of advertising agencies, PR departments or any broadcast production houses. It is intended to enable students acquire field experience in the area of their specialization.

CIS – C016	Project / Study Paper	C	1	1	2	4	All Faculty
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Students will work on any area of their choice within the broad field of journalism and communications, subject to approval from supervisor. The objective of the course is to provide students a thorough grounding in social science research. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. As such, study paper should have a clear objective and a well developed methodology. Students should consult the respective supervisor at every stage of the research work. The project is to be submitted at the IV Semester.

CIS – E008	Women & Media	E	2	1	0	3	J. Josephine
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This course seeks to provide a critical survey of the role and portrayal of women in the mainstream mass media. The course adopts a social constructionist perspective to show how the attitudes, biases and prejudices towards women in our society are reflected and often reinforced in the texts and professional practices of mass media. It examines the manner in which women's images and issues are represented in the media.

- Unit 1: Feminist Theories- Origin and Development
 Unit 2: Feminist Perspectives on communication and Media.
 Unit 3: Gender Issues in India and Issue of Representation in Media
 Unit 4: Women, Development and Communication
 Unit5: Women and Technology: Recent Developments in Feminist Scholarship pertaining to media

CIS –E E009	Journalistic writing skills	E	2	1	0	3	N. A.T. Leo Fernando
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The aim of this course is to serve an introduction to writing and reporting for the media. It exposes the students to mechanics of writing through close examination of actual news reports and classroom exercises. Writing skills required for specialized reporting will also be stressed. The course seeks to provide students a clear understanding of principles of editing, production of newspaper. It also sensitizes students to ethical and legal issues involved in writing for the media.

- Unit 1: Fundamentals of Journalism
 Unit 2: Writing for news media-Techniques and Styles
 Unit 3: Reporting and Writing
 Unit 4: Grammar for Journalist
 Unit 5: Hands-on, Practical Work

CIS – S004	Media & Society	S	1	1	2	4	T. R. Gopalakrishnan
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A student will choose a topic from the broad area of Media & Society and under the guidance of the course faculty. The course work would include assignments and seminars and one final report.

M.Sc ELECTRONIC MEDIA

Course Code	Course Title	C/E /SS	Credits				Course Faculty
			L	T	P	C	
SEMESTER I							
CIS C001	Introduction to Communication	C	3	1	0	4	T.R.Gopalakrishnan
CIS C101	Broadcasting History and Regulation	C	3	1	0	3	S. Nandakumar
CIS C102	Television Production	C	3	1	0	3	Guest Faculty
CIS C103	Videography	C	0	0	3	3	Guest Faculty
CIS C104	Writing for Electronic Media	C	0	0	3	3	J.Josephine
CIS E001	Communication for Development	E	2	1	0	3	T.R. Gopalakrishnan
CIS E002	Communication Skills in English	E	1	1	0	2	N.A.T Leo Fernando
CIS S001	Human Rights and Mass Media	SS	1	0	2	3	J.Josephine
SEMESTER II							
CIS C105	Principles of Video Editing	C	3	1	0	3	Guest Faculty
CIS C106	Audiography and Sound Editing	C	2	1	0	3	Guest Faculty
CIS C107	Scriptwriting and Direction	C	1	0	2	3	Guest Faculty
CIS C108	Audio Visual Techniques--I	C	1	0	2	3	T.R.Gopalakrshnan
CIS E101	Media Aesthetics and Analysis	E	3	0	0	3	Dr. J.Josephine
CIS S002	Politics and Mass Media	SS	1	0	2	3	N.A.T Leo Fernando
SEMESTER III							
CIS C109	Communication Research Methods	C	3	1	0	4	T.R.Gopalakrshnan
CIS C110	Computer Graphics and Animation—I	C	3	0	0	3	Guest Faculty
CIS C111	Audio-Visual Techniques—II	C	1	0	2	3	T.R.Gopalakrshnan
CIS C112	Radio Production	C	1	0	2	3	S. Nandakumar
CIS C010	Film Studies	C	2	0	1	3	J.Josephine
CIS E005	Advertising	E	2	0	1	3	Guest Faculty
CIS E006	Public Relations and Corporate Communications	E	2	0	1	3	N.A.T.Leo Fernando
CIS E007	Communication Skills in Tamil	E	1	1	0	2	S. Nandakumar
CIS S003	Folk & Traditional Media	SS	1	0	2	3	Guest Faculty
Semester IV							
CIS E102	Media Management, Law and Ethics	E	2	1	0	4	T.R.Gopalakrshnan
CIS C113	Internship	C	0	1	2	3	S. Nandakumar
CIS C114	Study Paper	C	1	1	2	4	All Faculty
CIS C115	Computer Graphics and Animation II	C	1	0	2	3	Guest Faculty
CIS C116	Specialization	C	0	0	3	3	All Faculty

