

Karnatak University, Dharwad



Syllabus for

Modified

**Rules & Regulations for two year Programme
in
M.A Journalism and Mass Communication
Under CBCS Scheme**



From 2022-23 onwards

KARNATAK UNIVERSITY DHARAWAD
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

Rules and regulation for two year programme in MA in Mass Communication and Journalism under CBCS scheme from 2022 -23 onwards.

General objectives of the programme

The mass media scenario in the world in general and India in particular has seen significant changes over the years. Technological changes have contributed for this transformation in the field of mass media. The syllabus has been modified keeping in view these changes to help students to be in the forefront of knowledge frontier. The main objectives of the course are as follows:

- 1) To train student to meet the demand of media organizations
- 2) To impart changing skills of news gathering and editing
- 3) To prepare students in related areas like technical writing and corporate communication.
- 4) To introduce students to emerging communication technologies
- 5) To instruct communication research techniques
- 6) To prepare the students to become socially conscious and concerned with media profession.

Regulations governing a two year Master program in Mass communication and Journalism under semester scheme (CBCS)

Eligibility for Admission

A graduate in any discipline with 45 percentage of marks in aggregate(40 percentage of marks for SC/ ST and category-I students)from this University or any other University recognised as equivalent is eligible for the course.

A candidate shall have scored minimum of 45% of marks in the concerned equal important subject /cognate in the qualifying examination(40% percent marks for SC/ ST category-I students)

The intake for the course shall be 30 including all provisions/ categories. out of 30 ,Five seats will be allotted under Enhanced fee schemes.

The admission is based on the Entrance Test.

The Entrance Test shall consist of objective type questions on mass media and Communication Technology for 100 marks. The duration of the test shall be 2 hours.

Selection of the candidate shall be made on the basis of marks obtained in the Entrance Test and marks scored in the Degree Examination (marks scored in the language and cognate subject)50% of the marks obtained in the Degree Examination and 50% of the marks scored in the Entrance Test shall be taken for the finalising the merit list. Admission shall be made in accordance with the government order on reservation.

2 Duration

2.1 The program shall be of 4 semesters of 16 weeks each.

3 Numbers of Papers

3.1 Each semester will have 5 theory papers and two practicals with practice journal.

3.2 Medium of instruction shall be in English however a candidate is permitted to write the examination in Kannada also.

4 . Attendance

4.1. Each semester shall be taken as a unit for the purpose of calculating attendance.

4.2 A student shall obtain 75% of attendance as per the university regulation.

4.3 A student who does not satisfy the above requirement of attendance shall not be eligible to appear for the examination and should seek fresh admission to the semester.

5. Scheme of Examination

5.1 There shall be University examination at the end of each semester. Each semester examination will have five papers as the each paper will carry 75 marks.

5.2. The composition of the marks shall be as under

- a) Each theory course/ paper will have 75 marks for the semester examination and 25 marks for internal assessment.
- b) Duration of the theory examination shall be of 2 hours for 50 marks course/ paper and 3 hours for 75 marks.
- c) The Question Paper format shall be as follows
The question paper will consist of 8 questions of which 5 have to be answered including question number 8 which is compulsory.

6. Internal Assessment marks

6.1. Each course will have 25 marks for Internal Assessment .The award for Internal Assessment mark shall be based on two class test conducted.

6.2 . No minimum marks is prescribed for internal assessment.

6.3 .Internal assessment marks once awarded will hold good even if a candidate reappears for the examination.

7 Practice journals

7.1. Student admitted to course shall take active part in the publication of the Practice Journal brought out by the department.

7.2 .The number of issues per semester shall be decided by the department council.

7.3. Students are also required to work for any other publication to be brought out by the department.

a) Practice Journal shall carry 25marks in each semester.

b) There shall be continues assessment of student contribution to the Practice Journal in all the semester,

c) Each student shall be assessed on the basis of articles /reports published in the Practice Journal.

7.4 .No minimum marks is Prescribed for Practice Journal.

8 Internship

8.1. The internship is compulsory for students. They shall work in any recognized media institution as an Internee for a period of four weeks immediately after the completion of the fourth semester examination.

8.2. The internship is a compulsory academic obligation.A student shall submit a Certificate to the Chairmen of the Department, for having successfully completed four weeks Internship from recognized media institution.

8.3. The award of degree shall be with held if the candidate fails to submit the internship certificate.

9. Miscellaneous

9.1 Students are required to take active part in the research / survey programmes arranged by the department.

9.2 Students are required to learn Typing and computer applications.

9.3 Students shall visit leading media house within the state including print and electronic media.

10 Practicals batches

10. **2.6B** Digital Media Production Practicals,**3.6A**Radio and TV Practicals,**4.6A** TV Production Practicals, making two batches containing fifteen (15) students in each batch for practical training.

