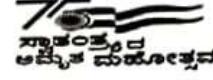




KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಲ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.stg@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

KUAC Accredited
A Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/MGJ-493/BOS /Journ(UG/PG) /25-26/267

Date: 09 DEC 2025

NOTIFICATION

Sub: Regarding the minor corrections syllabus of Journalism & Mass Communication (With specialization in Electronic Media) w.e.f. 2024-25 & onwards.

Ref: 1. BoS Res. No. 05, dt: 09.09.2025.

2. Faculty of Social Science Res.No. 13, dt: 17.10.2025.

3. Academic Council Res. No. 22, dt: 28.10.2025.

4. Vice-Chancellor's order dated: 11-12-2025

With reference to the above subject cited, a notification has been issued for minor corrections syllabus of PG Journalism & Mass Communication (With specialization in Electronic Media) with effect from the academic year 2024-25 & onwards.

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned teachers. The prescribed may also be obtained through K.U.website (www.kud.ac.in)

Digitally signed by
SHANKAR P. SINGH
Date: 05-12-2025 11:12:30

To,

1. The Chairman, Dept. of Journalism & Mass Communication, K.U.Dharwad.
2. The Dean, Faculty of Social Science, Dept. of Sociology, K.U.Dharwad.

Copy for information and necessary action to:

1. Nodal Officers, U.U.C.M.S. Unit, K.U. Dharwad.
2. Director, I.T. Branch, Examinations Department, K.U. Dharwad.
3. Director, College Development / Student Welfare Department, K.U. Dharwad.
4. P.S. to Vice-Chancellor, K.U.Dharwad.
5. S.A. to Registrar, K.U.Dharwad.
6. P.A. to the Registrar(Evaluation), K.U.Dharwad
7. O.S. Exam Confl. / QP / GAD / UG / PG Section, K.U.Dharwad.

Karnatak University, Dharwad



Regulations and Syllabus
For
Master of Arts in Journalism and Mass Communication
(With Specialization in Electronic Media)
(Course Code: JMC)
As per NEP - 2020
With effect from 2024-25 & onwards



Karnatak University, Dharwad



REGULATIONS

For

M.A Journalism and Mass Communication

(With Specialization in Electronic Media)

(Course Code: JMC)

As per NEP - 2020

With Effect from 2024-2025 & Onwards

KARNATAK UNIVERSITY, DHARWAD

Regulations concerning Master Degree Programme

Faculty of Social Sciences, from 2024-2025

Master of Arts (M.A) Degree Programme in Journalism and Mass Communication

(With Specialization in Electronic Media)

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

General objectives of the programme

Journalism is considered the fourth estate of Indian democracy. Newspapers and other print media are essential communication tools that play a vital role in serving society. The print media is very effective in knowing the happenings of national, international and local events. The present programme focuses on various aspects of print media such as news writing, reporting, editing and information dissemination techniques. Along with print media new communication technologies have emerged as a major source of information and entertainment. The reach of radio, television and the internet has been expanding at a remarkable rate. Educational institutions have excellent opportunities to train the students who can handle them. Keeping this in view, a two-year course in M.A. in Journalism and Mass Communication has been designed with specializations of electronic media in the curricula.

Objectives of the programme:

- a. To provide a comprehensive understanding of Journalism and Mass Communication.
- b. To develop competent professionals with technical skills and knowledge of Journalism and principles of Communication.
- c. To promote original research work in the fields of journalism and inculcate an understanding in relevant subjects.
- d. To develop analytical thinking and deliberation of human values, culture, environment, science, sports and other contemporary issues related to the society so that they acquire proficiency and written communication.
- e. To equip students with knowledge and skills to work in new media and electronic media communication environment.
- f. To train the students with production skills for various electronic media fields like radio, television and web based new media technologies.
- g. To introduce students to various dimensions of electronic media production such as production planning, financing, management and distribution.

Career path after completion of the course:

- a) Reporter, copy editor, editor for radio and television channels
- b) Voice-over artist, radio jockey, news anchor
- c) Documentary producer and advertising film production
- d) Camera person, video editor, panel and broadcast producer
- e) Freelance journalist/producer and owner of the own production house and innovative media startup
- f) Photojournalist, event manager, public relation officer, content writer
- g) Programme executive in Akashwani and Dooradarshan of Prasar Bharati Govt of India.
- h) Media relation officer in public and private sectors

- i) Assistant director for information and public relation department/ Senior assistant director /information assistant in Government of Karnataka
- j) Central bureau of communication, Press Information Bureau, Publication Division, New Media Wing and Photo Division Information and broadcasting ministry, Government of India

Programme-Specific Outcomes (PO's):

After the successful completion of the programme M.A. in Journalism and Mass Communication, graduates shall be able to:

1. Demonstrate advanced oral and written communication skills and convey complex information clearly and effectively in various media formats, i.e., print, electronic and digital media.
2. Produce multimedia content including journals, video, audio, animation and graphic design.
3. Engage in entrepreneurial ventures related to journalism and mass communication, public relations and manage print and electronic media organization.
4. Possess knowledge about media laws and policies, including freedom of the press, Copyright Act, and Intellectual Property Rights Act, Information Technology Act etc.
5. Adapt to rapidly changing media landscapes and demonstrate innovation in their journalistic practices by continuous up-skilling and self-learning abilities.
6. Understand the global media systems and are sensitive to cultural and diversity issues in media representation and production.
7. Adhere to ethical standards, including accuracy, fairness, and objectivity while creating and distributing media content.
8. Use modern tools and equipments involved in the production of multimedia content
9. Take-up scientific and objective research studies in the fields of Journalism, Mass Communication and allied subjects.

1. Minimum Eligibility for Admission:

The students who have successfully completed a graduation in any discipline with 45 percentage of marks in aggregate (40 percentage of marks for SC/ST and Cat-I students) from this University or from any other University recognized as equivalent thereto by this University shall be eligible for admission to the Post Graduation Programme provided they also satisfy the eligibility conditions like percentage of marks etc., as may be prescribed by the University and as per Ordinance of the course.

2. Entrance Test

- 2.1 Candidate seeking admission to the course shall be required to appear for the entrance test conducted by the University.
- 2.2 The Entrance Test for 100 marks shall consist of multiple choice questions.

3. Selection for Admission

- 3.1 The selection of students shall be made on the basis of roster cum merit basis in each category of reservations as per the government order on reservation and University rules.
- 3.2 Preparation of the merit list shall be made on the basis of marks obtained in the Entrance Test and marks obtained in the Degree Examination.
- 3.3 Fifty percent of the marks obtained in the degree examination and 50 percentage of the marks scored in the Entrance Test shall be taken for finalizing the merit list.

4. Intake

The total number of candidates to be admitted to the course shall be 24 including all provisions/categories with normal fees. Out of these 18 seats will be allotted under enhanced fees structure and eight seats will be allotted to the students from other universities within Karnataka state (15%), three seats will be allotted to other universities outside Karnataka state (5%) and two seats will be allotted to Karnatak University employees quota. Total seats are 55.

5. Course:

The course of study for M.A. in Journalism and Mass Communication degree shall comprise of Theory and Practical as noted in the curricula.

6. Duration of the Programme:

The programme of study for the Post-Graduation Master Degree shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of 16 weeks of class work.

7. Medium of Instruction

The medium of instruction shall be in English and Kannada. However, a candidate is permitted to write the examination in Kannada also.

8. Course Structure:

8.1 The students of Post-Graduation Programme shall study the courses as may be approved and prescribed by the Academic Council of the University from time to time.

8.2 A typical Master's Degree programme consists of a number of courses. This number varies from discipline to discipline. The term course is used to indicate a logical part of a subject matter of the programme (also referred to as paper). In essence, the courses are of five types:

- i. Compulsory Course (1st and 2nd Semesters)
- ii. Specialization Course (3rd and 4th semester)
- iii. Specialization Course with Electronic Media (3rd and 4th Semesters)
- iv. Open Elective Course (OEC).

8.3 Each programme shall have a set of compulsory course that a student must complete to get the degree in the concerned Department. These are distributed in each semester. There could be a minimum of such papers for each semester depending on the department.

8.4 3rd and 4th semester courses having Specialization courses minimum 10 students shall have to select specialization course.

8.5 Specialization course in electronic media in 3rd and 4th semesters; a student shall select either print media or electronic media in 3rd and 4th semesters. Specialization in Electronic Media will be offered to students who have completed 1st and 2nd semester.

8.6 Each department shall offer at least two OEC for the II and III Semester for students from other departments. Students from the same department are generally not allowed to opt for the OEC courses in the same department.

8.7 Each course (paper) in this system is designed carefully to include lectures/tutorial/assignments/Laboratory work/seminars/Project work/practical training/report writing/Viva-voce etc., to meet effective teaching and learning needs and the credits are assigned suitably.

8.8 Master Degree Programmes are essentially semester system programmes. There shall be 4 semesters in each of the programme. There shall be two semesters for each year of the Programme. Each of the Semester will be of 16 weeks' duration including evaluation and grade finalization period. The academic session in each semester will provide 120 teaching days with 60 hours of teaching/learning periods in six days session per week.

8.9 The normal calendar for the semester would be as follows:

- i. I and III semester - November - February
- ii. II and IV Semester - June - September

9. Attendance:

- 9.1 Each paper shall be taken as a unit for the purpose of calculating the attendance.
- 9.2 Each student will have to sign and mark attendance for every hour of teaching of each paper. At the end of every month, all teachers shall notify the attendance of every student on the Notice Board of the department during the 2nd week of every month. The Chairman shall certify the fulfillment of required attendance of every candidate in the examination form.
- 9.3 A student shall be considered to have satisfied the requirement of attendance for each paper, if he/she has to attend not less-than 75% of the number of classes held up to the end of the semester including tests, seminars, group discussions, practical, tutorials, etc.
- 9.4 However, if a student represents his/her institution, University, State or Nation in sports, NCC, NSS, Cultural activities or any other officially sponsored activities, he/she shall be eligible to claim the attendance after producing attendance certificate issued by the concern authority for the actual number of days participated, subject to a maximum of 20 days in a semester based on the specific recommendation of the head of the Department.
- 9.5 If the student assigned for field practical work (reporting and media production) he/she shall be eligible to claim the attendance on the particular date and time of the particular class with prior permission of the concerned subject teacher if the subject teacher is not available in the department he/she shall take the permission from the chairman of the department.

10. Media Visit

There shall be a media visit; students may visit local media centers after media visit student has to submit a media visit observation report. Media visit will be conducted during the 1st and 3rd Semester under the supervision of a teacher of the department.

11. Submission of Project work/Magazine production/Dissertation

- 11.1 During third semester electronic media specialization students shall have to choose a topic for his/her project work (Audio/Video or Digital media) and preliminary preparation to be carried out under the guidance of a teacher.
- 11.2 During the fourth semester, all students shall have to submit the dissertation on the chosen topic (Print Media, Radio, Television, Digital Media, Public Relations, Advertising, Cinema and allied areas of Journalism and Mass Communication).
- 11.3 Irrespective of whether the candidate appears for the theory and practical papers or not for the current academic session, he/she needs to submit the project

report/Magazine production assignment/Dissertation within the prescribed time, and appear for examinations during the course.

11.4 Candidates appearing for the examination under the provision of (12.3) will not be eligible for the award of any rank, prize, medal etc.

12. Internship

12.1 The internship is compulsory for all the students. They shall work in any recognized media institution as an internee for a period of one month (i.e. 4 weeks) after the completion of the fourth semester examination.

12.2 The internee should compulsorily produce a certificate issued by the head of the concerned media institute.

12.3 If the student fails to submit the completion of internship certificate from the media institute, the original marks cards of the concerned students will be held up until the submission of internship certificate.

13. Evaluation:

13.1 Each Course has two components; the first is IA Marks and the second is the Semester End Exams. The IA marks are based on continuous assessment of the student. The total marks for the IA would be based on the total credit awarded to the Course. For instance if a Compulsory Course has a Credit award of four, then the total maximum marks would be 100 for the subject. The internal assessment marks shall be displayed on the Notice Board of the Department.

13.2 In case of candidates who wish to appear in improvement examinations, if any, the marks obtained in the IA shall not be revised. There is no improvement for internal assessment.

14. Completion of Course:

14.1 A candidate is expected to successfully complete Master's Degree course in two years from the date of admission.

14.2 Whenever the syllabus is revised, the candidate reappearing shall be allowed for PG Degree examinations according to the university guidelines issued from time-to-time.

GENERAL INSTRUCTIONS

I. CREDIT, WORKLOAD AND SYLLABUS EQUIVALENCE

1. One credit is equal to 1 hour theory teaching per week.
2. One credit is equal to 2 hour practical teaching per week.
3. One credit is equal to 15 hours theory syllabus per semester (1 Unit is equal to 15 Hours)
4. One credit is equal to 30 hours practical syllabus per semester (1 credit practical is equal to 2 hours per week)

A. Workload for theory subjects

1. There shall be 16 hrs/week workload for Assistant Professor
2. There shall be 14hrs/week workload for Associate Professor/Professor/Senior Professor.
3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

B. Workload for practical subjects

1. There shall be 20 hrs/week workload for Assistant Professor
2. There shall be 18 hrs/week workload for Associate Professor/ Professor/Senior

Professor.

3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

C. Workload for practical batches

1. A batch of 10-12 students shall have 1 teacher

D. Workload for Project

1. Students for projects shall be preferably guided by permanent faculty for at least 10 students by sharing equally among the permanent faculty. If remained excess shall be allotted to other teacher's onroll on temporary basis.
2. If there is no permanent faculty, the students shall be distributed among the temporary teachers on roll.
3. There shall be maximum of 4 hrs/week workload for guiding the students for project work irrespective of number of students.

