



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

## SCHOOL OF ARTS

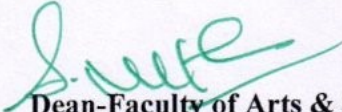
Date: 09.01.2022

### CIRCULAR

**Sub: Organising Value added Course: Seminar Course (Journalism for Scientists)- reg.,**

With reference to the above mentioned subject, we bring it to your notice that School of Arts, Bharath Institute of Higher Education & Research is organising **Value added course "Seminar Course (Journalism for Scientists)"**. The syllabus and registration form is enclosed below.

The candidates those who are interested to join must fill the registration form and submit to course co-ordinator Dr.R.Velavan, Department of Physics on or before 12.02.2022. The Registration form received after the mentioned date shall not be entertained under any circumstances.

  
Dean-Faculty of Arts & Science

Encl: A copy of Syllabus & Registration form

Copy To:

- 1.All HODs
- 2.Office File/ Notice Board
- 3.Course Coordinator





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Registration Form

Value Added Course: Seminar Course (Journalism For Scientists)

Date: 21.02.22

Name : C. Kavitha

Reg.No. : U16PS020

Gender : Female

Department : physics

Year : 2022

Contact No. : 9845678173

Email ID : gkavithaphysics@gmail.com

Course Applied For : seminar course (journalism for scientists)

C. Kavitha  
Signature





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Registration Form

Value Added Course: Seminar Course (Journalism For Scientists)

Date: 21.02.22

Name : Akul A

Reg.No. : 016M1008

Gender : Male

Department : Microbiology

Year : 2022

Contact No. : 9848750078

Email ID : akulmuply@gmail.com

Course Applied For : Seminar Course (Journalism for scientists.)

Akul A.

Signature



Bharath Institute of Higher Education & Research  
School of Arts  
Students Registration List  
Value Added Course: Seminar Course (Journalism For Scientists)

S.NO	REG.NO	NAME OF THE CANDIDATE	DEPARTMENT
1	U16PS001	P. SAMYUKTHA	PHYSICS
2	U16PS002	S. ISHWARYA	PHYSICS
3	U16PS004	V. VASANTHAKUMAR	PHYSICS
4	U16PS005	S. KALPANA	PHYSICS
5	U16PS006	SELVAKUMAR	PHYSICS
6	U16PS007	S. KASI VISWANATHAN	PHYSICS
7	U16PS008	M. YUVARANI	PHYSICS
8	U16PS011	H.P. HARITHASHREE	PHYSICS
9	U16PS012	K.M. THILLAI RAJAN	PHYSICS
10	U16PS013	R. MEGANADHAN	PHYSICS
11	U16PS015	R. VALARMATHI	PHYSICS
12	U16PS016	M. VIVEKANANDHAN	PHYSICS
13	U16PS017	T. YESHWANTH	PHYSICS
14	U16PS018	B. VIJAYABASKAR	PHYSICS
15	U16PS020	C. KAVITHA	PHYSICS
16	U16BS001	SATHYA N	BIOTECH
17	U16BS002	VIJAY D	BIOTECH
18	U16BS003	VIGNESH T	BIOTECH
19	U16BS004	AJITH P	BIOTECH
20	U16BS005	MAGALAKSHMI KS	BIOTECH
21	U16BS006	GOWTHAM B	BIOTECH
22	U16BS007	NARMADHA M	BIOTECH
23	U16BS008	JAYASREE R	BIOTECH
24	U16BS009	BHARGABJYOTI BORAH	BIOTECH
25	U16BS010	MARTIN MANUEL	BIOTECH
26	U16MI001	SUJATHA S	MICROBIO
27	U16MI002	GAYATHRI S	MICROBIO
28	U16MI003	RAMESH P	MICROBIO
29	U16MI004	ABIRAMI V	MICROBIO
30	U16MI006	ARCHUDHAN L	MICROBIO
31	U16MI008	GOKUL A	MICROBIO
32	U16MI009	SNEHA S	MICROBIO
33	U16MI010	SWETHA G	MICROBIO
34	U16MI011	PONNIAMMAL A	MICROBIO
35	U16MI012	DINESH KUMAR M	MICROBIO
36	U16MI013	AMIRTHA GNANA SUNDARI V	MICROBIO
37	U16MI014	MICHEAL RAJA P	MICROBIO
38	U16MI015	SANTHOSH KUMAR V	MICROBIO



39	U16MI016	BHAVANI R	MICROBIO
40	U16MI017	DELSY MERLYN S	MICROBIO





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### Value Added Course:Seminar Course(Journalism For Scientists)

#### Syllabus

Introduction of Journalism-The mechanics of journalism-What is science writing-Deconstructing science journalism-Building a news story.

The mechanics of science journalism-Story ideas and the art of the interview-Spring Break-Pitching stories and talking beats-The importance of Public Relations in science-Profiles, op-eds and understanding flavors of news.