KARNATAK UNIVERSITY, DHARWAD
M.A IN JOURNALISM AND MASS COMMUNICATION SYLLABUS 2018-19
(CBCS)
First Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 1.1	Introduction to communication	04	3hrs	25	75	100	04
JMC 1.2	News Reporting and Writing	04	3hrs	25	75	100	04
JMC 1.3	News Processing and Editing	04	3hrs	25	75	100	04
JMC 1.4	Indian Journalism and Contemporary Issues	04	3hrs	25	75	100	04
JMC 1.5	Media Law and Ethics	04	3hrs	25	75	100	04
JMC 1.6A	Reporting and Editing Practicals	(04)2	1hrs	15	35(PR)	50	02
JMC 1.6B	Lab Journal/ Media Activities	(04)2		15	35(PR)	50	02
						600	24

Second Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 2.1	Theories Of Communication	04	2hrs	25	75	100	04
JMC 2.2	Introduction To Digital Media	04	3hrs	25	75	100	04
JMC 2.3	Feature writing and Photo Journalism	04	2hrs	25	75	100	04
JMC 2.4	Advertising and Corporate Communication	04	3hrs	25	75	100	04
JMC 2.5	Communication Skills (OEC)	04	3hrs	25	75	100	04
JMC 2.6A	Translation and Writing skills Practicals	(04)2	1hrs	15	35(PR)	50	02
JMC 2.6B	Digital Media Production Practicals	(04)2	1hrs	15	35(PR)	50	02
JMC 2.6C	Lab Journal/ Media Activities	(04)2		15	35	50	02

	650	26
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Third Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 3.1	Communication For Development	04	3hrs	25	75	100	04
JMC 3.2	Media Research Methods	04	3hrs	25	75	100	04
JMC 3.3	Writing For Radio	04	3hrs	25	75	100	04
JMC 3.4	Content Creation for TV	04	3hrs	25	75	100	04
JMC 3.5	Radio and Television (OEC)	04	3hrs	25	75	100	04
JMC 3.6A	Radio and TV Practicals	04(2)	1hrs	15	35(PR)	50	02
JMC 3.6B	Lab Journal & Media Activities	04(2)		15	35(PR)	50	02
						600	24

Fourth Semester

Sem/ Code	Paper Title	Week/ Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 4.1	Introduction To Film Studies	04	3hrs	25	75	100	04
JMC 4.2	Advance Television Production Techniques	04	3hrs	25	75	100	04
JMC 4.3	Media Management and Marketing	04	3hrs	25	75	100	04
JMC 4.4	Folk Media	04	3hrs	25	75	100	04
JMC 4.5	Dissertation	04	3hrs	25 Viva	75 Thesis	100	04
JMC 4.6. A	TV Production Practicals	04(2)	1hrs	15	35(PR)	50	02
JMC 4.6. B	Lab Journal and Media Activities	04(2)		15	35(PR)	50	02
						Total Credits - 24	
Internship		Two Months Compulsory Internship In Reputed Media Organizations					

<p>All Semester Total Marks= 2450 All Semester Total Credits= 98</p>

KARNATAK UNIVERSITY, DHARWAD
DEPT. OF JOURNALISM AND MASS COMMUNICATION
SYLLABUS – 2018

First Semester

1.1 Introduction To Communication

Objectives:

- a. *To make the students aware of Communication Process, Patterns in the changing scenario*
- b. *To help students to understand various dimensions of Journalism profession*

- I. Communication- definitions. Nature and scope, kinds of communications- Intra, Inter personal, Group and Mass communication, verbal and non- verbal communication public and mass communication. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics
- II. Introduction to Journalism- nature, scope and role of Journalism- Journalism as a profession
- III. Growth and development of radio - Evolution and growth of radio in India- Commercial radio, organizational structure of radio, Present status of radio in India, impact and reach of radio.
- IV. Private radio channels in India :Community radio, satellite radio. Major radio networks in India.
- V. Television in India: SITE, Organizational structure of Doordarshan, Emergence of cable and satellite channels, news and entertainment networks, National and regional channels.

Books for Reference:

- 1) Arvind Singhal and Everett M. Rogers, India's Communication Revolution- Sage Pub. 2007
- 2) Keval J. Kumar, Mass Communication in India Jaico, Mumbai.
- 3) P.C. Chatterjee, Broadcasting in India, Sage Pub. New Delhi.
- 4) Marshal Macluhan, Understanding media
- 5) Seema Hasan, Principles of Mass communication
- 6) J.E. Guagata, A P. E. O. A. - Y. D. A., P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. Q. K. A. A. A. U. M. E. G. A.

1.2 News Reporting And Writing

Objectives:

- a. To introduce students to the skills of writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records

I: The news: Meaning, Principles of News: Changing value of news. Are the five W's And 1 H News Value. News writing techniques; lead and body, organizing story, sources, Reporter qualifications & responsibilities.

II: Routine Reporting: Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.

III: Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.

IV: Sources of news: Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- Gate keeping and news making process.