II. ALLOTMENT OF SPECIALIZATION

While allotting specialization in 3rd and 4th semester, minimum of 10 students shall have to select the specialization.

- III. ATTENDANCE:** 75% attendance is mandatory for every course (paper). No marks are reserved for attendance. If the candidates fail to fulfill 75% attendance in any one of the course (paper) in the given semester, such candidate is not eligible to appear for examination in all the papers and candidate has to get the readmission for such semester. However, up to 20% attendance may be condoned with the supportive documents for a student who represents University /State / National level sports, cultural and other events. Monthly attendance shall be displayed on notice board.

IV. CREDIT AND MARKS EQUIVALENCE

1. Generally, 25% weightage for Formative assessment and 75% weightage for Summative assessment
2. Up to 2 credits equal to 50 marks (10 marks Formative assessment and 40 marks summative assessment)
3. 3-4 credits equal to 100 marks (25 marks Formative assessment and 75 marks summative assessment)
4. 5-6 credits equal to 150 marks (30 marks Formative assessment and 120 marks summative assessment)
5. Example for 100 marks out of which 25 marks for Formative assessment i.e., Formative Assessment shall be in two internal assessments i.e. : 10 marks I.A. for 8th week and 10 marks for 14th week of every semester and 05 Marks for Assignment / Tutorial / Book review / Seminars.

V. CONDUCT OF EXAMINATION

1. Formative assessment examination shall be conducted for 1hr. There shall not be any provision for improvement. A special Formative assessment examination shall be conducted for a student who represents University /State / National level sports, cultural and other events if a schedule is overlapping.
2. 75 marks summative theory examination shall be conducted for 3 hrs and 38 marks

- for 1.5 hrs.
3. 75/ 38 marks Formative / Summative Practical examination shall be conducted for 4 hrs.
 4. There shall be a single examiner for both even and odd semesters' Formative Practical examination.
 5. There shall be a single examiner for odd semester Summative Practical examination and two examiners for even semester Summative Practical examination; one from internal and other shall be external examiner.

VI. ASSESSMENT

1. **Theory papers:** There shall be a single valuation for odd semester theory papers preferably internal examiner and double valuation for even semesters; one from internal and other shall be external examiner.

2. Project/Internship assessment

A) For 100 marks Project/Internship assessment (Wherever applicable)

- i. **Formative Assessment:** Project/Internship assessment carrying 25 marks out of 100 marks Candidate has to submit three Progress Reports; 8+8+9 Marks.
- ii. **Summative Assessment:** Project/Internship assessment carrying 75 marks out of 100 marks
 - a. Project Report : 35
 - b. Presentation : 20
 - c. Viva-voce : 20

B) For 150 marks Project/Internship assessment (Wherever applicable)

- i. **Formative Assessment:** Project/Internship assessment carrying 37 marks out of 150 marks Candidate has to submit three Progress Reports : 12+12+13 marks.
- ii. **Summative Assessment:** Project/Internship assessment carrying 113 marks out of 150 marks
 - a. Project Report : 60
 - b. Presentation : 30
 - c. Viva-voce : 23

VII. PASSING CRITERIA:

1. There shall be no minimum passing marks for Formative assessment.
2. Candidate has to score minimum 40% in summative examination and fulfill 40% of the maximum marks including Formative assessment marks. For example: for 75 marks summative examination, candidate has to score minimum of 30 marks (40%) and should score cumulatively 40 marks including formative assessment in every course.

VIII. DECLARATION OF RESULT

1. Candidate has to score 40% as above in all the courses to pass the semester end examination to declare pass.
2. **Percentage and Grading:** Result shall be declared in terms of SGPA and at the end of four semesters as CGPA. The calculation of CGPA is as under
3. If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below.

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0

4. A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.
5. **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied. (Credit Grade Points of each course = Credits x GP).
6. **Cumulative Grade Point Average (CGPA):** It is calculated as below for 4 semester programme.

$$\text{CGPA} = (\text{Credit}_1 \times \text{SGPA}_1) + (\text{Credit}_2 \times \text{SGPA}_2) + (\text{Credit}_3 \times \text{SGPA}_3) + (\text{Credit}_4 \times \text{SGPA}_4) / \text{Total credits of programme (sum of credits of 4 semesters)}.$$
7. After studying and passing, all the credits prescribed for the programme the degree shall be awarded with CGPA score after rounding off to second decimal and class distinguishing as second class, first class, and distinction along with grade letter as under:

CGPA of the programme(Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A ⁺⁺
7.00 to 9.49	Distinction	A ⁺
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B ⁺
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

8. Each semester Grade Card shall have marks and SGPA and final Grade Card shall have semester wise marks obtained in all semesters, CGPA and % of cumulative marks obtained from all semesters.
9. There shall be Revaluation/Challenge valuations provisions as per the prevailing rules and regulations.
10. Marks obtained from the OEC shall not be considered for award of CASH PRIZE / RANK / GOLD MEDAL.

IX. MAXIMUM DURATION FOR COMPLETION OF THE PROGRAMME

A candidate admitted to any P.G. Programme shall complete it within a period, which is double the duration of the programme from the date of admission.

X. ANY OTHER TERMS AND CONDITIONS

Apart from the above, the prevailing rules and regulation are valid for any other matters which are not addressed in this regard.

Course outline

First Semester

Type of Course	Theory / Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour /Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 1	Theory	B1JMC001T	History of Indian Journalism	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 2	Theory	B1JMC002T	Introduction to Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 3	Theory	B1JMC003T	News Reporting for Media	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 4	Theory	B1JMC004T	Editing	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 5	Theory	B1JMC005T	Information and Communication Technology for Media	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 6	Practical-I	B1JMC006AP	Reporting and Editing Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B1JMC006BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
							190	410	600	24

Second Semester

Type of Course	Theory / Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour /Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 7	Theory	B2JMC001T	Advertising and Marketing	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 8	Theory	B2JMC002T	Public Relations	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 9	Theory	B2JMC003T	Media Law and Ethics	04	60 Hrs	03 Hrs	25	75	100	04
DSC-10	Theory	B2JMC004T	New Media Application	04	60 Hrs	03 Hrs	25	75	100	04
DSC-11	Practical-I	B2JMC005AP	New Media Production Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B2JMC005BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
OEC - 1	Theory	B2JMC206T	Communication Skills	04	60 Hrs	03 Hrs	25	75	100	04
							190	410	600	24

Print Media Third Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour /Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC – 12	Theory	B3JMC001T	Feature Writing and Photo Journalism	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 13	Theory	B3JMC002T	Translation for Media	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 14	Theory	B3JMC003T	Communication Research	04	60 Hrs	03 Hrs	25	75	100	04
DSC-15	Practical-I	B3JMC004AP	Translation and Feature Writing Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B3JMC004BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
DSE – 1a	Theory	B3JMC105AT	Introduction to Radio	04	60 Hrs	03 Hrs	25	75	100	04
DSE – 1b	Theory	B3JMC105BT	Introduction to Television	04	60 Hrs	03 Hrs	25	75	100	04
OEC- 2	Theory	B3JMC206T	Radio and Television	04	60 Hrs	03 Hrs	25	75	100	04
							215	485	700	28

Fourth Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC – 16	Theory	B4JMC001T	Media Management	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 17	Theory	B4JMC002T	Introduction to Film Studies	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 18	Theory	B4JMC003T	Development Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 19	Practical-I	B4JMC004AP	Documentary Production Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B4JMC004BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
DSE – 1a	Theory	B4JMC105AT	Sound Production and Editing	04	60 Hrs	03 Hrs	25	75	100	04
DSE – 1b	Theory	B4JMC105BT	Video Editing	04	60 Hrs	03 Hrs	25	75	100	04
Dissertation	Practical	B4JMC006P	Dissertation	04	60 Hrs	03 Hrs	25	75	100	04
							215	485	700	28

All Semester Total Marks = 2600

All Semester Total Credits = 104

Electronic Media Specialization

Third Semester										
Type of Course	Theory /Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 12	Theory	B3JMC001T	Advance Radio Programme Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 13	Theory	B3JMC002T	Advance Television Programme Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 14	Theory	B3JMC003T	Advanced Digital Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC-15	Practical	B3JMC004AP	Practical -I Audio visual production	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical	B3JMC004BP	Practical - II Television News Magazine	02 (04)	60 Hrs	--	50	--	50	02
DSE - 1a	Theory	B3JMC005AT	Folk Media	04	60 Hrs	03 Hrs	25	75	100	04
DSE - 1b	Theory	B3JMC005BT	Media and Society	04	60 Hrs	03 Hrs	25	75	100	04
							190	410	600	24
Fourth Semester										
Type of Course	Theory/Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 17	Theory	B4JMC001T	Electronic Media for Development	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 18	Theory	B4JMC002T	Corporate Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 19	Theory	B4JMC003T	Graphics and Animation	04	60 Hrs	03 Hrs	25	75	100	04
DSC-16	Practical	B4JMC004AP	Practical-I Graphics and Animation	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical	B4JMC004BP	Practical-II Television News Magazine	02 (04)	60 Hrs	--	50	--	50	02
DSE - 1a	Theory	B4JMC005AT	Intercultural Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSE - 1b	Theory	B4JMC005BT	Social Media Marketing	04	60 Hrs	03 Hrs	25	75	100	04
Dissertation	Practical	B4JMC006P	Dissertation	04	60 Hrs	03 Hrs	25	75	100	04
							215	485	700	28

All Semester Total Marks = 2500

All Semester Total Credits = 100

B1JMC001T	History of Indian Journalism	25+75=100 Marks
------------------	-------------------------------------	------------------------

COURSE OUTCOMES (CO's) *After the completion of this course, students will be able to:*

CO-1 Trace the glorious movements of journalism in past times.

CO-2 Elaborate about the development of printing technology over a period of time.

CO-3 Recognize the contributions of renowned journalists of the country.

CO-4 Identify the changing trends of journalism and journalistic practice in the country.

Unit-I	A brief history of World Journalism:	15 Hours
	<ul style="list-style-type: none"> a) History of printing press: John Guttenberg, Newsletters and news magazines, Characteristics of early newspapers b) British and American Journalism c) Joseph Pulitzer, William Randolph Herts, R F Outcault, Benjamin Harris d) Penny Press e) Yellow Press 	
Unit-II	Indian Journalism:	15 Hours
	<ul style="list-style-type: none"> a) A brief history of journalism in India: James Augustus Hickey, Buckingham, role of press in Pre-Independent India and during Freedom movement b) Role of Press in Post-independent India c) Early newspapers in India: Rajaram Mohan Roy, B G Tilak, M K Gandhi, Dr.B.R.Ambedkar d) Regional language journalism e) Recent trends in Indian journalism 	
Unit-III	Karnataka Journalism:	15 Hours
	<ul style="list-style-type: none"> a) A brief history of Kannada press b) Contributions of M Venkatakrisniah, D V Gundappa, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P Ramiah, T T Sharma and B N Gupta to Kannada journalism c) Characteristics of contemporary Kannada dailies d) Characteristics of contemporary Kannada magazines e) Recent trends in Kannada Press 	
Unit-IV	Media Ownership Patterns:	15 Hours
	<ul style="list-style-type: none"> a) Chain and Group publications, Trust ownerships, Propriety ownerships b) Press Council of India, Press Commissions c) Foreign Direct Investments in Indian media d) Magazine journalism: types of magazines e) History of Online Journalism 	

Reference:

- 1) Barzum Jacques. (2002) Simple & Direct, London Harpar And Row.
- 2) Ostnous John (2004) Better Paragraphs, London Harper And Row.
- 3) Basket, Scissors And Brooks (Eds)(2002). Book Of Art Editing, London,Harper And Row.
- 4) Joseph (2002) Outlines Of Editing, Amol Publication. New Delhi.

