

**SKILL ENHANCEMENT COURSE (THEORY)**  
**SEMESTER VI**  
**MASS MEDIA**

Max. Marks -100  
70 Marks + Internal Assessment = 30

**BES-S605**  
Marks Passing marks-40

**The Course learning outcomes (COs):** On completion of the four years B.P.E.S, program, the students will be learning and able to do/performance the following.....

**CO-1.** Define the Meaning and Definition of Mass media.

**CO-2.** Discuss the Ethics of Mass media.

**CO-3.** Acquiring the knowledge of Sports Photography: Equipment-Editing - Publishing.

**CO-4.** Determining the Career opportunities in Mass Media.

**CO-5.** Applying the knowledge of Media research.

**CO-6.** Review the report writing.

**UNIT I Introduction**

Meaning and Definition of Mass media

Types of Mass media

Ethics of Mass media - Canons of Mass media -Sports Ethics and Sportsmanship - Reporting Sports Events. National and International Sports News Agencies.

**UNIT II**

Mass Media in Journalism: Radio and T.V. Commentary - Running commentary on the radio - Sports expert's comments.

Role of Advertisement in Mass media and Journalism.

Sports Photography: Equipment-Editing - Publishing.

**UNIT III Introduction**

Career opportunities in Mass Media (Media research)

Co-Modification of media sports in postmodern times

Interview, Case studies, Survey, historical and Experimental research in sports media

**UNIT IV Report Writing on Sports**

Brief review of Olympic Games, Asian Games, Common Wealth Games World Cup, National Games and Indian Traditional Games. Preparing report of an Annual Sports Meet for Publication in Newspaper. Organization of Press Meet.

**REFERENCE:**

Ahiya B.N. (1988) Theory and Practice of Journalism: Set to Indian context Ed3. Delhi : Surjeet Publications

Ahiya B.N. Chobra S.S.A. (1990) Concise Course in Reporting. New Delhi: Surjeet Publication

Bhatt S.C. (1993) Broadcast Journalism Basic Principles. New Delhi. Haranand Publication

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Value Education in Global Perspective. New Delhi: Lotus Press. Kannan K (2009) Soft Skills, Madurai:

Madurai: Yadava College Publication Mohit Chakrabarti (2008): Value Education: Changing Perspective, New Delhi: Kanishka Publication.

Padmanabhan. A & Perumal A (2009), Science and Art of Living, Madurai: Pakavathi Publication

Shiv Khera (2002), You Can Win, New Delhi: Macmillan India Limited. Varma A.K. (1993) Journalism in India from

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