V: News reporting professionalism: Some constrains defining objectivity, internal-external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting

Reference books

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. . Journalists Hand Book – M. V. Kanath
- 10 Professional Journalism =- M. V. Kamath
11. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
12. News Reporting and Editing – K. M. Srivastava
13. f. JEi. gAUEÁxjÁ^ai, ¥IvBEÁZiPÁ, - PÁ^aÁZÁEÁ ¥DÁ+EÁ^oÁUMEGÁ.
- 14 qÁ. R « UÁgÁ¥bÁZÁ PÁEÁi j ¥EÁnÖAUi , PEÁÖi PÁ^aÁZÁPÁ CPÁqkÁ^oÁUMEGÁ.
15. UÁEÁ¥Á®PÁi^oUq^o OÁqÁ ¥IvBEÁZiPÁ, PEÁÖi PÁ^aÁZÁPÁ CPÁqkÁ^oÁUMEGÁ.

1.3 News Processing And Editing

Objectives:

- To help students to acquire skills to make news attractive and readable
- Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records

- Editorial department setup : Role and functions of editor, Chief sub – editor, sub – editors, News editors and other staff .
- principles of editing : Editing Process Checking facts, correcting language, rewriting news stories,condensing stories, preventing slanting of news, editing agency copies, Rewriting different copies, Computer editing, style sheet.
- Techniques of headline Writing : News and Feature Headlines, Types and functions of headlines, polishing headlines.
- Editorials : Function Principles types, Letters of the editor, Edit page analysis- articles edits, letters, middles, Newsletters.
- Newspaper Design and layout : Design of inside pages, Designing newspaper special supplements. Latest trends in layout and graphic art.Computer page make up, picture editing, Caption Writing. and printing process.

Books for reference

- Jacques Barzum 2002. Simple & Direct, London Harpar And Row
- John Ostnous 2004 Better Paragraphs, London Harper And Row
- Basket, Scissors And Brooks (Eds), 2002.Book Of Art Editing, London,Harper And Row.
- Joseph 2002.Outlines Of Editing, New Delhi. Amol Publication.
- M V Desai & Sevanti Nainan 1996. Beyond Those Headlines,
- Bangalore Allied Publishers Limited.
- Rangaswamy Parthasarathy, 1984 Basic Journalism, Macillan India Ltd, New Delhi.
- Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.
- F.K. Baskette and J.L.Sissors The Art of Editing.
- Herold Evans : Editing and Design
- Herold Evans : News Headlines
- Herold Evans: Headlining Newspaper Text
- Michael Hides: The Sub Editors Communications6
- Ranagswammy Prthasarathy : Basic Journalism
- Cgät tPÄ aÄGä CSÄä , ÄCY dUÄZUP® aÄAV®UP®, PEÄÖI PÄ aÄÄZPÄ CPÄqkÄ `ÄUÄMEGÄ
- PÄAZMEGÄ G aÄÄ±Ä Ämi, aÄÄFÄ« aÄÄVÄU aÄÄZPÄ, PEÄÖI PÄ aÄÄZPÄ CPÄqkÄ `ÄUÄMEGÄ
- gÄVÄEÄXÄ ZÄ °Ä CAPÄT aÄÄiÄEÄUÄ PEÄÖI PÄ aÄÄZPÄ CPÄqkÄ `ÄUÄMEGÄ
- JA « PÄ aÄÄvi, aÄÄWÜ ¥ÄÄVÄEÄZPÄ, PEÄÖI PÄ aÄÄZPÄ CPÄqkÄ `ÄUÄMEGÄ
- PtefeÄÄ ¥Äi, ¥ÄÄVÄEÄZPÄ ¥ÄJ ZÄiÄ, ¥ÄÄgÄÄUÄ aÄÄE, MEgÄ,«.«, aÄÄE, MEgÄ
- 2 aÄÄEÄZÄ eÄÄÄ², ¥ÄÄVÄEÄZPÄ aÄÄWÜ aÄÄÄUDZPÖ, ,k , PÄ °Ä ¥ÄÄÄ±ÄÄ °ÄSÄzi

1.4 Indian Journalism And Contemporary Issues in Media

Objectives:

- a. To introduce students about journalism
- b. Teaching the Contemporary issues in media

- I. A brief history of British and American journalism Benjamin Franklin, Benjamin Harris -Penny press - Yellow Journalism.
- II. Origin ,growth and development of Press in India -Contribution of Christian missionaries to the development of printing. Early newspapers in India- publications of Hicky , Buckingham and Raja Ram Mohan Roy and language journalism. . Role of newspaper during freedom struggle publication of Balagangadhar Tilak, Mahatma Gandhiji and Javaharlal Neharu
- III. A brief history of Kannada Journalism, Herman mogling, M Venktakrishaniah, TT Sharma, DVG, B.N.Gupta, Mohare Hanumantharaya, Kannada dailes and Magazines, recent trends
- IV. Contemporary Issues Issues in Media
- V. Contemporary Issues Issues in Media

The Contemporary Issues Issues in Media syllabus will be framed by the Department council (DC) based on the political ,economic ,social ,scientific, cultural, crime, and sports ,issues widely reported, discussed and debated in the mainstream media consisting of print, electronic and new media during the semester. The examiners for the theory examinations of this Unit shall confine only to the issues that are prescribed and discussed during the semester,