M.Sc. Course Abstract

CIS C001	Introduction to Communication	C	3	1	0	4	T.R.Gopalakrishnan
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Basic Linear and Non-Linear Models - Approaches of Communication - Media Effects - Critical themes and issues

CIS C101	Broadcasting History and Regulation	C	3	1	0	3	S. Nandakumar
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Early History of Radio and TV - History of Radio and TV in India - Public Broadcasting and its implications in India - Media Convergence and Trends - Future of Broadcasting

CIS C102	Television Production	C	3	1	0	3	Guest Faculty
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Basic Programming for Electronic Media - Understanding the TV Production - Production Processes - Post-Production - Television Production Management

CIS C103	Videography	C	0	0	3	3	Guest Faculty
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Nature of Light - Lighting Procedure - Objectives TV lighting - Lighting Equipment and Techniques, Accessories

CIS C104	Writing for Electronic Media	C	0	0	3	3	J. Josephine
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Fundamentals of writing for electronic media Various Formats Techniques and Mechanics of writing
Broadcast Journalism New Media

CIS E001	Communication for Development	E	2	1	0	3	T.R. Gopalakrishnan
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CIS E002	Communication Skills in English	E	1	1	0	2	N.A.T Leo Fernando
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Fundamentals of Communicative English Effective Written Communication skills Creative Writing
skills for media Lateral Thinking Essential Media Skills

CIS S001	Human Rights and Mass Media	S	0	2	2	4	J. Joseph
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CIS C106	Audiography and Sound Editing	C	2	1	0	3	Guest Faculty
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CIS C107	Script writing and Direction	C	1	0	2	3	Guest Faculty
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Science of Sound Acoustics Sound Equipments Sound Aesthetics Sound Production

CIS C105	Principles of Video Editing	C	3	1	0	3	Guest Faculty
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Basics of Editing Editing Techniques Editing Equipments Aesthetics of Editing Advanced Editing

CIS C108	Audio Visual Techniques--I	C	1	0	2	3	T.R.Gopalakrshnan
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Workshop on video and Sound Recording Lights and Lighting Camera operations, Movements etc.
Production of TV Programmes in different formats – Group activity. Each student are expected to prepare a report
containing the complete script with a detailed essay on their experience, role and lessons learnt in carrying out the
project.

CIS E101	Media Aesthetics and Analysis	E	3	0	0	3	Dr. J. Josephine
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Why analyze media? Media as a text. Media Production and Media Reception Approaches to Media
Aesthetics Literary Approaches to Media analysis Marxist Approach to media Analysis. Frankfurt School
Psychoanalytic Approach to media Analysis Cultural Studies Approach to Media Analysis

CIS S002	Politics and Mass Media	SS	1	0	2	3	N.A.T Leo Fernando
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A student will choose a topic from the broad area of politics and Mass media and under the guidance of
the course faculty. The course work include assignments and seminars and one final report

CIS C109	Communication Research Methods	C	3	1	0	4	T.R.Gopalakrshnan
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Foundations of Communication Research Quantitative Methods Statistical Tools and Techniques
Qualitative Methods Content and Textual Analysis

CIS C112	Radio Production	C	1	0	2	3	S. Nandakumar
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Production process in Radio stations Basics of Radio programming Radio Station Organisation and
management Formats and styles in Radio production Advanced Radio Production Techniques

CIS C010	Film Studies	C	2	0	1	3	J. Josephine
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Elements and Characteristics of Film History of Cinema Genre of Cinema Film Criticism and
Appreciation Trends in Film Industry

CIS E005	Advertising	E	2	1	0	3	Guest Faculty
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CIS E006	Public Relations and Corporate Communications	E	2	1	0	3	N.A. Leo Fernando
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CIS C110	Computer Graphics and Animation—I	C	3	0	0	3	Guest Faculty
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Basics of Digital Technologies, operation systems and computer applications Computer Graphics 2D and 3D Graphics Animation Multimedia Systems