- 5) Desai M V & Nainan Sevanti (1996) Beyond Those Headlines. Bangalore Allied Publishers Limited.
- 6) Parthasarathy Rangaswamy (1984) Basic Journalism. Macillan India Ltd, New Delhi.
- 7) George (1998).TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 8) Quinn (1999). Digital Sub Editing & Design, New Delhi, Sage Publication.
- 9) K. Baskette and J.L.Sissors The Art of Editing.
- 10) Hides Michael: The Sub Editors Communications.
- 11) ಹಬ್ಬು ಅರುಣಕುಮಾರ, ಸುದ್ದಿ ಜಗದಗಲ-ಮುಗಿಲಗಲ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 12) ಕುಂದೂರು ಉಮೇಶಭಟ್, ವನ್ಯಜೀವಿ ಮತ್ತು ಮಾಧ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 13) ಚ ಹ, ರಘುನಾಥ, ಅಂಕಣ ವ್ಯಾಯೋಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 14) ಕಾಮತ್, ಎಂ ವಿ. ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 15) ಚಂದುನವರ ಜಿ.ಎಂ. ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹಣಮಂತರಾಯ : ಒಂದು ಅಧ್ಯಯನ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಗದಗ
- 16) ಬಾಲಸುಬ್ರಮಣ್ಯ ಎ.ಎಸ್. (೨೦೨೪) ಪತ್ರಿಕೋದ್ಯಮದ ಪಲ್ಲಟಗಳು, ಬಹುರೂಪಿ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು

B1JMC002T	Introduction to Communication	25+75=100 Marks
------------------	--------------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
- CO-2** Evaluate and explain various models of communication and national and international theories of communication.
- CO-3** Demonstrate effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.
- CO-4** Use communication skills, theories and models in real-life communication situations

Unit-I	Communication:	15 Hours
	<ul style="list-style-type: none"> a) Definitions, Nature, Scope and functions of Communication b) Types of Communication: Inter and Intrapersonal Communication c) Group and Mass Communication d) Verbal and Non-Verbal communication e) Listening-Speaking-Reading-Writing (LSRW) techniques 	
Unit-II	Aspects of Communication:	15 Hours
	<ul style="list-style-type: none"> a) Principles of Communication b) Process of Communication c) Barriers of Communication d) Media and culture e) Uses of language and tone of voice in different situations. 	
Unit-III	Models of Communication:	15 Hours
	<ul style="list-style-type: none"> a) Aristotle model, Harold Lasswell's Model b) Shannon and Weaver Model c) David Berlo's S-M-C-R Model d) Charles Osgood Model, Wilber Schramm Model e) Dance's Helical Model, Spiral of Silence Model 	
Unit-IV	Theories of Communication:	15 Hours
	<ul style="list-style-type: none"> a) Four theories of Press, Magic Bullet Theory b) Agenda Setting Theory c) Users and Gratification Theory, Diffusion of Innovation Theory d) Democratic Participatory Theory and Marshall McLuhan Theory e) Two-step Flow Theory 	

References:

- 1) Mcquail Denis (1994) Mass communication theory: An introduction, Sage publication New Delhi.
- 2) Wilbur Schramm, Donald F. Roberts (1954). The process and effects of mass communication, University of Illinois Press.
- 3) Sadie Kline (2024) Media and Media Messages: The Construction of Meaning in the Contemporary World, Kindle Edition.
- 4) Klapper Joseph T. (1960) The effects of mass communication, Free Press
- 5) J.Baran Stanley and K.Davis Dennis (1994) Mass communication theory, Wordsworth

- 6) Mcquail Denis (2004) Mass Communication Theory, Sage publication New Delhi.
- 7) Baran Stanley S. and Davis Dennis K (1999), Mass Communication Theory : Foundations Ferment and future, Singapore.
- 8) Caporaso J. and Lenine D. (1992) : Theories of political economy, Cambridge University, Press Cambridge.
- 9) Severin W and Tankard J. (2000) Communication Theories, New York,
- 10) Narula, Uma (2010). Mass communication: Theory and practice. New Delhi: Har-Anand Publications.
- 11) Rosenberry, Jack and Vicker, Lauren, A. (2009). Applied mass communication theory: A guide for media practitioners. New York: Pearson Allyn & Bacon.
- 12) Vilanilam, J V. (2005). Mass communication in India. New Delhi: Sage.
- 13) Watson, James, D. (2008). Media communication: An introduction to theory and process. London: Palgrave Macmillan.

B1JMC003T	News Reporting for Media	25+75=100 Marks
------------------	---------------------------------	------------------------

COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Define news and understand the elements, principles, values and structure of news.

CO-2 Identify various news sources along with their management.

Accurately report any given event for various forms of media

Create & present various types of journalistic content for different media.

Unit-I	News:	15 Hours
	<ul style="list-style-type: none"> a) Definitions of news, Concept of news b) Elements of news, Principles of news, News values c) Structure of news d) Formats of news, Hard news and Soft news e) Ethical aspects of reporting for media 	
Unit-II	Sources of news:	15 Hours
	<ul style="list-style-type: none"> a) News Agencies, Government sources b) Press Releases, Press Conferences c) Field Reporting, General Sources, Online Sources, Sting Operation, Interview d) Fake news and Paid News e) Digital news sources 	
Unit-III	Writing News:	15 Hours
	<ul style="list-style-type: none"> a) News gathering skills, Structure of news b) Inverted pyramid style of news writing c) Citizen journalism d) Current trends in news writing e) Objectivities in news writing 	
Unit-IV	Types of reporting:	15 Hours
	<ul style="list-style-type: none"> a) Main Story, Political, Social, Foreign, Sports, Cultural b) Crime, Fake news, Crisis and Disaster, Investigative c) Agriculture, Environment, Judiciary, Advocacy and Legislature d) Medical, Science and Technology, Business, Budget and Survey findings e) Current status of news reporting in India 	

Reference:

- 1) Ahuja B. N and Chhabra S. S. (2013) News Reporting, Surjit publication. New Dehli
- 2) M Neal James & S Brown Suzanne (2014) News Writing and Reporting. Iowa state university press.
- 3) Chip Scanlan, Richard Craig (2013) News Writing and Reporting: The Complete Guide for Today's Journalist, Oxford Univ Pr on Demand.
- 4) K.M. Shrivastava (2008) News Reporting and Editing, Sterling Publishers Pvt. Ltd
- 5) Williams P. N. (1978) Investigative Reporting and Editing. University of Minnesota
- 6) Fedler F. (1993) Reporting for the Print Media – Thomson Learning.
- 7) V Charnley Mitchell. Reporting (1978)– Holt, Rinehart & Winston. Canada.

- 8) Copple Neal (1964) Depth Reporting. Prentice-Hall publication
- 9) Stevall Glen James - Writing for the Mass Media (9th Edition), Pearson Education, Inc
- 10) Kamath M. V. (2018) - Journalists Hand Book – S Chand publication.
- 11) Mirchandani G. G. (1975) Reporting India. Abhinav Publications.
- 12) Srivastava. K. M. (2015) News Reporting and Editing – Sterling Publishers.
- 13) ರಂಗನಾಥರಾವ್ ಜಿ.ಎನ್. ಪತ್ರಿಕೋದ್ಯಮ – ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- 14) ಡಾ. ಗುರುಪ್ರಸಾದ ಖ. ವಿ. ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 15) ಹೆಗಡೆ ಗೋಪಾಲಕೃಷ್ಣ, ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

B1JMC004T	Editing	25+75=100 Marks
------------------	----------------	------------------------

COURSE OUTCOMES: (CO's) *After the completion of this course, students will be able to:*

CO-1 Apply the principle of editing, including fact-checking, language correction, and News story rewriting, to produce accurate and polished news content.

CO-2 Create various types of headlines, including news and feature headlines, using established techniques

CO-3 Use page designing softwares to design and layout newspapers

CO-4 Make effective sense of language skills.

CO-5 Demonstrate the ability to work collaboratively within an editorial department

Unit-I	Organizational structure of newspapers:	15 Hours
	<ul style="list-style-type: none"> a) Organizational structure of small, medium and big newspapers b) Structure of editorial department c) Role and functions of Editor-in-chief, News editors, Resident editor, Chief sub-editor, senior sub-editor, sub-editor d) Graphic editor, proofreader, translators e) Page designer, artist 	
Unit-II	Principles of editing	15 Hours
	<ul style="list-style-type: none"> a) Editing Process, Checking facts b) Correcting language, Rewriting news stories c) Editing agency copies, Stylesheet d) Headlines: Types of headlines, Techniques of headline Writing: News and Feature Headlines e) Techniques and Principles of Translations 	
Unit-III	Editorials:	15 Hours
	<ul style="list-style-type: none"> a) Editorial board, editorial meeting b) Techniques of editorial writing c) Letter to the editor d) Editing Articles, Editing press releases e) Photo editing and caption writing 	
Unit-IV	Usage of computers in news editing:	15 Hours
	<ul style="list-style-type: none"> a) Newspaper Design and Layout: Front and Inside pages, special supplement design b) Page designing software's: Nudi, Indesign, Coral Draw and Photoshop c) Types of newspaper Layouts: d) Designing front page and inside pages e) Recent trends in Newspaper designing 	

Reference :

- 1) Basket, Scissors And Brooks (2002). Book Of Art Editing, London, Harper And Row.
- 2) Joseph (2002) Outlines Of Editing, Amol Publication. New Delhi.

- 3) Desai M V & Nainan Sevanti (1996) Beyond Those Headlines. Bangalore Allied Publishers Limited.
- 4) Parthasarathy Rangaswamy (1984) Basic Journalism. Macmillan India Ltd, New Delhi.
- 5) George (1998).TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 6) Quinn (1999). Digital Sub Editing & Design, New Delhi, Sage Publication.
- 7) K. Baskette and J.L.Sissors The Art of Editing.
- 8) Hides Michael: The Sub Editors Communications.
- 9) AP (2019) The Associated Press Stylebook 2019, US: Basic Books.
- 10) Chicago Manual (2017) The Chicago Manual of Style, Chicago: The University of Chicago Press.
- 11) Clarke, RP et. al. (2006). America's best newspaper writing: a collection of ASNE prizewinners, US: ASNE.
- 12) Gilmore, Gene & Root, Robert (1976). Modern newspaper editing. San Francisco: Boyd & Fraser.
- 13) Harrower, T & Elman, J. (2008) The Newspaper designer's handbook, seventh edition, London: McGraw Hill.
- 14) Hohenberg, John (1978). The professional journalist- A guide to the practices and the principles of the news media. New Delhi: Oxford & IBH Publishing.
- 15) Mencher, Melvin (1989). Basic news writing. Dubuque, Iowa: Wm C Brown Publishers.
- 16) Prasad, Sharada (1993). Editors on editing. New Delhi: National Book Trust.
- 17) Strunk Jr, William (2000). The elements of style, New York: Longman.
- 18) Wastly Bruce (1975). News editing. New Delhi: Oxford & IBH.
- 19) ಹಬ್ಬು ಅರುಣಕುಮಾರ, ಸುದ್ದಿ ಜಗದಗಲ-ಮುಗಿಲಗಲ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 20) ಕುಂದೂರು ಉಮೇಶಭಟ್, ವನ್ಯಜೀವಿ ಮತ್ತು ಮಾಧ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

B1JMC005T	Information and Communication Technology for Media	25+75=100 Marks
------------------	---	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the basic functions and components of computer

CO-2 To understand Operating system, System software and different application software

CO-3 To enable student to develop an intuitive sense of working with computers for academic and professional work more efficient.

CO-4 Trace the recent trends in ICT for media

Unit-I	Introduction to Computer:	15 Hours
	<ul style="list-style-type: none"> a) Evolution of computer, generations of computer. Characteristics of Computers b) Types of Computers: Mainframe Computer, Mini Computer, Micro Computers, Super Computers. c) Components: Input Devices, Output Devices, CPU, Modem, Control Panel, d) Memory: Primary and Secondary Memory e) Storage Devices: DVD, CD, USB, Hard Disc Drive, 	
Unit-II	Software Applications:	15 Hours
	<ul style="list-style-type: none"> a) Application Software and System Software b) Open Source Software, Proprietary software c) Operating Systems: DOS, Windows, Mac, Linux d) Presentation software: Microsoft Powerpoint, Google Slides e) Microsoft Office: Microsoft Word, Microsoft Excel, Microsoft PowerPoint 	
Unit-III	Computer network system and online security	15 Hours
	<ul style="list-style-type: none"> a) Basic of Computer Networks : Local Area Network (LAN), Wide Area Network (WAN) b) Internet : Concept of Internet, Applications of Internet, Connecting to the Internet, Troubleshooting c) Threats to computer, Virus and its types, Anti-Virus software, Firewall and its use d) Hackers and Crackers, Cyber-crime and Computer ethics, Cyber law and Importance e) Impact of Internet on contemporary society 	
Unit-IV	Computer in Media House:	15 Hours
	<ul style="list-style-type: none"> a) Usage of computer in Print media. b) Usage of computer in Radio. c) Usage of computer in Television. d) Uses and Limitations of Computers e) Data, Meta Data, Database and Database system 	

Reference:

1. Adornato, A. (2017). Mobile and social media journalism: A practical guide. CQ Press.
2. Burum, I., & Quinn, S. (2015). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.
3. Dancyger, K. (2018). The technique of film and video editing: history, theory, and practice.

4. Routledge.Quinn, S. (2011). MoJo-Mobile Journalism in the asian region. KAS.
5. Ward, M. (2013). Journalism online. Routledge.
6. Yadav, Anubhuti (2022) New Media Journalism: Emerging Media and New Practices in Journalism, Sterling.
7. Rechard Fox (2013) Information Technology: Ia Introduction for today's Digital world, CRC Press
8. Richard S. Lewis (2021) Technology, Media Literacy, and the Human Subject, Open Book Publishers.
9. Nick Heap (1995) Information Technology and Society: A Reader, Sage, Publications.
10. Johan Maluth (2016) Basic Computer Knowlage, Amazon Digital Services LLC – Kdp.
11. Pradeep K. Sinha, Priti Sinha (2004) Computer Fundamentals, BPB Publications
12. Jackie Sherman (2004) Basic Computer Skills Made Simple XP Version, Made Simple.
13. Kumar;Bittu (2017) Computer Basics, V&S Publishers.
14. Alexander, Tom and Mathew, Joe. (2012).Computer and Information Technology.
15. Bansandra, S. K. (2002). Computer Today.
16. Sunders, R. (2000). Computer Today Ed. 2, John Wiley.
17. Dhamdher, D. M. (2012).Operating Systems A Concept Based Approach,
18. Rajaram V. - Fundamentals of Computers
19. P. K. Sinha and Priti Sinha – Computers Fundamentals
20. Dr.Satish Jain and Shalini Jain - Basic Computer Course Made Simple 1st Edition.
21. Ze-Nian Li, Mark S. Drew, Jiangchuan Liu (2014) Fundamentals of Multimedia, Springer International Publishing.
22. Reeta Sahoo, Gagan Sahoo (2016), Multimedia and Web Technology, New Saraswati House (India).
23. Charu C. Aggarwal ·(2021), Artificial Intelligence A Text Book, Springer International Publishing.
24. Rajiv Malhotra (2021), Artificial Intelligence and the Future of Power, Rupa

B1JMC006AP	Reporting and Editing – Practical-I	15+35=50 Marks
-------------------	--	-----------------------

COURSE OUTCOMES: (CO's) *After the completion of this course, students will be able to:*

- CO-1 Understand the techniques of reporting.
- CO-2 Apply the process of editing.
- CO-3 Report various events happening in society.
- CO-4 Use various software involved in page design.
- CO-5 Get overall practical knowledge about reporting and editing of newspaper.