Books for reference

- 1.S.Natarajan – History of Press in India.
- 2.Nadig Krishnamurthy – Indian Journalism.
- 3.P.Parthasarthy – Journalism in India.
- 4.Robin Jeffery – Indias News Paper Revolution.
5. ' e f aAAUMÁ, PEIqA ¥IvBÁ - KEÁPA aA»¼É °ÉÓUAgVÁ, PEÁÖI PA aAAZPÁ CPÁqkÁ ' 'AUMMEgÄ
6. PE Cgi aAAUMÁ, ¥IvBÁZPÁZÁ 'ÁV®Á, PEÁÖI PA aAAZPÁ CPÁqkÁ ' 'AUMMEgÄ
7. qÁ. J J, i 'Á®. ASatá JA J dED° dA EAvbá aAAZÁEA, PEÁÖI PA aAAZPÁ CPÁqkÁ ' 'AUMMEgÄ
8. qÁ. © PE gk, PEIqA dED° Á & n J, i Cgi, PEÁÖI PA aAAZPÁ CPÁqkÁ ' 'AUMMEgÄ
9. qÁ. e f JA. ZIAZÁEP gA ¥IvBÁDgAV aKE° bÉ °It aAAvÁAAiÁ : MAZÁ CZÁiÁEA aZÁgÁ ¥BÁ±EÁZÁgP ÁqA
9. r « f, aMI ¥IvBÁ PEÁÖI PA aAAZPÁ CPÁqkÁ ' 'AUMMEgÄ.

1.5 Media Law And Ethics

Objectives:

- To familiarize students about Right to communicate.
- To help the students to understand the legal aspects of Journalism profession.

- Salient features of Indian Constitution, Fundamental Rights, Freedom of Speech and Expression, Directive Principles of State Policy, Parliamentary Privileges.
- Defamation, Seditious, Obscenity, Censorship, Case studies.
- Right to Information Act 2005, Right to Privacy, Official Secrecy, The Copyright Act, The Press Council, The Contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act, Newspaper registration Process.
- Press Commission, Law relating to Broadcasting, Telecasting and Advertising in India.
- Media Ethics Related to ownership of media, biased reporting, Yellow journalism, media ombudsman, cyber laws in India. IT Act 2000

Books for References

- DD Basu; Laws of Press in India
- K S Venketeshwaran; Media laws and Regulations in India
- KS Padhy ; Mass Media and Freedom of press in India.
- A.N Grover; Press and the Law
- S. K Agarwal; Media and Ethics.
- J. E. C. D. O. E. I. Z. A. A. Y. M. B. A. P. A. E. M. E. A., P. E. A. O. I. P. A. A. I. A. Z. P. A. C. P. A. Q. K. A. A. U. M. E. G. A.
- Y. M. B. E. A. Z. P. A., - F. J. E. I. G. A. U. E. A. X. G. A. I., P. A. A. Z. A. E. A. Y. B. A. E. A. A. U. M. E. G. A.
- Q. A. I. M. A. A. P. A. A. G. A. C. A. R. A. E. F. A. G. M. A. A. I. A. A. I. A. Z. P. A. P. A. E. M. E. A. U. M. A. A. V. A. U. A. W. A. A. V. E. A. A. O. A. Y. P. O. T. A. U. I. O. E. A. A. U. M. E. G. A.

Practicals

1.6A Reporting & Editing Practical

15+20 =35Marks

Reporting Practical

events, speeches, accidents, sports, Interviews and profiles.

News Reporting,

Reporting practical examination

15 Marks

Editing Practical

20 Marks

Newspaper layout: front page-inside page make up. (using Indesign software)

Note: Reporting practical details Should be recorded in the practical record book and submit the same at the semester end.

1.6B Lab Journal & Media Activities

25+10=35Marks

Vidya Samachar fortnightly practice journal

25 Marks

Media Activities – Communication Club activities

10 Marks

SECOND SEMESTER

2.1 Theories Of Communication

Objectives:

- a. To expose students to classical and contemporary theories of communication
- b. To prepare students to examine the validity of theories in this dissertation projects

I. The nature of Theories: Hypothesis, theories in communication; definition, Nature, Scope, Importance. Evaluation of communication theories. Indian communication theories. Fundamental Concept in communication- Models of communication.

II. Normative theories of media: Four theories of media, Development Media theories. Democratic participatory theory. A review of important theories of media effects theories of learning, perception, Dissonance, Attention.

III. Cultural Theories of Media: Theories of H.A. Innis, Marshall M'cluhan. Information Theory, persuasion- propaganda theory, Marxist Theories of Media, Theories of political, Economics of Media.

IV. Diffusion of innovation theories, uses and gratification theories , Agenda setting theories, theories of Media convergence, Emerging theories of communication.