CIS C111	Audio visual Techniques – II	C	1	0	2	3	T.R. Gopala krishnan
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CIS E007	Communication Skills in Tamil	E	1	1	0	2	S. Nandakumar
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Development and Development planning in Third World; Communication Approaches to Development; Alternative paradigm and participatory communication; Indian experience in development communication evolution and Development Planning in India Communication Approaches to Development Alternative Paradigm and Participatory communication Approaches Indian Experience in Communication for development Communication Campaign and strategy for development

CIS S003	Folk & Traditional Media	SS	1	0	2	3	Guest Faculty
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A student will choose a topic from the broad area of politics and Mass media and under the guidance of the course faculty. The course work include assignments and seminars and one final report

CIS E102	Media Management, Law and Ethics	E	2	1	0	4	T.R.Gopalakrshnan
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Principles of management Electronic Media Management Fundamentals of Media Economics Entertainment Economics HRD and Project Management

CIS C113	Internship	C	0	1	2	3	S. Nandakumar
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One month internship will expose the students to actual working condition of Television or Radio production house. Students will be required to produce a report on their activities at the end of the training

CIS C114	Study Paper	C	1	1	2	4	All Faculty
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Students will work on any area of their choice within the broad area field of journalism and communications, subject to approval from supervisor. They are expected to undertake a thorough study/ research of the chosen subject, systematically and rigorously.

CIS C115	Computer Graphics and Animation II	C	1	0	2	3	Guest Faculty
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Advanced Computer Graphics 2D and 3D Graphics – Animation Multimedia Systems

CIS C116	Specialization	C	0	0	3	3	All Faculty
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Students will specialize in any one area of electronic media (TV production, radio production, Computer Graphics and Animation or Web Designing) and prepare an individual project on any chosen theme.

M.Sc. INFORMATION SCIENCE

Course Code	Course Title	C/S	Credits				Course Faculty
			L	T	P	C	
SEMESTER I							
CIS C201	Evolution of Information Society	C	3	0	0	3	A. Amudhavalli
CIS C202	Basic Information Sources (Print)	C	2	0	1	3	B. Ramesh Babu
CIS C203	Knowledge Organisation and Metadata	C	3	0	1	4	Guest Faculty
CIS C204	Management of Information Centres	C	3	0	0	3	Ramesha
CIS C205	Introduction to Information Tech	C	2	0	1	3	V. Chandrakumar
CIS E201	Information Search Strategies	E	3	0	0	3	V. Chandrakumar
SEMESTER II							
CIS C206	Information Systems and Services	C	3	0	0	3	A. Amudhavalli
CIS C207	Classification Practice	C	0	0	3	3	Manorama Srinath
CIS C208	Cataloguing and Document Description (Practice)	C	0	0	3	3	V. Chandrakumar
CIS C209	Electronic Information Sources	C	2	0	1	3	B. Ramesh Babu
CIS C210	Information Storage and Retrieval	C	3	0	0	3	Guest Faculty
CIS E202	Information Management	E	2	0	1	3	Manorama Srinath
SEMESTER III							
CIS C211	Design of Information Systems	C	3	0	0	3	V. Chandrakumar
CIS C212	Research Methods	C	3	0	0	3	A. Amudhavalli
CIS C213	Knowledge Management	C	3	0	0	3	Manorama Srinath
CIS C214	Preservation and Conservation of Information Materials	C	3	0	0	3	B. Ramesh Babu
CIS C215	Internship and Seminar	C	2	0	0	2	All Faculty
CIS E203	Expert Systems	E	3	0	0	3	Manorama Srinath
CIS E204	Digital Libraries	E	3	0	0	3	A. Amudhavalli
CIS E205	Academic and Research Libraries	E	3	0	0	3	V. Chandrakumar
CIS E206	Documentation	E	2	1	0		V. Chandrakumar
CIS S201	Right to Information	SS	3	0	0	3	Guest Faculty
CIS S202	Information Economics	SS	3	0	0	3	Manorama Srinath
CIS S203	Patent Information and IPR	SS	3	0	0	3	A. Amudhavalli
CIS S204	Archives Management	SS	3	0	0	3	B. Ramesh Babu
CIS S205	Design of Indexing Languages	SS	3	0	0	3	V. Chandrakumar
SEMESTER IV							
CIS C216	Marketing of Information	C	3	0	0	3	Ramesha
CIS C217	Informetrics	C	3	0	0	3	A. Amudhavalli
CIS C218	Library Automation	C	3	0	0	3	V. Chandrakumar
CIS C219	Book Indexing	C	3	0	0	3	B. Ramesh Babu
CIS E207	Cataloguing of Non – Book Materials (AACR II) (Practice)	E	2	0	1	3	B. Ramesh Babu
CIS E208	Multimedia Authoring Tools	E	2	0	1	3	Guest Faculty
CIS E209	Web Page Design	E	2	0	1	3	Manorama Srinath
CIS E210	Electronic Publishing	E	2	0	1	3	Guest Faculty
CIS E211	Technical Writing	E	3	0	0	3	A. Amudhavalli