Practical Components

1. Identify various news items published in newspapers during the semester (Kannada and English)
2. Write a news story based on given topic (Kannada / English)
3. Identify soft news and hard news among published in the newspaper during the semester (4 items Kannada / English)
4. Write a news in inverted pyramid style and explain its components (Two items Kannada / English)
5. Rewrite the given news item (2 items Kannada / English)
6. Write different types leads (10 items)
7. Design a newspaper with InDesign software (2 pages)
8. Write a caption for given photograph (Two items)
9. Students should attend various events, press conferences to gather firsthand information. (Two items)
10. Review a Book, Film, Drama for accuracy, clarity, and coherence. (Any one item)
11. Identify any viral news and write detail report collecting information from different sources. (Any one item)
12. Write different headlines to the news item already published in newspapers (Minimum 10 Kannada/English)

Practice Journal:	All students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.
--------------------------	--

B1JMC006BP	Lab Journal Vidyasamachar Practical-II	50 Marks
-------------------	---	-----------------

COURSE OUTCOMES: (CO's) *after completing this paper, the students will be able to:*

- CO-1 Write accurate and objective reports of various events and inculcate journalistic writing style.
- CO-2 Give appropriate headline for different news stories
- CO-3 Select appropriate photographs and write caption.
- CO-4 Design the layout of the journal using different software's
- CO-5 Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

Second Semester

B2JMC001T	Advertising and Marketing	25+75=100 Marks
------------------	----------------------------------	------------------------

COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Explain the aims and objectives of advertising.

CO-2 Design and develop advertisements for modern media.

CO-3 Carry out market research related to advertising

CO-4 Plan and execute an advertising campaign.

CO-5 Explain the techniques of media planning and brand building

Unit-I	Introduction to Advertising:	15 Hours
---------------	-------------------------------------	-----------------

- a) Definition, Nature and Scope of Advertising
- b) Evolution of advertising, Functions of advertising
- c) Types of advertising: Outdoor, Transit, Social Service and Public Service Ads
- d) Advertising and Society
- e) Socio-Economic effects of advertising

Unit-II	Advertising Agency:	15 Hours
----------------	----------------------------	-----------------

- a) Types of agency, organizational structure of advertising agency, functions of Advertising agencies
- b) Advertising campaign : Planning, Market research, Product research Consumer analysis
- c) Marketing mix, Media planning and scheduling
- d) Brand building, Brand Positioning, Brand loyalty
- e) Unique selling proposition (USP)

Unit-III	Writing for advertising:	15 Hours
-----------------	---------------------------------	-----------------

- a) Advertising copy writing for print media,
- b) Copy writing for radio ads and Jingles
- c) Script writing for TV commercials(TVC)
- d) Writing for digital media advertising
- e) Writing social service advertisement and Public Service advertisement.

Unit-IV	Ethical aspects of advertising:	15 Hours
----------------	--	-----------------

- a) Evaluation of advertising, ASCI, DAVP, AAI
- b) Social responsibilities of advertising
- c) Recent trends of advertising in India
- d) Surrogate (Prohibited and restricted) Ads
- e) Censorship in advertising

References :

1. Batra Rajiv, (2009) Advertising Management, Prenticepublication
2. Al Ries&LaoraRies, (2009)theFall of Advertising and the Rise of PR, Harper BusinessPublication.
3. David A. Aaker, Rajeev Batra, John G. Myers · 1992 Advertising Management,

Prentice Hall

4. Clow and Baack, (2012) Integrated Advertising Promotion and Marketingcommunication, Prentice Hall PTR
5. Jeweler Jerome, (1998) Creative Strategy in Advertising , Wadsworth Publishing Company
6. Sethi and Chunnawala ,(2008) Advertising Theory and Practice, Himalaya Publishing House
7. Frank Jefkins ,(2016) Advertising Made Simple, Elsevier Science
8. Sethi and Chunnawala,(2008) Foundations of Advertising in India, Himalaya Publishing House
9. Chunawalla, S A and Sethia, K. C. (2006). Foundations of advertising theory and practice. (6th ed.). New Delhi: Himalaya.
10. Lewis, M, Spignesi, S (2017). Outdated advertising. US: Simon and Schuster.
11. Ogilvy, David (1985). Ogilvy on advertising. New York: Random House.
12. Ogilvy, David (2011). Confessions of an advertising man, New York: Atheneum Books.
13. Pandey, Piyush (2015) Pandeymonium: Piyush Pandey on advertising, New Delhi: Penguin Books India.
14. Roman, Kenneth and Griffin, SM (2009) The King of Madison Avenue: David Ogilvy and the making of modern advertising, New York: Macmillan.
15. Sandage C H, Fryburger, Vernon and Rotzoll, Kim (2003). Advertising theory and practice. New York: Aitbs Publishers.
16. Schwab, Victor O. (2013). How to write a good advertisement: A short course in copywriting, US: Eco Points Books and Media.
17. Valladares, June A. (2000). The craft of copywriting. New Delhi: Sage.
18. Vilanilam, J V and Varghese A K. (2004). Advertising basics: A resource guide for beginners. New Delhi: Sage.
19. Alvin Moran ,(2019), Advertising, Promotion and marketing Communications, Clanrye International.
20. Jerome M. Juska (2021), Integrated Marketing Communication: Advertising and Promotion in a Digital World, Deanta Global Publishing Services, Chennai, India.
21. Michael Phillips, Salli Raspberry, Diana Fitzpatrick (2005), Marketing without Advertising, Nolo
22. Barry Callen (2009), Managers Guide to Marketing, Advertising and Publicity, MacGraw Hill LLC.
23. Lukas Parker, Linda Brennan (2020), Social Marketing and Advertising in the Age of Social Media, Edward Elgar Publishing

B2JMC002T	Public Relations	25+75=100 Marks
------------------	-------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the concept of public relation and its importance

CO-2 Elaborate the process of public relations

Differentiate PR from propaganda and publicity

Identify and apply the tools of public relations

Describe the ethical aspects related to Public Relations

Explain the role and functions of PR agencies

Unit-I	Introduction to Public Relations:	15 Hours
	<ul style="list-style-type: none"> a) Concept, Meaning, Definitions, Nature and Scope of public relations b) Development of PR in India c) Types of Public Relations, Relevance of PR d) Qualification and duties of PRO e) Career aspects in PRO 	
Unit-II	Process of Public Relations:	15 Hours
	<ul style="list-style-type: none"> a) Planning, Implementation, Evaluation, b) Public opinion, Feedback. c) Internal and External Public d) PR Campaign: Research, Objectives, Strategy, Measuring the effectiveness of PR Campaign e) Differences between Publicity, Propaganda and Advertising 	
Unit-III	Tools of Public Relations:	15 Hours
	<ul style="list-style-type: none"> a) Press Release, Press Conference b) Interviews, Press kits, Corporate Advertising c) Exhibition events, Media Relations, Sponsorship d) House Journals, Open House, Media Tour e) Professional PR organizations, PRSI, PRCAI, PRCI, IPRA, PRSA 	
Unit-IV	Public Relations Management	15 Hours
	<ul style="list-style-type: none"> a) Public relations & Advertisement b) Employee Relations, Crisis communication and management c) Event Management, Corporate Social Responsibility d) Community Relations e) PR in public and private sector 	

Reference:

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relation. The Profession & The Practice,
2. U.S.A Times Mirror Co.
3. Pill Quirke (Edt.) 1986. Communication & public Relations Columbus Ohis Merril,
4. Allen H Centre (Edt). 2003. Public Relations, New Delhi Oxford University Press.
5. Scott M Cutlip (Edt). 2000. Person and Education, vt Ltd. New Delhi Indian Branch.

6. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press.
7. Rene A Henry (Edt.). 2001 Marketing Public Relations New Delhi, Oxford University Press.
8. Philip Lesly (Rdt). 2000. Handbook of public Relations and Communication. New Delhi, JBS Publishers.
9. Rene A Henry (Edt).2000. Marketing Public Relation. New Delhi, Suraj publications.
10. Pylee MV 2004. Industrial Relations and Presonnel Management, New Delhi, Vikas Publishers
11. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers,
12. Donald Treadwell 2004 Public Relations Writing , New Delhi, Sage Publications
13. Stephen P Banks 2004. Multi Cultural Public Relations , New Delhi, Suraj Publications

B2JMC003T	Media Law and Ethics	25+75=100 Marks
------------------	-----------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Identify the salient features of the Indian constitution

CO-2 Discuss the reasonable restrictions to Article 19(1)a

CO-3 Classify and explain various media laws and their implications

CO-4 Elaborate the function and powers of the Press Council of India

CO-5 Trace the important provisions of RTI, IT and cyber laws.

Unit-I	Indian Constitution	15 Hours
	<ul style="list-style-type: none"> a) Salient features of Indian Constitution b) Fundamental Rights & Fundamental Duties c) Freedom of Speech and Expression, Case studies related to article 19(1)A d) Directive Principles of State Policy e) Parliamentary and Legislative Procedures in India. 	
Unit-II	Media Censorship:	15 Hours
	<ul style="list-style-type: none"> a) Defamation, Sedition, Obscenity b) Judicial System in India, PIL c) Cyber laws in India, d) Right to Information Act - 2005 e) Universal Declaration of Human Rights (UDHR), Guidelines of TRAI 	
Unit-III	Right to Privacy:	15 Hours
	<ul style="list-style-type: none"> a) Official Secrets Act 1923, Copyright Act b) Intellectual Property Rights Act, Contempt of Court Act 1971 c) The Press and Registration of Books Act 1867 d) Working Journalist Act, DMRA 1954 e) Cinematography Act 1953, ESMA 	
Unit-IV	Press Council of India:	15 Hours
	<ul style="list-style-type: none"> a) Structure, Functions and Recommendations b) Code of Conducts, Press Commissions c) Broadcast code, Prasar Bharati Act d) Representation of Women (Prohibition) Act 1986. e) Supreme Court Guidelines on Gender Stereotype 	

References:

- 1) Neelamalar. M (2010). Media Law and Ethics, First Edition.
- 2) Kiran Prasad (2008). Media Law in India, Second Edition
- 3) Durga Das Basu (1986). Law of Press, Fifth Edition. Basu, D.D. Laws of Press in India.
- 4) Venkateswaran , K. S. (1993) . Mass Media, Laws and Regulations in India . AMIC.
- 5) K. S., & Sahu, R. N. (1997). The press in ... Freedom of press in India. Patna, India: Janaki Prakashan.

- 6) Umar Sama (2007) Law of Electronic Media, Deep & Deep Publications.
- 7) Basu, Durga Das. (2010). Law of the press. New Delhi: Prentice Hall of India.
- 8) Creech, Kenneth C. (2013). Electronic media laws and regulation. London: Routledge.
- 9) Manna, Bansi. (2014). Mass media laws and related laws in India. New Delhi: Booksway.
- 10) Mhiripiri, Nhamo & Chari, Tendai. (2017). Media Law, Ethics & Policy in the Digital Age. Pennsylvania: IGI Global.
- 11) Neelamalar, M. (2009). Media Law and Ethics. Delhi: PHI
- 12) Nanda, Vartika. (2018). Media Laws and Ethics: An introduction to legal and ethical issues in journalism. New Delhi: Kanishka.
- 13) Prasad, Kiran. (2008). Media Law and Ethics: Readings in Communication Regulation. Delhi: B R Publishing Corporation.
- 14) Rao, Naresh & Suparna (2008). Media Laws- an Appraisal. Bangalore: Premier.
- 15) Rao, Someswar B. (2002). Journalism- Ethics, Codes, Laws. Bangalore: ACME.
- 16) Rayudu, C.S. & Rao, Nageshwara S.B. (2014). Mass media laws and regulations. Delhi: Himalaya Publishing House.
- 17) ದೇವ ಅರ್ಜುನ್, ಎನ್. ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು
- 18) ರಂಗನಾಥರಾವ್, ಜಿ.ಎನ್. ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- 19) ಡಾ. ಅಂಡಿಂಜೆ ಸತೀಶ ಕುಮಾರ, ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕಾನೂನುಗಳು ಮತ್ತು ನೀತಿ ಸಂಹಿತೆ, ಸ್ನೇಹಾ ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್, ಬೆಂಗಳೂರು.