UNIT-V: MEDIA AND AUDIENCES: Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Books for reference:

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Meaning, messages and media – Wilbur Schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J. Baran and Dennis K. Davis
6. Theories of Mass Communication – Melvin L. DeFleur and Sandra Ball Rokeach
7. Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
8. Theories of Communication- A short introduction, London, Sage publication
9. Stanley S. Baran and Dennis K. Davis 1999, Mass Communication Theory: Foundations Ferment and future, Singapore- Thomson Wadsworth
10. Caporaso J. and Lenine D. 1992: Theories of political economy, Cambridge University, Press Cambridge
11. Severin W and Tankard J. 2000 Communication Theories, New York, Longman
12. Mass communication theory- Foundations Ferment & Future- S.J. Baran & D.K. Davis-
13. communication theory & models -N. Audal-
14. . Theories of Mass Communications- Melvin DeFluer & S.B. Rokeach
15. Understanding Mass communications Melvin DeFluer & E. Dennis

2.2 Introduction to Digital Media

Objectives:

1. *To acquaint the students with computer and its operations.*
2. *To apprise them with basic IT applications in media*

I. Introduction to Digital media: Definitions, nature and scope, Web Design And Web Development, Image enhancing Tools Dreamweaver, Flash, Final Cut Pro AVID- Publishing Your Own Webpage and Security Issues.

II. Introduction to various Digital Platforms - Website; Facebook; Twitter; YouTube; Instagram, Digital images – pixels and resolutions, digital image characteristics, JPEG, GIF, PNG, TIFF Storage and memory issues of digital images.

III. Digital video and audio equipments, their types and their usage. Video & Audio capturing, amplifying, transmitting and recording devices. Types of video and audio formats, WAV, MP3, MP4 audio storage media and types. Audio mixers. component video, SDTV, GDTV composite video. S-video, NTSC video, PAL video, Scan video. Types of video formats, MPEG, FLV, AVI, WMV.

IV. Writing For The Web Multimedia - Adopting writing techniques to suit Digital Media platforms. Cross linking. The elements of digital content: news & views, web Advertising, computer assisted research, web casting .

V. Blogging- Blogging sites, Content writing for digital Media. .

Books for References

- 1) Jason Whittaker ; - 2000 Producing for the Web.(Media Skills)
- 2) Timothy Garrand ; - Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.
- 3) Stepen Pite - The digital Designer, 101 Graphics Design Project for Print, The web , Multimedia, Motion graphics.
- 4) Michel Miller ; - Absolute beginners guide to computer basics.
- 5) Gray B Shelly, Thomas J Cashman and Misty E vermat ; _ Discovering computers 2007.
- 6) Bob Walsh ; - Clear Blogging;

2.3 Feature Writing and Photo Journalism

Objectives:

- a) To introduce the students to the essentials of feature writing.
- b) To prepare students to photography for journalism profession.

I. Writing for Media, Principles, methods, types skills ,feature writings,; Definitions, functions, nature, scope, Types of Feature: Humanist News, Travel, Historical and etc.

II. Article Writing – columns. Prominent Indian Columnists.

III. Critical writing for mass media, How to appreciate – Art ,Cinema , Folk Arts ,Theatre, Music, Books, Principles and Methods of writings Reviews. Freelancing , Importance, Types and Procedure, Fundamentals of Technical writing.

IV. Evolution of cinematography, Basic elements of cinematography, Types of cameras, principles of camera, mounting equipment. Functions and, Camera Lens and types. Depth of field, Depth of focus, Hyper focal distance.

V. Characteristics of photography and photo journalism: Sources of photographs, photo editing, caption writing analogue and digital photography. Basics of digital Cinematography. Foundation of Photography , graphics and art.

Books For References:

- 1) Robert Gunning – Techniques of clear writing.
- 2) J.G Stonell- Writing for MassMedia .
- 3) C.A Sheenfield- Effective Feature Writing.
- 4) Nelson R.P – Article Writing.
- 5) Stewart Harral – The Feature Writers Handbook.
- 6) Brain Nicholls – Features with Flair.
- 7) Gerald J Alfred and Others – Handbook of Technical Writing.
- 8) Mark Jacobs: Photography in Focus
- 9) MJ Langford: Basic photography.
- 10) Gerald Millerson: Video Camera Techniques, Focal Press
- 11) John Peter: Techniques of TV Cameraman.
- 12) Des Lyver: Graham Swainson, Basics of Video Lighting, Focal Press.
- 13) D. J. ...
- 14) Dgi. «. Ph ...

2.4 Advertising And Corporate Communication

Objectives:

- a) *To make students aware of the importance of advertising and role in media organizations.*
- b) *To prepare students for corporate communication challenges.*

- I. Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.
- II. Advertising Agency- Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.
- III. Corporate communication- definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.
- IV Importance Of Corporate Communication - Nature ,Meaning Of Corporate Communication -Corporate Communication Practices- Organising, Budgeting, And Using Your Internal Communication Department.
- V.Functions Of Corporate Communication ; Brand Strategy , Media Relations, Internet Communication , Corporate Advertising , Corporate Identity, Internet Communication, Marketing Communication, Ethics Code , Corporate Communication Practices. Government Relations, Corporate Culture , Corporate Philanthropy, Labour Relations ,Employee Or Internal Communications, Reputation Management. press Conference, Press t-together, Press Meet, Press kit, PR and Media Relations. Event Management,CSR Corporate Social ,Responsibility - PR code of ethics.