Detailed Course Contents

CIS C201	Evolution of Information Society	C	3	0	0	3	A. Amudhavalli
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- Unit I - Information & Communication- Theories & Models; Characteristics of Information; Communication Channels; Barriers to Communication
- Unit II - Information Transfer; Information Flow, Generation and Diffusion Patterns; Information Transfer Cycle; Emerging trends in Information Transfer
- Unit III - Impact of Information: Social, Economic, Political, Legal, Cultural and Technological Implications; Information Policy
- Unit IV - Information Science as a Discipline
- Unit V - Role of Library Associations and Professional organizations

CIS C202	Basic Information Sources (Print)	C	2	0	1	3	B. Ramesh Babu
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- Unit I - Types of Information Sources – Primary, Secondary and Tertiary - Primary Sources – Types, Scope and Value
- Unit II - Information Sources (Reference): Types, Scope and Value General Criteria for the Study / Evaluation of Basic Information Sources
- Unit III - Ready Reference Sources – Dictionaries, Encyclopedias, Year Books, - Almanac’s, Hand Books and Manuals.
- Unit IV - Information Sources on Personalities, Institutions and places - Biographical Sources, Directories, Geographical Sources.
- Unit V - Information Sources on Periodicals - Sources of Serials, Union Catalogues, Indexing and Abstracting Sources and New Summaries; Information Sources about Books Bibliographies

CIS C203	Knowledge Organisation and Metadata	C	3	0	1	4	Guest Faculty
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- Unit I - Information Entities and Organisation of Information - Objectives and Purpose of Information Organisation
- Unit II - Tools for Knowledge Organisation - Universal Classification & Subject Languages- Document Languages for Bibliographic Description
- Unit III - Facet Analysis
- Unit IV - Standards for Bibliographic Databases: ISO 2709; MARC Family of Formats
- Unit V - Organisation of Digital Resources; Metadata, Dublin Core, RDF etc., Markup Languages

CIS C204	Management of Information Centres	C	3	0	0	3	Ramesha
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- Unit I - Library Management Library and its sub systems; Functions of Library; POSDCORB
- Unit II - Theories of Management Classical, Neo-classical and General system theories - Leadership styles - Application of Management theories and styles in libraries
- Unit III - Human Resource Development - Human resource planning - Job Description and personnel specifications - Staff appraisal, training and development
- Unit IV - Management Techniques: - Flow charts - CPM/ PERT; Cost benefit and cost effective analysis
- Unit V - Establishment of Information centers Planning of Information centers; Furniture; Equipment

CIS C205	Introduction to Information Tech	C	2	0	1	3	V. Chandrakumar
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- Unit I - Overview of Information Technology - Computer, Telecommunication and Networking technologies
- Unit II - Introduction to Computer systems - Hardware and Software - System Software and Application Software; Operating Systems
- Unit III - Data Processing and File organisation
- Unit IV - Overview of programming languages
- Unit V - General-Purpose applications software - Word-processing, Spread sheets, DBMS, etc.,

CIS E201	Information Search Strategies	E	3	0	0	3	V. Chandrakumar
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- Unit I – Information: Notions, Nature, Characteristics & Types; Information Search Pattern
- Unit II – Searching Print Resources
- Unit III – CD-Rom databases and Information Retrieval.
- Unit IV – Online Information Retrieval
- Unit V – Searching the Internet

CIS C206	Information Systems and Services	C	3	0	0	3	A. Amudhavalli
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- Unit I - Concept and Definition, Need and Type
- Unit II - National Information System
- Unit III - International Information Systems
- Unit IV - Information Services, Nature, Need and Types
- Unit V - Types of Information Service and organisation of information services.