B2JMC004T	New Media Applications	25+75=100 Marks
COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:		
CO-1 Explain the basic characteristics of new media technologies.		
CO-2 Explain the roles, functions and applications of various new media platforms		
CO-3 Create digital presentations using multimedia elements.		
CO-4 Use new media platforms to create journalistic contents in an ethical and responsible manner		
Unit-I	Communication technology:	15 Hours
a) Concept, Nature and Scope of New Media Technology		
b) Information technology, Information super highway		
c) Domain and Domain name concept		
d) Internet Service Providers (ISP), Browser and Search engines		
e) Idea generation and Brainstorming		
Unit-II	Web designing tools and techniques:	15 Hours
a) HTML, Designing web page using HTML		
b) Dreamweaver, Designing web page using		
c) Flash, Digital graphics and Vector graphics,		
d) Web sites : Static website and dynamic web site Online news portals, Media convergence		
e) Social Media platforms: Blog, Vlog, YouTube, Facebook, X, Instagram,		
Unit-III	Fundamentals of Multimedia:	15 Hours
a) Introduction to Multimedia. Elements of Multimedia		
b) Hardware and software used in multimedia		
c) Multimedia data storage ,Digital Images, Digital video, Video game, Websites		
d) Information gathering, hyperlink		
e) Transition from conventional media to digital media and uses of multimedia		
Unit-IV	Writing for Multimedia:	15 Hours
a) Writing a corporate web site		
b) Creating and writing for blogs and podcasts		
c) Optimizing text for web search engines		
d) Software for organizing and writing interactive media content		
e) Script formats for all types of multimedia and web projects		
Reference:		
1) Ambrose and Harris, (2016) The Production Manual ; A Graphic Design Handbook, Bloomsbury Academic		
2) Jason Whittaker, (2013) Producing for the Web (Media Skills), Taylor & Francis		
3) Timothy Garrand , (2020) Writing for Multimedia and the Web, CRC Press		
4) Stephen Pite, (1997) The Digital Designer: 101 Graphic Design Projects for print, Watson-Guptil Publications		
5) Michael Miller, (1984) Absolute beginner's guide to computer basics, Golden-Lee		
6) Ramesh Bangia (2008) Web Technology, Laxmi Publications Pvt Limited		
7) Damien Stolarz -Hands on guide to video blogging and podcasting		
8) John V .Pavlik,(2010)Journalism and New Media , Lexington Books		

- 9) McGuire Stillbome – The Internet Handbook
 10) Gorham Anders Kindem and Robert B. Musburger, (2005) Introduction to Media Production: The Path to Digital Media Production, Focal Press

B2JMC005AP	New Media Production (Practical-I)	15+35=50 Marks
-------------------	---	-----------------------

COURSE OUTCOMES: (CO's) after the completion this course, students will be able to:

- CO-1 Create, write and manage his/her own blog.
 CO-2 Create and manage his/her own YouTube channel and able upload video clips.
 CO-3 Explain HTML and create and manage basic web page.
 CO-4 Showcase their digital content to cyber community.

Practical Components

1. Create a blog and upload at least 3 articles and two photos related to it
2. Create a YouTube channel and upload at least two video clips of your own minimum of two minutes each.
3. Create HTML page and prepare your bio-data. (One item)
4. Write a script on any story of social media message. (Two items)
5. Convert an audio file in to different audio formats suitable for digital media environment.
6. Convert a video file to different video formats suitable for digital media environment.
7. Podcast production (One item)
8. Create an advertisement for website using flash (Two items)
9. Design a static website using Dreamweaver software. (One item)
10. Get solution for your educational problem by using Chat-GPT (Two items)
11. Generate visual content using Artificial Intelligence (AI) tools (One item)
12. Prepare a PowerPoint presentation on any topic of new media technology and present (One item)

Practice Journal:

All the students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.

A2JMC005BP	Lab Journal Vidyasamachar (Practical-II)	50 Marks
-------------------	---	-----------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Write accurate and objective reports of various events and inculcate journalistic writing style.
 CO-2 Give appropriate headline for different news stories
 CO-3 Select appropriate photographs and write caption.
 CO-4 Design the layout of the journal using different software
 CO-5 Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

B2JMC206T	Communication Skills (OEC)	25+75=100 Marks
------------------	-----------------------------------	------------------------

COURSE OUTCOMES: (CO's) *After the completion of this course, students will be able to:*

- CO-1 Explain the process of communication
- CO -2 Demonstrate proper verbal and non-verbal communication skills
- CO-3 Write accurate reports, letters and resume
- CO-4 Prepare for various types of interviews
- CO-5 Use social media in an effective manner

Unit-I	Communication:	15 Hours
--------	----------------	----------

- a) Meaning, Definitions and Process of communication
- b) Nature, Scope and fundamentals of communication
- c) Types: Intrapersonal, Inter-Personal
- d) Group, Mass Communication
- e) LSRW Technique

Unit-II	Verbal & Non-verbal Communication:	15 Hours
---------	------------------------------------	----------

- a) Speaking skills, Public speaking
- b) Listening skills, Body Language
- c) Facial Expression, Presentation Skills
- d) Soft Skills
- e) Symbols & Signs

Unit-III	Writing skills:	15 Hours
----------	-----------------	----------

- a) Letter writing, preparation of resume
- b) Writing for various media
- c) report, press note
- d) Article writing
- e) Letters to the editor

Unit-IV	Interview:	15 Hours
---------	------------	----------

- a) Types of interviews
- b) Preparation of resume
- c) Self-introduction
- d) Interview skills & Techniques
- e) Counseling skills, Career guidance

References:

1. Joseph A. DeVito(2013) Essentials of human Communication, Pearson Education.
2. Andreja. J. Ruther Ford (2011) Basic communication skills for Technology, , 2ndEdition,Pearson Education,
3. Sanjay Kumar, Pushpalata (2011) Communication skills, 1st Edition, Oxford Press,
4. Stephen .P. Robbins (2013) Organizational Behavior, 1st Edition, Pearson,
5. Gill Hasson (2011) Brilliant- Communication skills,1st Edition, Pearson Life

6. Gopala Swamy Ramesh (2013) The Ace of Soft Skills: Attitude, Communication and Etiquette for success, 5th Edition, Pearson
7. Deborah Dalley, Lois Burton, Margaret and Greenhall (2010) Developing your influencing skills, 1st Edition Universe of Learning LTD
8. Konar Nira (2011) Communication skills for professionals, 2nd Edition, New arrivals-PHI,
9. Barun K Mitra (2011) Personality development and soft skills, 1 st Edition, Oxford Press,
10. Soft skill for everyone, Butter Field, (2011) 1st Edition, Cengage Learning india pvt.ltd.
11. Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011
12. John Adair (2009) Effective communication, 4 th Edition, Pan Mac Millan,
13. Aubrey Daniels (1999) Bringing out the best in people, 2 nd Edition, Mc Graw Hill,

Print Media Third Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour /Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC – 12	Theory	B3JMC001T	Feature Writing and Photo Journalism	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 13	Theory	B3JMC002T	Translation for Media	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 14	Theory	B3JMC003T	Communication Research	04	60 Hrs	03 Hrs	25	75	100	04
DSC-15	Practical-I	B3JMC004AP	Translation and Feature Writing Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B3JMC004BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
DSE – 1a	Theory	B3JMC105AT	Introduction to Radio	04	60 Hrs	03 Hrs	25	75	100	04
DSE – 1b	Theory	B3JMC105BT	Introduction to Television	04	60 Hrs	03 Hrs	25	75	100	04
OEC- 2	Theory	B3JMC206T	Radio and Television	04	60 Hrs	03 Hrs	25	75	100	04
							215	485	700	28

Fourth Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC – 16	Theory	B4JMC001T	Media Management	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 17	Theory	B4JMC002T	Introduction to Film Studies	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 18	Theory	B4JMC003T	Development Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSC – 19	Practical-I	B4JMC004AP	Documentary Production Practical-I	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical-II	B4JMC004BP	Practice Journal Vidyasamachar Practical-II	02 (04)	60 Hrs	--	50	--	50	02
DSE – 1a	Theory	B4JMC105AT	Sound Production and Editing	04	60 Hrs	03 Hrs	25	75	100	04
DSE – 1b	Theory	B4JMC105BT	Video Editing	04	60 Hrs	03 Hrs	25	75	100	04
Dissertation	Practical	B4JMC006P	Dissertation	04	60 Hrs	03 Hrs	25	75	100	04
							215	485	700	28

Regular Journalism and Mass Communication All Semester Total Marks = 2600

All Semester Total Credits = 104

Third Semester (Print Media)

B3JMC001T	Feature Writing and Photo Journalism	25+75=100 Marks
------------------	---	------------------------

COURSE OUTCOMES: (CO's). *After the completion of this course, students will be able to:*

- CO-1** Elaborate the importance of feature writing
- CO-2** Explain the principles of selecting photographs for news and feature
- CO-3** Identify the characteristics of different types of features
- CO-4** Identify different types of magazines, writing and designing for different magazines
- CO-5** Criticize and Review Books, Films and theater activities.

Unit-I	Introduction to feature:	15 Hours
<ul style="list-style-type: none">a) Feature : Meaning, Characteristics, Nature and Scope of featuresb) Difference between feature and news story, feature and articlec) Structure and style of feature: title, body and conclusiond) Sources of information for feature : Primary and secondary sourcese) Feature syndicates		
Unit-II	Types features and Feature writing :	15 Hours
<ul style="list-style-type: none">a) News feature, Background, Experience, Personality featureb) Travel feature, Business, Human Interestc) Historical and Photo feature, Science and technology featuresd) Techniques of feature writinge) Columns and column writingf) Cinema, Theatre, Music		
Unit-III	Magazine and Special supplements:	15 Hours
<ul style="list-style-type: none">a) Introduction to magazine: Definitions of Magazine, Nature and Scope of Magazineb) Types of Magazine: General magazine, Special interest magazines, News magazine and Views magazinec) Writing for magazine, Designing magazine: Cover page design and inner page design.d) Supplement: Types of supplementse) Writing and designing for supplements		
Unit-IV	: Photo journalism	15 Hours
<ul style="list-style-type: none">a) Introduction to photo journalism, Nature and Scope of photo journalismb) Characteristics of photo journalismc) News photograph, Photo editing, basics of digital photographyd) Still camera: DSLR, Lens, types of lense) Ethical aspects of photo journalism		

Reference:

1. Allan, Stuart. (2019). Photojournalism and citizen journalism: cooperation, collaboration and connectivity. London: Routledge.
2. Friedlander, Jay & Lee, John (eds.). (2010). Feature writing for newspapers and magazines: The pursuit of excellence (6th Ed). London: Allyn & Bacon.
3. Garrison, Bruce. (2009). Professional feature writing. London: Lawrence Erlbaum Associates.

4. Gaskell, Nathaniel & Gujral, Diva. (2019). Photography in India: A visual history from the 1850s to the present. New Delhi: Prestel.
5. Pape, Susan & Featherstone, Susan. (2006). Feature writing: A practical introduction. New Delhi: Sage.
6. Phillips, Angela. (2007). Good Writing for Journalists. New Delhi: Sage Rao,
7. Meera Raghavendra. (2010). Feature writing. New Delhi: Prentice Hall of India.
8. Tanner, Stephen & others (2018). Feature writing: Telling the story. USA: Oxford University Press.
9. Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage
10. Wheeler, Sharon. (2019). Feature writing for journalists. London: Routledge.
11. Clarence A. Schoenfeld (1960) - Effective Feature Writing. Joanna Cotler Books.
12. Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage
13. Ganato, Len. (2006). Newspaper feature writing. New Delhi: Anmol Publications
14. ಆಸ್ಟೋಮೋಹನ್, ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
15. ಕಟ್ಟಿಮನಿ ಆರ್.ವಿ, ಚಿತ್ರ ಜಗತ್ತು. ಸೋನು.ಎಂಟರ್ಪ್ರೈಸಿಸ್, ಬೆಂಗಳೂರು.

B3JMC002T	Translation for Media	25+75=100 Marks
------------------	------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Understands the importance of language translation.

CO-2 Trace the areas and problems of media translation.

CO-3 Use various methods and techniques of translation

CO-4 Identify the tools and techniques of translation.

CO-5 Use modern devices and software's for translation.

Unit-I	Introduction to translation	15 Hours
---------------	------------------------------------	-----------------

- Translation-Meaning, Scope and Importance of translation
- Theories of Translation in Past Classics and Canons: Bible Translations, Translations of Epics, Scriptures and stories in Mythology.
- Modern Theories in Translation: Impact of Technology
- Changing trends and ideas in translation.
- Difference in Theoretical and Pragmatic Translations: Difficulties and Solutions in Translation

Unit-II	Tools and techniques of translation:	15 Hours
----------------	---	-----------------

- Principles of translation,
- Tools and techniques of translation
- Challenges of translation between Vernacular languages and English,
- Formal translation and Word to Word translation: Verbal, literal and lexical level
- Semantic Translation and focus on Meaning in Translation: Syntactic, Structural, and Grammatical level, including symbols, images, literary devices

Unit-III	Translation for media content:	15 Hours
-----------------	---------------------------------------	-----------------

- Translation for the media: Elements of media translation.
- Translation for print and electronic media.
- Translating Advertisements
- Translating Press Releases.
- Media Transfer in fiction to film or drama

Unit-IV	Recent trends in translation:	15 Hours
----------------	--------------------------------------	-----------------

- Affective and Symbolic Translation: Use of imagery, non-verbal communication.
- Ethics in translation
- Intonation in translation
- Translation as Paraphrase, Adaptation and Transfer of form or Inter-Media Translation.
- Creativity in translation, Science and Technology translation.

References:

- Angela Phillips, (2006) Good Writing for Journalist, Sage Publications
- Christina Schaeffner, (2010) Media and Translation, Cambridge Scholars Publishing
- David Chandar, Semiothes : The Basics, Foundation Books , New Delhi
- Lawrence Venuti, (1998) The Scandals of Translation, Routledge Chapman & Hall
- Madhall McLuhan, (1994) Understanding Media, The MIT Press; Reprint Edition
- Steincer G, (1998) Aspects of Language and Translation, Oxford University Press
- Trask R L., (2004) Language: The Basics, Routledge.