Evolution and growth of Public Relations, Definition, Concept, objectives and functions of Public Relations, PR in organizational structure, PR Public- Internal and external PR in Crisis Communication PR and Corporate Image, Corporate Social Responsibility, PR in Private, Public, Government, Corporate, Co-operative Education, Defense and other sector

Scientists telling their own stories-Discussing and reporting on controversy-Going digital-Digital tools for science stories-Going social; Outline of "Feature story

Community and reinventing journalism- The future of science journalism- "Feature story" final draft -the future of science journalism



**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Course TimeTable**

**Value Added Course: Seminar Course (Journalism for Scientists)**

**Course Duration:30 Hrs**

S.No	Date	Time	Hour
1	21-02-22	2.00-3.00p.m	1
2	22-02-22	11.00-12.00p.m	1
3	23-02-22	2.00-3.00p.m	1
4	24-02-22	10.00-12.00p.m	2
5	27-02-22	2.00-4.00p.m	2
6	28-02-22	10.00-12.00p.m	2
7	01-03-22	2.00-4.00p.m	2
8	02-03-22	10.00-12.00p.m	2
9	03-03-22	2.00-3.00p.m	1
10	06-03-22	10.00-12.00p.m	2
11	07-03-22	2.00-4.00p.m	2
12	08-03-22	10.00-12.00p.m	2
13	09-03-22	2.00-4.00p.m	2
14	10-03-22	10.00-12.00p.m	2
15	13-03-22	2.00-4.00p.m	2
16	14-03-22	10.00-12.00p.m	2
17	15-03-22	10.00-12.00p.m	2



**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Lesson Plan**

Value Added Course: Seminar Course (Journalism for Scientists)			Course Duration: 30 Hrs	
S.No	Date	Topic	Time	Hour
1	21-02-22	Introduction of Journalism	2.00-3.00p.m	1
2	22-02-22	The mechanics of journalism	10.00-11.00p.m	1
3	23-02-22	What is science writing	2.00-3.00p.m	1
4	24-02-22	Deconstructing science journalism	10.00-12.00p.m	2
5	27-02-22	Building a news story.	2.00-4.00p.m	2
6	28-02-22	The mechanics of science journalism	10.00-12.00p.m	2
7	01-03-22	Story ideas and the art of the interview	2.00-4.00p.m	2
8	02-03-22	Spring Break- Pitching stories and talking beats	10.00-12.00p.m	2
9	03-03-22	The importance of P.R. in science-	2.00-4.00p.m	1
10	06-03-22	Profiles, op-eds and understanding flavors of news.	10.00-12.00p.m	2
11	07-03-22	Evolution and growth of Public Relations, Definition, Concept, c	2.00-4.00p.m	2
12	08-03-22	PR in organizational structure, PR Public- Internal and external F	10.00-12.00p.m	2
13	09-03-22	Corporate Social Responsibility, PR in Private, Public, Governm	2.00-4.00p.m	2
14	10-03-22	Scientists telling their own stories-Discussing and reporting on c	10.00-12.00p.m	2
15	13-03-22	Going digital-Digital tools for science stories-Going social; Outline of "Feature story	2.00-4.00p.m	2
16	14-03-22	Community and reinventing journalism- The future of science jo	10.00-12.00p.m	2
17	15-03-22	"Feature story" final draft- the future of science journalism	10.00-12.00p.m	2





# Sharath

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## Course Feedback form Value Added Course

Course Title: Seminar Course (Journalism for Scientists)

Date: 15-03-22

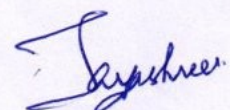
Name: Jaysree

RegNo: U16BS008

Department: ~~Jaysree~~ Biotechnology

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Objectives of the course clear to you				✓	
2.	Course contents met with your expectations				✓	
3.	Lecture sequence was well planned		✓	✓		
4.	Lectures were clear and easy to understand					
5.	Teaching aids were effective				✓	
6.	Instructors encourage interaction and were helpful	✓				
7.	The level of the course			✓		
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:				✓	

Please give Suggestion for the improvement of the course:

  
Signature





# Shaheed

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SCHOOL OF ARTS

## Course Feedback form Value Added Course

Course Title: Seminar Course (Journalism for Scientists)

Date: 18-3-2022

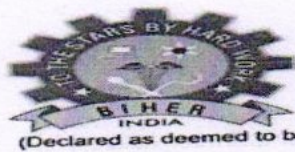
Name: Ramesh P  
RegNo: U16M1003  
Department: Microbiology

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Ojectives of the course clear to you				✓	
2.	Course contents met with your expectations				✓	
3.	Lecture sequence was well planned					
4.	Lectures were clear and easy to understand	✓	✓			
5.	Teaching aids were effective	✓	✓			
6.	Instructors encourage interaction and were helpful					
7.	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Ramesh P  
Signature





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### Resource Person Details

Dr. V. Balasubramaniam

Principle,

Government Arts & Science College,

Kudiyatham





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INSTITUTE OF HIGHER EDUCATION AND RESEARCH

**School of Arts**

**Certificate of participation**

**This is to certify that**

**DINESH KUMAR M**

**has participated in the Course on Seminar Course (Journalism For Scientists),  
conducted by the school of Arts, BIHER from February 21, 2022 to March 15, 2022.**

**Dr. R. Velavan**  
Course Co-ordinator

**Dr. R. Sree latha**  
Convener

**Dr. A. Muthukumaravel**  
Dean- Arts & Science