CIS C207	Classification Practice	C	0	0	3	3	Manorama Srinath
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- Unit I - Classification of simple and compound subjects using CC, DC and UDC
Unit II - Classification of subjects involving use of ACI, Standard Subdivisions and Common Auxiliaries
Unit III - Classification of subjects involving use of PCI, Tables And Special Auxiliaries
Unit IV - Classification of Subjects involving use of Devices
Unit V - Classification of Complex subjects involving Phase Relations

CIS C208	Cataloguing and Document Description (Practice)	C	0	0	3	3	V. Chandrakumar
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- Unit I - Cataloguing of books and periodicals using CCC and AACR
Unit II - Elements of Description; ISBD (G)
Unit III - Form of headings for Persons, Corporate bodies, etc.
Unit IV - Uniform Titles
Unit V - Tagging of data elements using USMARC format

CIS C209	Electronic Information Sources	C	2	0	1	3	B. Ramesh Babu
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- Unit I - Introduction to Electronic Information Sources: Types, Characteristics
Unit II - Databases: Types, Database Vendors – DIALOG, PROQUEST, UMI, and Silver Platter
Unit III - INTERNET as a Source of Information: Search Engines, Subject Guides
Unit IV - Online Information Sources; Electronic Journals – Internet Libraries
Unit V - Evaluating INTERNET –Based Reference Sources

CIS C210	Information Storage and Retrieval	C	3	0	0	3	Guest Faculty
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- Unit I - Components of an Information Retrieval System- Basic concepts, Characteristics, Search process
Unit II - Indexing models and systems
Unit III - Vocabulary control; Classification systems and Thesauri
Unit IV - Evaluation of IR Systems; Parameters and Major Evaluation Studies.
Unit V - IR Models; Boolean, Probabilistic and Cognitive Models

CIS E202	Information Management	E	2	0	1	3	Manorama Srinath
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- Unit I - Concepts & Fundamentals of Information Management
Unit II - Operating Systems & General purpose application software
Unit III - Internet; E-Mail, Hypertext, HTML, WWW-Web page design
Unit IV - Search Technique
Unit V - Hypermedia

CIS C211	Design of Information Systems	C	3	0	0	3	V. Chandrakumar
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- Unit I - Information Systems- Information storage and Retrieval systems, DBMS, MIS, Knowledge Based systems.
Unit II - Database Models - Hierarchical, Network,
Unit III - Relational Databases Management System -Normalization
Unit IV - Bibliographic application software packages -CDS/ISIS, Overview of other packages
Unit V - Design of Databases using WINISIS, Oracle

CIS C212	Research Methods	C	3	0	0	3	A. Amudhavalli
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- Unit I - Introduction- Concepts, Definition, Objectives and Significance of research. Types of Research and Research Problems.
Unit II - Research Design -Definition, Need Sampling Fundamentals and Techniques, Hypothesis: Definition, Formulation, Types and Testing.
Unit III - Methods of data collection

- Unit IV - Processing and Analysis of Data; Measures and Scaling Techniques. Interpretation, inferences, Presentation of data
- Unit V - Report Writing; Components of a research report; Steps ; Mechanics

CIS C213	Knowledge Management	C	3	0	0	3	Manorama Srinath
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- Unit I - Concept of Knowledge Management Definition, Data, Information and Knowledge Types of Knowledge
- Unit II - Knowledge Economy; Knowledge assets, Intellectual Property
- Unit III - Knowledge Organisation- Knowledge Organisation Process- Knowledge Organisation Strategies
- Unit IV - Knowledge Management Systems- Decision Support System and Expert System- Artificial Intelligence
- Unit V - Information Technology and Knowledge Management- Knowledge Engineering- Knowledge Networking - Role of Information Professionals in Knowledge Management

CIS C214	Preservation and Conservation of Information Materials	C	3	0	0	3	B. Ramesh Babu
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- Unit I - Introduction to Preservation and Conservation Hazards to Information materials
- Unit II - Evolution of Information materials; Clay tablets to Electronic form
- Unit III - Methods of Preservation and Conservation; Physical methods- Binding, Mending, Restoration & Guarding; Chemical methods
- Unit IV - Preservation of Non-Print materials
- Unit V - Digital Preservation

CIS C215	Internship and Seminar	C	2	0	0	2	All Faculty
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Students will do internship in an approved library / information institution for three weeks and submit a report; Every student will also present a seminar on an assigned topic

CIS E203	Expert Systems	E	3	0	0	3	Manorama Srinath
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- Unit I - Introduction to Expert system Definition of ES; Evolution of ES; Components of ES
- Unit II - Types of ES; Autonomous ES: Knowledge based ES: Artificial Intelligence
- Unit III - Areas of Application; Diagnostic purpose: Decision-making - Education and training
- Unit IV - Designing of ES - Knowledge representation; Rule-based ES: Tools to create ES
- Unit V - Application of ES in LIS Examples of ES in LIS; ES for Library operations; ES as Information products