- 8) Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation Studies. Routledge, London/New York, 1998.
- 9) Bassnett, Susan-McGuire. Translation Studies. Methun /Routledge, London, 1980.
- 10) Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and Culture. Pinter Publishers, London, 1990.
- 11) Das, Sisir Kumar. A History of Indian Literature: 1800-1910. Vol. I. Sahitya Akademi, New Delhi, 1991.
- 12) Deb, Amiya. The Idea of Comparative Literature. Papyrus, 1984.
- 13) Guha, Ranjit and Spivak Gayatri. eds. Selected Subaltern Studies. Oxford University Press, New York and Oxford, 1988.
- 14) Lakshmi, H (ed). Problems of Translation. Hyderabad: Books links Corporation, 1993.
- 15) Mukherjee, Sujit. Translation as Discovery. Orient Longman, 1994.
- 16) Robinson, Douglas(ed). Western Translation Theory from Herodotus to Nietzsche. St Jerome publishing, Manchester, 1997.
- 17) Sarang, Vilas. The Stylistics of literary Translation. University of Mumbai Publication, 1988.
- 18) Steiner, George. After Babel: Aspects of Language and Translation. OUP, 1975.
- 19) Venuti, Lawrence. Re-thinking Translation: Discourse, Subjectivity Ideology, Routledge, London and New York, 1992.
- 20) ಚಿದಾನಂದಮೂರ್ತಿ ಎಂ., ಭಾಷಾ ವಿಜ್ಞಾನದ ಮೂಲ ತತ್ವಗಳು: ಪ್ರ.ಡಿ.ವಿ.ಕೆ/ ಮೂರ್ತಿ, ಮೈಸೂರು

B3JMC003T	Communication Research	25+75=100 Marks
------------------	-------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Define research and differentiate pure and applied research.
- CO-2 Trace the areas and problems of research in mass media fields.
- CO-3 Use various methodologies involved in communication research.
- CO-4 Identify the tools and techniques of media research.
- CO-5 Apply various techniques of data collection and data analysis methods using different statistical tools.
- CO-6 Adopt ethical principles involved in research

Unit-I	Introduction to research:	15 Hours
<ul style="list-style-type: none"> a) Definitions, Elements of research, qualitative research and Quantitative research b) Scientific approach, Research and theoretical framework c) Media research problems (Print and traditional media, Electronic media, Social Media, Online Media/Digital Media) d) Scope and importance of communication research e) Types of research: Basic and applied research 		
Unit-II	Methods of communication research:	15 Hours
<ul style="list-style-type: none"> a) Census Method, Survey method b) Observation method, Content Analysis c) Case Studies, Longitudinal studies d) Historical Methods, Comparative Study e) Pilot study, Panel study 		
Unit-III	Research Design:	15 Hours
<ul style="list-style-type: none"> a) Meaning, Types, Components of research design b) Literature Review, Objectives, Hypothesis c) Research questions, Statement of research problem d) Sample: Probability and Non-probability e) Sampling methods 		
Unit-IV	Tools of data collection:	15 Hours
<ul style="list-style-type: none"> a) Questionnaire and Interview and Observation Schedules b) Variables, Levels of measurement, Online data collection methods c) Election polls, Audience Research, Media Habits Survey d) Scales: Likert Scale, Ethical perspectives of media research e) Project writing, Research report writing, Reference styles 		

References:

- 1) Wimmer, Roger D and Dominick, Joseph R. (2013). Mass Media Research- An Introduction. Singapore: Thompson Wadsworth.
- 2) John Waite Bowers, John A. Courtright (1984) Communication Research methods, Scott, Foresman.
- 3) Frederick Williams, Ronald E. Rice, Everett M. Rogers (1988), Rice and Roger's; Research Methods and New Media(Vol-2).Free Press
- 4) H.J.Hsia (2015), Mass communication and Research Methods, Tylor and Francis

- 5) Denis McQuail, Peter Golding, Els De Bens (2005) Communication Theory and Research, Sage Publications.
- 6) Berger, Arthur Asa (2014). Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches. New Delhi: Sage
- 7) Hansen, A., & Machin, D. (2019). Media and communication research methods. London: Red Globe Press.
- 8) Jensesn, Klaus Bruhan (2012). A handbook of Media and Communication Research: Qualitative and quantitative methodologies. New York: Routledge.
- 9) Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). Qualitative communication research methods. New Delhi: Sage.
- 10) Merrigan, G. & Huston, C.L. (2019). Communication research methods. Oxford. Oxford University Press.
- 11) Nafiger, Ralph O and White, David M. (1999). Introduction to Mass Communication Research. Louisiana: Louisiana State University Press,
- 12) Ruddock, A. (2017). Exploring media research: Theories, practice and purpose. New Delhi: Sage.
- 13) Somekh, Bridget (2012). Theory and methods in social research. New Delhi: Sage.
- 14) Treadwill, Donald (2014). Introducing communication research: Paths of inquiry. New Delhi: Sage.
- 15) ಶಂಕರರಾವ್ ಚ.ನ - ಸಾಮಾಜಿಕ ಸಂಶೋಧನೆಯ ಕೈಪಿಡಿ.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Handle translation from vernacular language to English vice versa English to Kannada .

CO-2 Demonstrate the techniques of translation with modern devices and software's.

CO-3 Understands the pictographic and symbolic language.

CO-4 Elaborate review and criticise media content.

CO-5 Write and design for magazine journalism.

Practical Components

1. Translate any two news stories Kannada to English vice versa English to Kannada (Two items)
2. Translate any one article from any English Magazine vice versa Kannada Magazine (One item)
3. Translate any TV serial to Kannada (One episode)
4. Translate any one advertisement to Kannada Print/Radio/TV
5. Translate any press note from Kannada to English, English to Kannada (One item)
6. Translate any social media message in to symbols and pictures (One item)
7. Present a seminar on challenges and opportunities faced by you during your translation exercises.
8. Write a feature on the topic given to you (One item)
9. Translate news agency copy to Kannada
10. Criticize/ review A Cinema/Book/Drama you recently watch/read
11. Write a profile of nay well-known columnist/media personality
12. Prepare and produce a magazine containing 5 pages excluding cover page
13. Capture 5 news photographs write news story pertaining to captured photos

Practice Journal:	All the students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.
--------------------------	--

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Write accurate and objective reports of various events

CO-2 Give appropriate headline for different news stories

CO-3 Select appropriate photographs and write caption.

CO-4 Design the layout of the journal using different software's

CO-5 Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

B3JMC105AT	Introduction to Radio	25+75=100 Marks
-------------------	------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion this course, students will be able to:

CO-1 Explain evolution of radio and their characteristics.

CO-2 Describe the organizational structure of All India Radio and the functions of different departments of radio AIR.

CO-3 Explain the importance and types of recording equipments

CO-4 Produce different radio programmes for different group of people in the society.

Unit-I	Introduction to radio:	15 Hours
<ul style="list-style-type: none"> a) Evolution of radio b) Growth and development of radio in India c) Scope and characteristics of radio d) Types of radio stations: Public-owned, Community radio, Commercial Radio, Satellite radio e) Organizational structure of All India Radio and private radio stations 		
Unit-II	Radio programme formats:	15 Hours
<ul style="list-style-type: none"> a) News production, Sound bites, Announcements, b) Music-based Programmes, Drama, Talks, Documentary, Features c) Live broadcasting d) Phone-in-programme, Special audience programmes, Educational programmes e) Interactive radio programmes: Interviews, discussions 		
Unit-III	Writing and editing techniques:	15 Hours
<ul style="list-style-type: none"> a) Script writing: Dialogues, Narration b) Voice Modulation, Pronunciation c) Radio jockey d) Writing commercials and jingles e) Using sound effects in programmes 		
Unit-IV	Radio equipments:	15 Hours
<ul style="list-style-type: none"> a) Types of microphones: Dynamic, Condenser, Ribbon, Carbon, and Crystal. b) Sound Pick-up Patterns: Omni directional, Bidirectional, Unidirectional, c) Types of sound recording equipments: Digital and analogue d) Mixers, consoles and processors e) Recent trends and techniques of sound recording 		

Reference:

1. Baruah, U L (1983). This is All India Radio: A handbook of radio broadcasting in India. Govt. of India: Publications Division.
2. Beaman, Jim (2000) Interviewing for radio. New York: Routledge.
3. Chantler, Paul & Peter Stewart (2007). Basic radio journalism. New Delhi: Reed Elsevier India Pvt.Ltd
4. Fleming, Carol (2002) The radio handbook. New York: Routledge.
5. Fossard, Esta De (2015). Writing and producing radio dramas. Communication for behavior change series. New Delhi: Sage Publications.
6. Hendricks, John Allen & Bruce Mims (2018). The radio station: Broadcasting podcasting and streaming. New Delhi: Rout India

7. Nanda, Vartika (2017). Radio journalism in India. New Delhi: Kanishka Publishers
8. Neelamalar, M (2018). Radio programme production. New Delhi: Prentice Hall
9. White, Ted (2005). Broadcast news writing, reporting, and production. New York: Focal Press, Elsevier.
10. Zachariah, Aruna (2009). Radio jockeying and news anchoring. New Delhi: Kanishka Publishers

B3JMC105BT	Introduction to Television	25+75=100 Marks
-------------------	-----------------------------------	------------------------

COURSE OUTCOMES: (CO's). *After the completion of this course, students will be able to:*

CO-1 Explain the essential elements of television production techniques.

CO-2 Undertake TV production independently.

CO-3 Practice the Vocabulary, usages, grammar and spellings in connection with television production.

CO-4 Write various types of television scripts.

CO-5 Practice the techniques of story boarding.

Unit-I	Growth and development of television:	15 Hours
---------------	--	-----------------

- a) Evolution of television
- b) Television in India
- c) Nature and characteristics of television
- d) Organizational structure of Doordarshan
- e) SITE experiment and Satellite TV Channels

Unit-II	Camera:	15 Hours
----------------	----------------	-----------------

- a) Camera movements, Camera angles, Camera shots
- b) Usage of different cameras for television production
- c) Visual compositions, Single and Multi Camera production
- d) Lighting techniques: Natural and artificial lighting, three-point lighting system
- e) Light Filters, Reflectors and other lighting equipment

Unit-III	Programme Formats:	15 Hours
-----------------	---------------------------	-----------------

- a) Entertainment programme formats: Soap operas, Reality Shows, Sitcoms
- b) News programme formats: News Bulletins, Panel discussion, Interviews, Piece to Camera (PTC), News chit-chat, walk through
- c) Anchoring, moderator, Visual Bite, Voiceover
- d) Live Coverage of events: Sports, entertainments and rallies
- e) Streaming television services: OTT, TV Apps

Unit-IV	Writing and Editing for Television:	15 Hours
----------------	--	-----------------

- a) Concept generation, research and information gathering, brain storming
- b) Script writing, characterization, dialogue writing, narrative style, writing Commercials
- c) Storyboard: Digital story-telling, Graphic elements, Creating background, Animated background
- d) Techniques of scripting: News, anchoring, reporting, reality shows
- e) Recent trends in television writing: Flash News, Breaking News, Exclusives

References:

1. Gerald Millerson (1991) - The Techniques of Lighting for Television, Focal Press
2. Herbert Zetti (2014) Television Production Handbook, Cengage Learning
3. Keith Kyker & Cristopher Curchy - Television Production: A Classroom Approach, Instructor Edition, Libraries Unlimited
4. Gerald Millerson (1989) The Techniques of TV Production, Focal Press
5. Brown, Lucy & Duthie, Lyndsay (2016). The TV Studio Production Handbook, London: IB Tauris Publishers.

6. Donald, Ralph and Thomas Spann (2000). Fundamentals of television production, Iowa: Iowa State University Press.
7. Millerson, Gerald (2016). Effective TV Production, London: Focal Press.
8. Owens, Jim (2015). Television Production, London: Routledge.
9. Robert L. Hilliard, L Robert (2007). Writing for television, radio, and new media, Connecticut: Wadsworth.
10. Trottier, David (2005). The Screen Writer's Bible: a complete guide to writing, formatting, and selling your script, California: Silman James Press.
11. Ward, Peter (2001). Studio and outside broadcast camerawork, New Delhi: Focal press.
12. Zettl, Herbert (2014). Television Production Handbook, 12th edition, Boston: Wadsworth.

B3JMC206T	Radio and Television (OEC)	25+75=100 Marks
------------------	-----------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Trace the history of Radio and Television.

CO-2 Explain the importance of Radio Broadcasting in India.

CO-3 Write radio and TV program scripts

CO-4 Explain the techniques of the interview.