Books For References

1. Agarwal C.D.: Media and Advertising, Mohit publication.
2. Ulmar S.S.: Effective Crisis Communication, Sage publication.
3. Rajiv Batra: Advertising Management, Prentice publication
4. Paul A Argenti: Corporate Communication, Irwin Publication.
5. Al Ries & Laora Ries: The Fall of Advertising and the Rise of PR, Harper Business Publication.
6. Clow and Baack: Integrated Advertising Promotion and Marketing communication.

2.5 Communication Skills (OEC)

Objectives:

- a. To make the students to aware of Communication Process, Patterns in the Changing situation*
- b. To help the students to understand various dimensions of Journalism and Journalism Profession*

- I.** Fundamentals of Communications : Process Of Communication, Acquiring Skills in Communications writing Skills ,Speech skills, Listening Skills.
- II.** Writing for News papers : News Features, Articles, Columns, Letters to the editor.
- III.** Newspaper Production Process: News Collection, News sources, channels of news flow, News agencies, Syndicates newspaper printing process.
- IV.** Magazine Productions: Types of magazines, magazine write-ups, Production Process.
- VI.** Newspaper page makeup: Pagination, latest trends, web design and writing career prospects.

Books for References

- 1) Peterson,T – Magazines in the twentieth century.
- 2) Williamson _ Feature writing for News Paper.
- 3) Willsand Walter – Technical Writing.
- 4) Brjan Nicholuson – Feature with Flair.
- 5) William Rivers – News in Print Writing and Reporting.

2.6A Translation Practicals 35 marks

Students shall translate five (item) exercise on practical examination.

2.6B Digital Media Production Practical's 35 marks

Students should perform following exercise on practical examination

- a) Scan text, photo and other materials and convert in to digital file.
- b) Record your voice and save the file in different audio formats.
- c) Video format conversion- MPEG1, MPEG2, MPEG4,AVI, WMV, FLV, H264.
- d) VIDEO AND AUDIO compression(any contents).

2.6 C Lab Journal & Media Activities 25+10=35Marks

- | | |
|--|----------|
| Vidya Samachar fortnightly practice journal | 25 Marks |
| Media Activities – Communication Club activities | 10 Marks |

Third Semester

3.1 Communication For Development

Objectives:

- a. To enable the students to understand factors governing national development.
- b. To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

I. Concepts of development: definition, nature, concept, process and models of development – theories – origin– approaches to development, and indicators of development. modernization. problems and issues in development, characteristics of developing societies, development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

II. Development communication: Definition, development communication policies and practices in India. Indian media and development, Sustainable development concepts. Social change; Role of communication in social change, Diffusion of innovation concept of modernisation. Indian media and development communication; Development support communication; Role of folk and ICT in development.

III. Alternative Theories of Communication for Development: Strategies for participatory communication; Ethical perspective, Need for alternative communication.

IV.: TV and development: Family planning, national integration, education, environment and ecology, health hygiene and nutrition, Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication. Developmental and rural extension agencies : governmental, semi-government, nongovernmental

V. Development and Society: Media and agricultural development programmes, rural journalism, Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development

Books For Reference

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naould Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. Communication for Development – F. J. Z. P. A.
10. The enightenth elephant – Ishwar Daitota
11. Everybody loves a good drought – P. Sainath.
- 12.: *Communication of innovations*. Rogers, Everett M and Floyd Shoemaker.
- 13.). *Perspectives on development communication*. Nair, Sadanandan K. and White, Shirley.: (Ed) New Delhi: Sage.
- 14 Gill, S.S.:. *Information revolution and India: A critique*. New Delhi: Roopa.
15. Narula Uma: *Development Communication: theory and practice*. New Delhi: Har-Ananda Publications.
16. © | a A Z z b g A , C P I C Y , a P E A a V M U Y I M B E A Z P A , P E A O I P A a A A Z P A C P A q k A ' ' A U M E g A

3.2 Media Research Methods

Objectives:

- a. *To sensitize students to communication research*
- b. *To enable students to independently conceive and execute research Projects*

I. Definition – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research.

II. Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – correlational designs. Hypothesis and Objectives
Methods of communication research – census method, survey method, observation method
clinical studies – case studies – content analysis.

III. Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

IV. Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls. Report writing – data analysis techniques – coding and tabulation – non-statistical methods– descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate – bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.,

V. preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

Books for References

1. Wimmer and Dominick; Mass Media Research.
2. Bowers and Courtight.; Communication Research methods.
3. Curlinger; Foundation of Behavioral Research.
4. Rice and Roger's; Research Methods and New Media.
5. Hsia; Mass communication and Research Methods.
6. Dennis M Quill; Milestone in Mass communication Research.
7. *ÁáÁÁÁÁ ÁÁÁÁÁÁ ÁÁÁÁÁÁ ÁÁÁÁÁÁ ÁÁÁÁÁÁ*

3.3 Writing For Radio

Objectives:

- a. To make students aware of the importance of Radio Broadcasting in India
- b. To prepare students to undertake professional graduation. Every student is expected to produce Practical records

I. Evolution of Radio Growth of Radio Broadcasting in India, Organisational structure of A.I.R.

II. Prasar Bharati Act: Privatization of Radio, Private FM station, Community Radio, Code of Ethics for Broadcasting, Interactive Radio Programmes, Phone in programs, Radio commercial and Marketing

III. Types of Radio program, News, Features , Music based programs, Radio jockey ,Nature of sound, Voice Modulation, Pronunciation , Radio Announcement ,Sound Effect, Editing.

IV. Structure and operation of broadcast studio: Types Of Microphones, Digital Sound Recording, Types Of Recording Equipments, Radio Production Software's.

V. Writing for Radio: News Writing, Feature Programs, Documentary, Writing Commercial , Story Board, Production Techniques Of Radio News And Weather Bulletin, Phone In Programme, Music Interview Special Interest Programs.

Books for references

1. Keval J Kumar; Mass communication in india
2. D K choler; Broadcast Journalism.
3. KM Shreevastava; Radio and TV journalism
4. Mehara Massani_ ; Broadcasting and people
5. PC Chattarje _ ;Broadcasting in India.
6. EE Wills; Writing Television and Radio programme
7. Arvind Singhal _ India's Information Revolution.
8. Paul G Smeyak _ Broadcast News Writing.
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3.4 Content Creation For TV

Objectives:

- a) *To impart to students the essentials of television production techniques.*
- b) *To prepare students to undertake TV production.*

I.Content Writing Process :Concept, Outline, Gathering information, Prewriting, Research, Drafting, Review, Copy Editing, Rough edit, Re- Editing, Proof reading, Final edit, Publishing, Promoting.

II. Fundamentals of Writing:Writing as an essential communication skill. , Vocabulary, usages, grammar, spellings, punctuation and syntax, Sentence construction and structure: Clarity, emphasis, rhythm and length, Paragraph writing. , The Process of Writing-Composition, Comprehension, Precise writing.

III.Writing for Television :Writing to visuals: Reference writing, story board and visualization, Writing TV production scripts: features, Soap operas, documentaries and commercials, Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs.

IV. Television as a medium of communication- changing trends in television production.Script writing to story boarding – concept story, Screenplay - construction of sequences- scenes. script writer, storyboard writer, art director etc

V. Television program formats - styles and genres, news, entertainment and infotainment programs. Introduction to stages of production: pre production, production and post production.

Books for references

1. Amjad Ali, Introducing News Media, Essess publication.
2. Edited by Robert C. Allen, The Television Studies Reader, Annette Hill
- 3.Glen Creeber, TELE-VISIONS: An Introduction to Television Studies, 2006
4. Ronald wolfe, A guide to scripting for TV, Radio and Film –
5. Rudy Bretz, Techniques to TV Production, (McGraw Hill)
Prager, Understanding TV –

3.5 Radio and Television (OEC)

Objectives:

- a) To impart to students the essentials of television production techniques.
- b) To prepare students to undertake TV production.

I Brief Introduction To Radio: Origin And Growth, Characterization Of Radio.

II Brief Introduction To TV: Origin And Growth, Characterization Of TV.

III. Writing for Radio : Different Radio Programmes, Radio - Talks ,Discussion, Interview ,Documentary ,Phone In Programs, Features, Commercial Radio Programmes ,Production Stages.

IV. Writing for TV: Different TV programs ; producing TV programs Talk shows, panel discussion, interview, Infotainment programs -TV program production process.

V. Recent trends in TV and Radio programmes

Books for references

- 1) Robert Hillard : Radio Broadcasting.
- 2) Paul Sureya _ Broadcast News Writing: Radio ,The fifth Estate.
- 3)Jagadesh Chakravarthy: Changing Trends In Public Broadcasting Journalism.
- 4) Millerson Gerald: Effective TV Production.
- 5)Millerson Gerald : The Techniques of TV Production.

3.6A Radio & TV: Practicals

15 + 20 = 35 Marks

Radio Production

- 1, prepare short Radio talk by selecting appropriate topic and giving suitable title.The duration of the talk 5 minutes. **15 marks**
2. prepare 5 minutes duration news bulletin for local broadcast and make presentation.

OR

prepare as a radio Jockey present 15 minutes program interspersed with songs.