CIS E204	Digital Libraries	E	3	0	0	3	A. Amudhavalli
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- Unit I - Digital Libraries: Definitions, Fundamentals and Theoretical Aspects; Characteristics of DLs and nature of DL collections
- Unit II - Design and Organisation of Digital Libraries; Architecture, Interoperability, Protocols and Standards; User Interfaces
- Unit III - Major DL Initiatives, Open Archives Initiative (OAI) and similar developments
- Unit IV - Digital Libraries Technology
- Unit V - Digital Resources Management; Access to and Use of DLs; Storage, Archiving and Preserving Digital Collections

CIS E205	Academic and Research Libraries	E	3	0	0	3	V. Chandrakumar
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- Unit I - Role of University / College libraries in higher Education; Growth of University Libraries in India and role of U.G.C in the promotion of University and College libraries; Role of Research libraries in R& D activities
- Unit II - Collection building in the Academic & Research libraries: Current Trends
- Unit III - Planning and Management; Resource sharing; Manpower and Staff Formula; University and College libraries authorities;
- Unit IV - User community: Assessment of information needs and user education
- Unit V - Automation in Academic & Research libraries in India

CIS E206	Documentation	E	2	1	0		V. Chandrakumar
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- Unit I - Information Sources -Definition and Types
- Unit II - Information Search Pattern
- Unit III - Information gathering skills; Data collection
- Unit IV - Data Organisation with emphasis on end matter of research report
- Unit V - Bibliography/ References/ Citations/ Notes practices

CIS E207	Cataloguing of Non – Book Materials (AACR II) (Practice)	E	2	0	1	3	B. Ramesh Babu
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- Unit I - Introduction to Non Book Materials - Types and Characteristics
- Unit II - Manuscripts; Cartographic Materials; Printed Music
- Unit III - Sound Recordings; Motion Pictures and Films
- Unit IV - Graphic Materials Microforms; Video Recordings
- Unit V - Computer Files

CIS E208	Multimedia Authoring Tools	E	2	0	1	3	Guest Faculty
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- Unit I - Multimedia: Components; audio, image, sound, animation, video -Hardware; File Formats
- Unit II - Paint Packages & Draw Packages; Image Editing Software
- Unit III - Digital representation & Compression;
- Unit IV - Design and Production - Multimedia and the Internet; Designing a Multimedia Product for Web or CD.
- Unit V - Multimedia Authoring Tools

CIS E209	Web Page Design	E	2	0	1	3	Manorama Srinath
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- Unit I - Internet concepts -Origin, Developments & Features of Internet; Network Protocols; Types of Websites
- Unit II - Discovery Phase: Goals; Project Plan; Technical Brief of the Website
- Unit III - Definition of Structure: Content outline and Content delivery plan; Site View Naming Convention; Screen View
- Unit IV - Prototype; Review of Technical Goals: Templates; - HTML
- Unit V - Building and Hosting the Site Correcting errors of the HTML tags; Integrating with thebackend Testing and Correcting the Site; Hosting the Website

CIS E201	Information Search Strategies	E	3	0	0	3	V. Chandrakumar
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- Unit I – Information: Notions, Nature, Characteristics & Types; Information Search Pattern
- Unit II – Searching Print Resources
- Unit III – CD-Rom databases and Information Retrieval.
- Unit IV – Online Information Retrieval
- Unit V – Searching the Internet

CIS E210	Electronic Publishing	E	2	0	1	3	Guest Faculty
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- Unit I - Using the computer; Understanding the Windows operating system. Desktop Publishing; PDF publishing; Macromedia Authorware and Director; Adobe Photoshop
- Unit II - Introduction to E-publishing; Overview
- Unit III - Moving from print to electronic: Access, integration and reference linking; CD-ROM Publishing
- Unit IV - Fundamentals of Web Technology; Publishing to the World Wide Web; Webpage Design and development : Frontpage; Designing and Creating Webpages using HTML, XML
- Unit V - The future role of E-publishing and libraries

CIS E211	Technical Writing	E	3	0	0	3	A. Amudhavalli
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- Unit I – Notion and Nature of Technical Writing
- Unit II - Planning and Organisation of Technical / Scientific Writing
- Unit III - Present action of Ideas

- Unit IV – Publication Ethics
 Unit V – Publication Process – Pre-Publication Process & Post-Publication Process