CO-5 Critically analyse the current trends in Radio and Television

Unit-I	Introduction to Radio:	15 Hours
	<ul style="list-style-type: none"> a) Evolution of Radio b) Characteristics of Radio. c) Origin and growth of radio in India d) Types of radio : AM, FM, Internet e) Stages of programme production 	
Unit-II	Introduction to TV:	15 Hours
	<ul style="list-style-type: none"> a) Origin and Growth of Television b) Characteristics of TV c) Types of TV channels d) Stages of programme production e) TRP and TAM 	
Unit-III	Writing for Radio :	15 Hours
	<ul style="list-style-type: none"> a) Bulletins, Talks , Discussion, Interview, Documentary, Features b) Phone In Programs, Special programmes c) Radio commercials, Jingles d) Ethical aspects in script writing e) Narrative style: Voice Modulation 	
Unit-IV	Writing for TV:	15 Hours
	<ul style="list-style-type: none"> a) News bulletins, headline writing, Panel discussions, interviews b) Infotainment and edutainment programs, c) Serials, Sitcoms, Reality shows d) Anchoring, Voice over, visual byte e) Writing for Advertisements 	

References:

- 1) Robert L. Hilliard, George L. Hall (1967) Radio Broadcasting; an Introduction to the Sound Medium. New York, Hasing House
- 2) Ted White (2005) Broadcast News Writing, Reporting, and Producing. Tylor and Francis
- 3) Chakravarthy Jagadeesh (2004) Changing Trends In Public Broadcasting Journalism. Authorspress.
- 4) Gerald Millerson (1983) Effective TV Production, Focal Press
- 5) Gerald Millerson (1974) The Techniques of TV Production. Hasting House.
- 6) K.M.Srivatsava (1989) Radio and Television Journalism, Sterling Publishers
- 7) Andrew Boyd, Peter Stewart, Ray Alexander (2012) Broadcast Journalism: Techniques of Radio and Television News, Tylor & Frances.
- 8) Gerald Millerson, (1982) Basic TV Staging, Focal Press, London
- 9) Gerald Millerson, (2001) Video Production Handbook, Focal Press, London
- 10) Gerald Millerson, (2009) Techniques of TV Production, Focal Press/ Elsevier
- 11) Gerald Millerson, (2004) Better Broadcast Writing- better Broadcast News, 1st Edition Pearson

Fourth Semester (Print Media)

B4JMC001T	Media Management	25+75=100 Marks
------------------	-------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the nature, scope and principles of media management.

CO-2 Identify the economics of mass media.

CO-3 Critically analyze the economic and societal impact of different kinds of media ownership

CO-4 Explain the characteristics of different media organization structure

CO-5 Impart practical knowledge about media marketing strategies.

Unit-I	Introduction to Management:	15 Hours
a) Definition, Nature and Scope of media management		
b) Principles and Significance of media managements		
c) India's major media houses		
d) Major income heads in media industry		
e) Ethics in media management		
Unit-II	Ownership patterns of media houses in India:	15 Hours
a) Chine, Group and Cross media ownership		
b) Proprietorship, Partnership, Private limited companies, Public limited companies		
c) Trust and Co-operatives		
d) Vertical integration, Religious institutions (societies) and Franchises		
e) Foreign Direct Investment in Media (FDI), Transnational ownership		
Unit-III	Management Structures:	15 Hours
a) Different organizational structures		
b) Delegation, decentralization, motivation, control and co-ordination		
c) Managing different departments: Editorial, Advertising, Circulation, Finance, Human Resource		
d) Transformation of traditional media business to digital formats		
e) SWOT analysis of media management		
Unit-IV	Event Management Structures:	15 Hours
a) Nature and Principles of event management		
b) Collaboration for events: Sponsorships, advertisements, exhibitions		
c) Live Media Management		
d) Planning and budgeting events		
e) Managing crisis at events		

Reference:

- 1) Frank Warren Rucker, Herbert Lee Williams (2009) - Newspaper Organization and Management, Iowa State University, University of Minnesota
- 2) Achal Mehra (1988) News Paper Management. Asian Mass Communication Research and Information Centre (AMIC)
- 3) VanitaKohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
- 4) James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.

- 5) Cabera, E.F & Bonache 1999. An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
- 6) Halzer C 1991, Total quality Management, London Chapman & Hall
- 7) W.J. Stanton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
- 8) Thoms Gouldon, 1997. News Management, London, William Heiremann Ltd.
- 9) Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael (2006). Handbook of Media Management and Economics. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
- 10) Deuze, Mark (2011). Managing media work. New Delhi: SAGE publications India Pvt. Ltd.
- 11) Herrick F. Dennis (2012). Media management in the age of giants. Albuquerque: University of New Mexico Press.
- 12) Hollifield, C. Ann & others (2015). Media Management: A Case book approach. London: Routledge.
- 13) Kohli-Khandelkar Vanitha. (2006). The Indian media business. New Delhi: Sage.
- 14) Padmaja, R. (2008). Marketing of newspapers. New Delhi: Kanishka Publishers.

B4JMC002T	Introduction to Film Studies	25+75=100 Marks
------------------	-------------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Trace the origin and development of world and Indian cinema

CO-2 Explain film production stages

CO-3 Critically review a film

CO-4 Identify recent trends in Indian, world and regional cinema

Unit-I	Introduction to Cinema:	15 Hours
a) History and evolution of world cinema b) Early pioneers of cinema: Lumiere brothers, Akira Kurusowa, Vittorio D'esica, Orson Welles, James Cameron, Jean Luc Goddard c) Movies as a medium of communication. d) Film awards : International, National and State e) Film theories: Montage, German expressionism, Neo-Realism, French New Wave		
Unit-II	Indian Cinema:	15 Hours
a) History and evolution of Indian cinema b) Early pioneers: Dada Sahib Phalke, Guru Dutt, Satyajit Ray, Shyam Benegal, G V Iyer, Mrinal Sen c) Types: Fictional - Art, Popular, Short Films, Animated Films; non-fictional - Documentary d) Film certification: CBFC, Censor Board e) Film Festivals: International film festivals National Film Festivals		
Unit-III	Kannada Cinema:	15 Hours
a) History and evolution b) Early pioneers: Puttanna Kanagal, Girish Kasaravalli, N. Lakshminarayan, B V Karanth, Nagathihalli Chandrashekhar c) Impact of Kannada cinema on contemporary society d) Analysis of Kannada Award movies e) Children's movies, Art movies		
Unit-IV	Recent Trends in Indian Cinema:	15 Hours
a) OTT, Multiplexes b) Film promotion and distribution c) Problems and prospects in Hindi and Regional language cinema d) Pan India movies, remaking and dubbing e) Emergence of content-driven cinema		

Reference:

1. Andrew, Dudley, J. (1976). The major film theories: An introduction. London: Oxford University Press.
2. Battaglia, Giulia (2018). Documentary film in India: An anthropological history. New York: Routledge.
3. Bordwell, David., Thompson, Kristin., & Smith, Jeff (2016). Film art: An introduction. New York: McGraw-Hill Education.
4. Braudy, Loe & Cohen, Marshall (2004). Film theory and criticism. New York. Oxford University Press.
5. Clarke, James (2011). Movie movements: Films that changed the world of cinema. Kamera Books

6. Jain, Manju (2009). Narratives of Indian cinema. Delhi: Primus Books.
7. Nichols, B. (2017). Engaging cinema: An introduction to film studies: New York: WW Norton & Co.
8. Prasad, Madhava (2002). Ideology of the Hindi film: a historical construction. Delhi: Oxford University Press. Roberge,
9. Gaston (2005). The subject of cinema. Kolkatta: Seagull Stam,
10. Robert (2017). Film theory: An introduction. Oxford: Blackwell Publishing

B4JMC003T	Development Communication	25+75=100 Marks
------------------	----------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the concept and parameters of development.

CO-2 Elaborate different models, strategies and barriers of development communication

CO-3 Prepare developmental messages for different electronic media.

CO-4 Identify the alternative developmental communication methods

CO-5 Report development issues.

Unit-I	Introduction to Development communication:	15 Hours
	<ul style="list-style-type: none"> a) Concept of development: Definition, Nature and Scope, Process of development b) Models of Development: Participatory model, Gandhian model c) Indicators of Development, Modernization, Problems and issues of development, characteristics of developing societies d) Modernization, Paradigms of development, Theories of development: Western and Eastern theories of development e) Problems and issues in development communication. 	
Unit-II	Policies and practices of development communication:	15 Hours
	<ul style="list-style-type: none"> a) Development communication policies and practices in India b) Indian media and development, Sustainable development concepts c) Social change; Role of communication in social change d) Social, Cultural and Economic barriers to development communication e) Approaches to development 	
Unit-III	Media and development:	15 Hours
	<ul style="list-style-type: none"> a) Coverage on developmental issues: Family Planning, Rural Development, National integration, Education, Environment, Health, Hygiene, and Nutrition, Agriculture b) Writing Development-related stories: Writing for print media, electronic media and online media c) Role of folk and ICT in development d) Role of Modern technology in development e) Case studies in Indian context 	
Unit-IV	Development support communication:	15 Hours
	<ul style="list-style-type: none"> a) Development policy, Development planning b) Developmental and rural extension agencies: Semi-Government, Central Government, State Government and NGOs c) Panchayat raj system in India, Panchayat raj system in Karnataka d) Experiments in development communication: SITE, KHEDA, JHABUA and Udayavani e) Ethical perspective in development 	

Reference:

- 1) Garcia, Oscar A & Kotturi, Prashanth (2019). Information and communication technologies for development evaluation. New Delhi: Routledge.
- 2) Melkote, Srinivas (2003). Communication for development in third world countries. New Delhi: Sage.

- 3) Narula Uma (2019). Development Communication: Theory and practice. New Delhi: Har-Ananda Publications.
- 4) Rogers, Everett M and Floyd Shoemaker (1971). Communication of innovations. New York: Free Press.
- 5) Sainath, P (2000). Everybody loves a good drought. New Delhi: Penguin
- 6) Sen, Amartya (2006). Development as freedom. New Delhi: Oxford University Press.
- 7) Seneviratne, Kalinga (2018). Mindful communication for sustainable development: perspectives from Asia. New Delhi: Sage.
- 8) Servaes, Jan (2008). Communication for development and social change, New Delhi: Sage.
- 9) Singhal, Aravind & Rogers, Everett (2003). India's communication revolution: From bullock carts to cybermarts. New Delhi: Sage.
- 10) Singhal, Aravind & Dearing, Janes W. (2010). Communication of innovations: A journey with Eve. Rogers, New Delhi: Sage.
- 11) Narula Uma (1988) Development Communication: theory and practice. Asian Mass Communication Research and Information Centre (AMIC)
- 12) Bella Mody (2003) International and Development Communication, Sage Publications
- 13) Rogers M. Singhal Aravind Ana and India's information revolution
- 14) ಈಶ್ವರ ದೈತೋಟ - ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ
- 15) ಬಿ.ಪಿ.ಮಹೇಶಚಂದ್ರಗುರು, ಅಭಿವೃದ್ಧಿ ಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 16) ಡಾ. ಸಂಜಯಕುಮಾರ ಮಾಲಗತ್ತಿ (೨೦೨೩) ಗ್ರಾಮೀಣ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಸಮೂಹ ಮಾಧ್ಯಮಗಳು, ಬೆರಗು ಪ್ರಕಾಶನ, ಆಲಮೇಲ್.

B4JMC004AP	Documentary Production (Practical-I)	15+35=50 Marks
-------------------	---	-----------------------

COURSE OUTCOMES: (CO's) *after completing this paper, the students will be able to:*

CO-1 Identify the techniques of writing script for documentary

CO-2 Prepare storyboard for documentary shooting

CO-3 Adopt the camera handling techniques and explore various shots and angles

CO-4 Use various video editing softwares and explore video editing techniques

Practical Components

1. Identify a topic related to social cause for documentary
2. Collect information through primary and secondary sources
3. Organize the collected information and write script for 10 minutes documentary
4. Plan shooting schedule and adopt the techniques of cinematography
5. Shoot according to the script and record bites
6. Edit the documentary using editing software's and add credits
7. Submit the documentary in a DVD along with script

Practice Journal:	All the students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.
--------------------------	--

B4JMC104BP	Lab Journal Vidyasamachar (Practical-II)	50 Marks
-------------------	---	-----------------

COURSE OUTCOMES: (CO's) *after completing this paper, the students will be able to:*

CO-1 Write accurate and objective reports of various events

CO-2 Give appropriate headline for different news stories

CO-3 Select appropriate photographs and write caption.

CO-4 Design the layout of the journal using different software's

CO-5 Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

B4JMC105AT	Sound Production and Editing	25+75=100 Marks
COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:		
CO-1 Explain the significance sound and its functions		
CO-2 Control and create good quality sound		
CO-3 Elaborate the technical aspects of sound		
CO-4 Edit and produce audio programmes independently.		

Unit-I	Introduction to Sound:	15 Hours
a) Sound, Meaning, Nature and Scope of Sound. b) Quality and Intensity of Sound c) Principles of Sound d) Frequency, Noise, Amplitude, Timbre and Velocity of Sound e) Analogue and Digital audio		
Unit-II	Sound Production:	15 Hours
a) Speech, Discussion, Music, Interview b) Creative usage of sound c) Room dimensions d) Room Acoustics e) Control room Design		
Unit-III	Sound Design:	15 Hours
a) Design: Sound Aesthetics, b) Noise, Echo, Reverb, Sound effects and its functions c) Natural sound and created sound d) Sound design for movies, documentaries and short films e) Recent trends and challenges of sound designing		
Unit-IV	Sound editing and Mastering:	15 Hours
a) Recording: Live events, Studio, Field, Single and Multiple microphone recording b) Sound Editing: An overview of audio editing software c) Editing tools and techniques, d) Single track and multi track editing, Adding sound effects, BGM e) Sound mixing and mastering, Exporting sound clips in different formats.		