Television Production

20 Marks

2. prepare a television News bulletin production(one) based on high quality visual which includes narration, anchoring, editing- duration (5- 6 minutes) **OR**

prepare a television special News bulletin with PTC (3to 5 minutes)

3. 6B Lab Journal & Media Activities

25+10 =35Marks

- | | |
|--|----------|
| Vidya Samachar fortnightly practice journal | 25 Marks |
| Media Activities – Communication Club activities | 10 Marks |

Fourth Semester

4.1 Introduction To Film Studies

Objectives:

- a. To prepare Students to analyze and appreciate good cinema.
- b. To make them understand the relationship of film with other mass media

I. The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.

II. Film genres, film movement: Expressionism, Italian neorealism, Soviet montage, French new Wave, great masters of cinema: D W Griffith, Eisenstein, Vittorio De Sica, Godard, Bergman, Kurosawa.

III. : Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema Satyajit Ray – Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Giresh Kasaravalli, - awards and film festivals.

IV. Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.

V. Growth and Structure of Documentaries, Television and Documentary films. Problems and prospects of Indian cinema, criticism, appreciation, film certification- film society movement in India- censorship

Books for Reference:

1. Berkeley, California UV: What is cinema?
2. Gledhill C: Genre and gender: The case of soap opera
3. Staiger J: Film Criticism
4. Williams L, Oxford UV Press, : The Oxford guide to film studies New York
5. Dudley Andrew, Major
6. Film Theories Eric Barnouw,
7. Documentary Films Mike Wolverton,
8. Reality on Reels. James

4.2 Advance Television Production Techniques

Objectives:

- a. To make students aware of the importance of television production in India
 - b. To prepare students to undertake professional graduation. professional graduation.
- Every student is expected to produce Practical records

I. Evolution present status of telecasting in India; TV as a medium of communication; TV

production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quix and emerging formats.

II. Production Process: Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.

III. Multi-camera studio production and Working principles of Electronic Field Production (EFP) - team members and their roles. Studio equipment. Floor plan, sound design, lighting design, Set and props design.

IV. Basic Television news production techniques: production of news magazine, Electronic News Gathering, PTC, Sound byte, Current affair programs, news interviews, Production Control room.

V. Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, Documentary.

Reference books :

1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.
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4.3 Media Management & Marketing

Objectives:

- a. To introduce students to principles of Media business management*
- b. Introduce students to importance of marketing communication in the context of the market-driven economy.*

I. Management: Definition, Nature and Scope, Principles, Process.

II. Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises, transnational ownership.

III. Principles of media Management and their significance- media as an industry and profession, Different Media organizational structure, delegation, decentralization, motivation, control and co-ordination.

IV. Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers;

V. Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and world wide advertising.

Books For Reference:

- 1) Rucker and Williams : - Newspaper Management.
- 2) Herbert and Williams : - Newspaper Organization and Management.
- 3) Mehra : - News Paper Management.
- 4) Mocavalt and Pvingle ;- Electronic Media Management.

4.4 Folk Media

Objectives:

- a. To make the students to understand the various types folk media
- b. To make the students to importance folk media communication

- I. Origin and Meaning. Concept of Folk Media – Characteristics of Folk Media – Relevance of Folk Media in Modern Society. Historical Background of Folk Media Study.
- II. Classification of Folk media Forms; Important Folk Media Forms in India – Folk Songs, Folk Dances, Folk Theatre, Folk Tales, Folk Games and Street Plays, Folk Proverbs and Idioms, Use of Folk Media in Cinema, Television, Internet and Advertising.
- III. Popular Folk Arts in Karnataka and their Use in the Development Communication: Yakshagana, Harikathe, Bayalata, Chowdike, Puppetry, Gee Gee pada & Religious Folk Songs, Dollu Kunitha, Veeragase, Kamasale.
- IV. Integrated Use of Folk Media and Mass Media – Role of Government Agencies like Song and Drama Division, Information and Public Relation Department, Yakshagana and Bayalata Academy, Karnataka Janapada Academy, Prominent Folk Artists.

Books for Reference:

1. Folk Media for Development – Dr. N. Usha Rani
2. Folk Media & Communication – Ranganath H. K.
3. Traditional Folk Songs – Shyam Parmar
4. Folk Arts and Social Communication – Durgadas Mukhopadhyaya
5. Role of Traditional Folk Media in Rural India – N. Vijaya
6. Folk Theatre in India – Gargi Balawant
7. The Indian Theatre – Mulk Raj Anand
8. Complete Book On Puppetry in India – Curre D.
9. The Passing of Traditional Society – Daniel Lerner
10. Traditional Folk Media in India – Shyam Parmar

4.5 Dissertation

Student shall select a media related topic of his/ her choice with the consultation of his/ her guide.

- I. Identifying the research topic about print, electronic media, new media. Selection and finalise the topic for dissertation (First two weeks of the semester)
- II. Review of literature for the research topics (three weeks)
- III. Adopting methodology for research topics and preparing questionnaires
- IV. Field work and data collection, Data tabulation (three weeks)
- V. Preparation of report and Submission (three weeks)

4.6A TV Production Practicals

10+25= 35 Marks

Camara Angle Examination

10 marks

Video Editing

25 marks

4.6B Lab Journal & Media Activities

25+10 =35Marks

Vidya Samachar fortnightly practice journal

25 Marks

Media Activities – Communication Club activities

10 Marks