CIS S201	Right to Information	SS	3	0	0	3	Guest Faculty
CIS S202	Information Economics	SS	3	0	0	3	Manorama Srinath
CIS S203	Patent Information and IPR	SS	3	0	0	3	A. Amudhavalli
CIS S204	Archives Management	SS	3	0	0	3	B. Ramesh Babu
CIS S205	Design of Indexing Languages	SS	3	0	0	3	V. Chandrakumar

Within these broad areas the candidate will, in consultation with the teacher, choose a study problem and investigate it in detail; The candidate is expected to prepare a report and present one or two seminars

CIS C216	Marketing of Information	C	3	0	0	3	Ramesha
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- Unit I - Marketing Concepts; - Marketing of Information- Corporate Mission; Marketing Strategies
 Unit II - Portfolio Management BCG Matrix Model; Product Market Matrix; Product Life Cycle
 Unit III - Marketing Mix; Kotler's Four C's; McCarthy's Four P's
 Unit IV - Market Segmentation and Targeting; Geographic and Demographic Segmentation; Behavioral and Psychographics Segmentation; User Behavior and Adoption
 Unit V - Marketing Plan & Research; Corporate Identity Marketing Plan; Marketing Research

CIS C217	Informetrics	C	3	0	0	3	A. Amudhavalli
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- Unit I - Evolution: concepts of statistics applied to library and Information Science
 Unit II- Classical Bibliometric Laws
 Unit III- Quantitative Techniques
 Unit IV - Qualitative Techniques, kinds and features.
 Unit V- Application of statistical methods and techniques in Library and Information Systems Management

CIS C218	Library Automation	C	3	0	0	3	V. Chandrakumar
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- Unit I - System study and planning for Automation
 Unit II - Automation of Housekeeping Activities-Automated Circulation Control System-Automated Cataloguing & OPACs -Automated Acquisition & Serials Management System
 Unit III - Automation of Readers Services
 Unit IV - Client / Server system design; Networking & Electronic access system
 Unit V - Study of selected relevant application S/w; Study and Evaluation of Library Automation packages

CIS C219	Book Indexing	C	3	0	0	3	B. Ramesh Babu
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- Unit I - Index and Indexing - Concept, Meaning, Need and Purpose- Constituent elements in Book Indexing- Techniques and Process of Book Indexing
 Unit II - Indexing as a Profession; Author vs. Professional Indexer Institutions for Indexing
 Unit III - Standards for Indexing
 Unit IV - Alphabetization, Typography and layout of Indexing Editing and Proof correction
 Unit V - Evaluation of Book Indexes- Criteria; Indexing Technology

CIS E207	Cataloguing of Non – Book Materials (AACR II) (Practice)	E	2	0	1	3	B. Ramesh Babu
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- Unit I - Introduction to Non Book Materials Types and Characteristics
 Unit II - Manuscripts; Cartographic Materials; Printed Music
 Unit III - Sound Recordings; Motion Pictures and Films
 Unit IV - Graphic Materials Microforms; Video Recordings
 Unit V - Computer Files

CIS E208	Multimedia Authoring Tools	E	2	0	1	3	Guest Faculty
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- Unit I - Multimedia: Components; audio, image, sound, animation, video-Hardware; File Formats
 Unit II - Paint Packages & Draw Packages; Image Editing Software

- Unit III - Digital representation & Compression;
 Unit IV - Design and Production - Multimedia and the Internet; Designing a Multimedia Product for Web or CD.
 Unit V - Multimedia Authoring Tools

CIS E209	Web Page Design	E	2	0	1	3	Manorama Srinath
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- Unit I - Internet concepts -Origin, Developments & Features of Internet; Network Protocols; Types of Websites
 Unit II - Discovery Phase: Goals; Project Plan; Technical Brief of the Website
 Unit III - Definition of Structure: Content outline and Content delivery plan; Site View Naming Convention; Screen View
 Unit IV - Prototype; Review of Technical Goals: Templates; - HTML0
 Unit V - Building and Hosting the Site Correcting errors of the HTML tags; Integrating with the backendTesting and Correcting the Site; Hosting the Website

CIS E210	Electronic Publishing	E	2	0	1	3	Guest Faculty
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- Unit I - Using the computer; Understanding the Windows operating system. Desktop Publishing; PDF publishing; Macromedia Authorware and Director; Adobe Photoshop
 Unit II - Introduction to E-publishing; Overview
 Unit III - Moving from print to electronic: Access, integration and reference linking; CD-ROM Publishing
 Unit IV - Fundamentals of Web Technology; Publishing to the World Wide Web; Webpage Design and development : Frontpage; Designing and Creating Webpages using HTML, XML
 Unit V - The future role of E-publishing and libraries

CIS E211	Technical Writing	E	3	0	0	3	A. Amudhavalli
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- Unit I - Notion and Nature of Technical Writing
 Unit II - Planning and Organisation of Technical / Scientific Writing
 Unit III - Present action of Ideas
 Unit IV - Publication Ethics
 Unit V - Publication Process – Pre-Publication Process & Post-Publication Process

M.Phil.COMMUNICATION (Full-Time)

Course Code	Course Title	C/ E	Credits				Course Faculty
			L	T	P	C	
SEMESTER I							
CIS C001	Research Methodology	C	4	1	0	5	T.R.Gopalakrishnan
CIS C002	Critical Media Studies	C	4	1	0	5	S. Nandakumar
CIS C003	Themes and Issues in Communication	C	3	1	1	5	J.Josephine
CIS C004	Working Paper	C	3	1	1	5	J.Josephine
	Semester II						
CIS C005	Dissertation and Viva-Voce	C				21	Supervisor

M.Phil COMMUNICATION (Part-time)

Paper	Subject	Credits (L+T+P+C)	Examination
Semester I			
CIS C001	Research Methodology	2+1+1+1=5	3 Hours
CIS C003	Themes and Issues in Communication	2+1+1+1=5	3 Hours
Semester II			
CIS C002	Critical Media Studies	2+1+1+1=5	3 Hours
CIS C004	Working Paper	2+1+1+1=5	3 Hours
Semester III & IV			
CIS C005	Dissertation and Viva-Voce	21	2 Hours

P.G.DILOMA IN INFORMATION ARCHITECTURE AND HPERMEDIA

Course Code	Name of the Paper	Credits
	First Semester	L A C
CIS C176	Organization of Information	3 1 4
CIS C177	Organization of Information	3 1 4
CIS C178	Information management	3 1 4
CIS C179	Digital Information management	3 1 4
CIS C180	Knowledge management	3 1 4
CIS C181	Hypermedia	3 1 4
CIS C182	Second Semester	
CIS C183	Web designing	3 1 4
CIS C184	Information architecture	3 1 4
CIS C185	Project work	4
CIS C186	Information Technology Act (Cyber law)	3 1 4

CIS C176	Organization of Information	3 1 4
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Fundamentals of classification & cataloguing: concepts and purpose of classification & cataloguing
:Schemes: DDC & AACR working out simple titles and broad outline of AACR rules

CIS C178	Information management	3 1 4
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Significance of information: Value and Information society Stages o Information management:
Assimilation, Analysis, Processing , Repackaging, Storage and Dissemination Designing of Information products:
application software's, Expert system

CIS C179	Digital Information management	3 1 4
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Digital Libraries: fundamental concepts, Design & organization of digital libraries Digital resource
management: Assimilation of digital resources and processing Digital library technology : Use of green stone software

CIS C180	Knowledge management	3 1 4
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Essentials of knowledge management: Basic types of knowledge, Organization knowledge management,
Organization knowledge capital Organizational knowledge eco system Knowledge creating Technique:
Knowledge networking tools , Knowledge mapping technique Knowledge engineering: Knowledge models &
schemata

CIS C181	Hypermedia	3 1 4
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Hypertext: Fundamental concepts, use and significance an effective tool of IR Hypermedia :
Fundamental concepts, use and its significance and designing Information products Hypermedia tools: Use of
application software's for designing hypermedia information products

CIS C183	Web designing	3 1 4
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Internet: Concepts of Internet: Features of InternetSearch engines and Information retrieval Portals:
Definition of portals and thier use Web designing: Concepts of web designing, HTML , ASP Vedio conferencing demo

CIS C184	Information architecture	3 1 4
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Information architecture: Basic principles, Visualizing information architecture Organization systems:
Organizing information, Organising websites and intranets, schemes and structures Labeling systems: varieties of
label, designing of labels Navigation systems: Types of systems, features advanced schemes Search systems Basic
search system anatomy, choosing what to and search designing search interface and data mining .

CIS C186	Information Technology Act (Cyber law)	3 1 4
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Intellectual property rights: Concepts regarding IPR, plagiarism LOGOS, Designs and names Cyber
crimes: Cases tudies and problems of tackling them Information technology Act: Origin and development of
Indian act. and Cyber law Preventing measures: Firewalls and other preventive measures

CIS C185	Project work	4
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