Reference:

1. Borwick and John,(1987) Sound Recording Practice: A Handbook, Oxford University Press
2. Salkin, Glyn, (2012) Sound Recording and Reproduction, Taylor & Francis
3. M.Stephen, (2017) Broadcast News and Radio Journalism: An introduction, Taylor & Francis
4. F.Rumrey , (2012) Sound Recording , Taylor & Francis
5. StanelyAlten , (1999) Audio in Media, Wadsworth
6. John Borwick, (1994) Sound Recording Practice,Oxford University Press
7. Fossard, Esta De (2015). Writing and producing radio dramas. Communication for behavior change series. New Delhi: Sage Publications.
8. Hendricks, John Allen & Bruce Mims (2018). The radio station: Broadcasting podcasting and streaming. New Delhi: Rout India Nanda,
9. Vartika (2017). Radio journalism in India. New Delhi: Kanishka Publishers
10. Neelamalar, M (2018). Radio programme production. New Delhi:
11. Prentice Hall White, Ted (2005). Broadcast news writing, reporting, and production. New York: Focal Press, Elsevier.

B4JMC105BT	Video Editing	25+75=100 Marks
-------------------	----------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the role and importance of visual editing

CO-2 Understand different visual shots and cuts of video editing

CO-3 Design and develop sound and visual effects for video editing

CO-4 Edit and produce video programmes independently.

Unit-I	Introduction to video editing:	15 Hours
a) An overview of video editing software b) Evolution of video editing, c) Principles of editing d) Significance of video editing e) Forms of editing: Linear editing, Non -linear editing, Live editing		
Unit-II	Introduction to video editing:	15 Hours
a) Understanding video editing tools and techniques b) Shots : Match on action, Shot-reverse shot, Eye-line match etc. c) Cuts : Match cut, Jump cut, Cut in, Cut away, d) Master shots e) Montage - types and uses, Raw file management		
Unit-III	Introduction to video editing:	15 Hours
a) Editing Scripts and generating an EDL b) Project Setup, Sequence c) Importing Footage, Monitoring Assets d) Workflow and workspace e) Effects and effect control, Transition and transition editing		
Unit-IV	Introduction to video editing:	15 Hours
a) Editing audio and adding sound effects, BGM, Voiceover b) Adding visual effects, Animation and Key frames, c) Titling and credits d) Final checkups and Rendering e) Compositing, Exporting video clip to different formats		

Reference:

1. Aaron Goold , (2001) The Video Editing Handbook, John Goold
2. Greg Keast, (2015) The Art of The Cut: Editing Concepts Every Filmmaker Should Know, CreateSpace Independent Publishing Platform
3. Christopher J. Bowen, (2012) Grammar of the Edit. Taylor & Francis
4. Wallace Jackson , (2016) Digital Video Editing Fundamentals, Apress
5. Patrick McGrath and Robert M. Goodman, (2015) Editing Digital Video : The Complete Creative and Technical Guide, Taylor & Francis
6. Gerald Millerson ,(1994) Video Camera Techniques. Taylor & Francis
7. Herbert Zetti, (2008) Sight Sound Motion, Thomson/Wadsworth
8. Steven E. Browne - Nonlinear Editing Basics: Electronic Film and Video Editing
9. Stanley R. Alten, (2011) Recording and Producing Audio for Media, Course Technology
10. Patrick Morris, (2012) Nonlinear Editing, Taylor & Francis

B4JMC006P	Dissertation	25+75=100
COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:		
CO-1 Identify problems and issues of journalism and mass communication and allied areas.		
CO-2 Review existing literature and find the research gap		
CO-3 Determine important research objectives and formulate the research questions.		
CO-4 Collect research data using appropriate tools and techniques.		
CO-5 Analyze data and different aspects of Report writing.		
CO-6 Write the research report with citations and bibliography.		

Unit-I	Introduction:	15 Hours
a) Identifying various mass media problems b) Topic about media - Radio, TV, Online, Digital, Social Media c) Uses and Users of different media d) Influence of mass media on users (Selection and finalization of the topic for project work) (Time limit: first 2 weeks during the semester) <i>Submission of first progress report: Evaluated for 5 Marks</i>		
Unit-II	Review of literature:	15 Hours
a) A study of existing PhD thesis and dissertations available b) Study of online resources c) Book reviews d) Articles and journals (Time limit: 3 weeks after defining/finalizing project title) <i>Submission of second progress report: Evaluated for 5 Marks</i>		
Unit-III	Methodologies:	15 Hours
a) Adopting appropriate methodologies: Survey, Content analysis, Case study, focus group for the study b) Preparation of data collection tools c) Data Collection, Data tabulation, Creating tables and charts and analyze the data d) Results and conclusions (Time limit: 2 weeks after reviewing existing data and early studies) (Time limit: 4 weeks after designing tools of data collection) <i>Submission of second progress report: Evaluated for 5 Marks</i>		
Unit-IV	Prepare the final report of the project and submit by semester end:	15 Hours

(Time limit: 3 weeks after data collection)

Formative	Marks	Summative	Marks
Submission of 3 progress reports. (Once in a month candidate has to submit one Progress Report which carries 05 Marks)	5X3=15	Project Report	35
Interaction with project supervisor	10	Presentation	20
		Viva-voce	20
Total out of 100	25		75

Electronic Media Specialization

Third Semester										
Type of Course	Theory /Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 12	Theory	B3JMC001T	Advance Radio Programme Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 13	Theory	B3JMC002T	Advance Television Programme Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 14	Theory	B3JMC003T	Advanced Digital Production	04	60 Hrs	03 Hrs	25	75	100	04
DSC-15	Practical	B3JMC004AP	Practical -I Audio visual production	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical	B3JMC004BP	Practical - II Television News Magazine	02 (04)	60 Hrs	--	50	--	50	02
DSE - 1a	Theory	B3JMC005AT	Folk Media	04	60 Hrs	03 Hrs	25	75	100	04
DSE - 1b	Theory	B3JMC005BT	Media and Society	04	60 Hrs	03 Hrs	25	75	100	04
							140	460	600	24

Fourth Semester										
Type of Course	Theory/Practical	Course Code	Title of the paper	Instruction hour/Sem	Total hour/Sem	Duration of Exam	Marks			Credits
							Formative	Summative	Total	
DSC - 17	Theory	B4JMC001T	Electronic Media for Development	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 18	Theory	B4JMC002T	Corporate Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSC - 19	Theory	B4JMC003T	Graphics and Animation	04	60 Hrs	03 Hrs	25	75	100	04
DSC-16	Practical	B4JMC004AP	Practical-I Graphics and Animation	02 (04)	60 Hrs	02 Hrs	15 Record Book	35	50	02
	Practical	B4JMC004BP	Practical-II Television News Magazine	02 (04)	60 Hrs	--	50	--	50	02
DSE - 1a	Theory	B4JMC005AT	Intercultural Communication	04	60 Hrs	03 Hrs	25	75	100	04
DSE - 1b	Theory	B4JMC005BT	Social Media Marketing	04	60 Hrs	03 Hrs	25	75	100	04
Dissertation	Practical	B4JMC006P	Dissertation	04	60 Hrs	03 Hrs	25	75	100	04
							140	460	600	28

Electronic Specialization All Semester Total Marks = 2500
All Semester Total Credits = 100

Electronic Media Specialization

Third Semester (Electronic Media)

B3JMC001T	Advanced Radio Programme Production	25+75=100 Marks
------------------	--	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the structure and functioning of operational radio studios
- CO-2** Use microphones and operate sound recording equipments and edit sound
- CO-3** Operate wide range of production equipments and accessories in TV studio setups
- CO-4** Create a variety of radio programs, including news broadcasts, radio features, documentaries, music-based programs, radio talk shows, interviews, and radio announcements
- CO-5** Write scripts for different kinds of radio programs

Unit-I	New trends in radio production:	15 Hours
<ul style="list-style-type: none"> a) Podcasting, Interactive radio b) Radio announcements: Local news snippets, traffic alerts c) Live programmes of local events: Music programmes, special audience programmes d) Radio jockey: Fun-based programmes - mimicry, prank calls e) Phone-In- Programme: Interaction with celebrities 		
Unit-II	Pre-production stage:	15 Hours
<ul style="list-style-type: none"> a) Concept development for informative programme production: News bulletins, radio talks, Interviews, documentaries b) Concept development for entertainment programme production: Film, Dramas, plays, features and music programmes c) Research and gathering information d) Preparing script for news bulletins, entertainment programmes, Story board e) Planning and scheduling programmes 		
Unit-III	Production stage:	15 Hours
<ul style="list-style-type: none"> a) Microphones: Dynamic, Condenser, Ribbon, Carbon, and Crystal b) Sound Pick-up Patterns: Computer-based, on-field, musical instruments c) Sound recording equipments: Digital and Analogue, Audio consoles, sound mixers d) Voice recording, modulation, pronunciation e) Broadcasting: Live and studio broadcasting 		
Unit-IV	Post-production stage:	15 Hours
<ul style="list-style-type: none"> a) Sound editing, single track and multi track editing b) Noise reduction, space generation, secure music c) Sound mixing, inserting sound effects d) Perception of final output, promoting programmes e) Audience research and getting feedback 		

References:

1. Baruah, U L (1983). This is All India Radio: A handbook of radio broadcasting in India. Govt. of India: Publications Division.
2. Beaman, Jim (2000) Interviewing for radio. New York: Routledge.
3. Chantler, Paul & Peter Stewart (2007). Basic radio journalism. New Delhi: Reed Elsevier India Pvt.Ltd

4. Fleming, Carol (2002) *The radio handbook*. New York: Routledge.
5. Fossard, Esta De (2015). *Writing and producing radio dramas*. Communication for behavior change series. New Delhi: Sage Publications.
6. Hendricks, John Allen & Bruce Mims (2018). *The radio station: Broadcasting podcasting and streaming*. New Delhi:
7. Rout India Nanda, Vartika (2017). *Radio journalism in India*. New Delhi: Kanishka Publishers
8. Neelamalar, M (2018). *Radio programme production*. New Delhi:
9. Prentice Hall White, Ted (2005). *Broadcast news writing, reporting, and production*. New York: Focal Press, Elsevier.
10. Zachariah, Aruna (2009). *Radio jockeying and news anchoring*. New Delhi: Kanishka Publishers.
11. Bliss, Edward and Jmaes L. Hoyt. (1914) *Writing News for Broadcast*. New York: Columbia University Press,
12. Block, Mervin, *Writing Broadcast News*, Bonus Books, Chicago, Ill., 1997
13. Boyd, Andrew (2000) *Broadcast Journalism: Techniques of Radio and TV News*, 5th edition, Focal Press,.
14. Chantler. Paul and Peter Stewart. (2003) *Local Radio Journalism*. Boston: Focal Press,
15. Geller Valerie. (2007) *Creating Powerful Radio*. Boston: Focal,.
16. Wilson, John, *Understanding Journalism*, Routledge, London, 1996.

B3JMC002T	Advanced Television Programme Production	25+75=100 Marks
------------------	---	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the evolution, characteristics, and importance of television as a medium of communication
- CO-2** Demonstrate proficiency in the stages of television program production, including pre-production, production, and post-production
- CO-3** Operate wide range of production equipments and accessories in TV studio setups
- CO-4** Generate creative content for television, including news bulletin scripts and entertainment program
- CO-5** Adapt to new trends in TV production, such as 3D graphics, web streaming, and AI-based anchoring and others.

Unit-I	New trends in television production:	15 Hours
---------------	---	-----------------

- a) Web Streaming of television and OTT
- b) Television viewing on social media
- c) Usage of Artificial intelligence and ChatGPT for television programme production
- d) Production of panel discussions using video conference techniques
- e) Special programme production: Election events, Cinema promotion

Unit-I	Pre-production stage:	15 Hours
---------------	------------------------------	-----------------

- a) Concept development for informative programme production: News, Panel Discussions, Interviews, documentaries
- b) Concept development for entertainment programme production: Reality shows, Interviews, soap opera, sitcoms, serials, award functions
- c) Research and gathering information, Budgeting
- d) News bulletin script, Writing for entertainment programmes, Story board
- e) Planning and scheduling: Talent search, Location search for outdoor production

Unit-III	Production stage:	15 Hours
-----------------	--------------------------	-----------------

- a) Camcorders, Teleprompter, Lighting Set-up, Microphones
- b) Shooting location: Studio, Outdoor, Green Screen, Monitoring system
- c) Single camera and Multi Camera Operation, Set up of required software
- d) Recording voice over and Capturing visuals
- e) Production Control Room and its functions

Unit-IV	Post-Production stage:	15 Hours
----------------	-------------------------------	-----------------

- a) Raw footage management, Aspect ratio, Project, Sequence, time line, editing tools, EDL (Edit Decision List) visual editing
- b) Sound editing, sound effects, secure music, sound mixing, BGM
- c) Transitions, Visual effects, keyframe, keying, animated backgrounds, color correction, titles, credits, and graphics
- d) Final touchup and export, gather distribution materials,
- e) Promotional activities: Creating teaser/trailer, arranging premiere shows

References:

1. Chatterji, P.C. (1988) Broadcasting in India, Sage, New Delhi.
2. Masani, Mehra (1997) Broadcasting and People, National Book Trust, New Delhi.
3. Luthra, H.R. (1986) Indian Broadcasting, Publication Division, New Delhi,.
4. Akash Bharti National Broadcast Trust (1987) Publication Division, New Delhi.

5. Report of the Working Group on Television 'software for Doordarshan (1985) Vol. I &II , Publication Division, New Delhi,
6. Hellard Robert, (1984) Writing for television and radio, Words worth Publishing Company, Belmont,
7. White, Tedel al (1984) Broadcast News, writing, reporting and production. Macmillan, NY..
8. Mitchell Stephen, Holt (1980) Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY.
9. Edger E. Willis & Henary B. Aldrige, Television and Radio, Prentice Hall.
10. Boyd, Andrew (2001) Broadcast Journalism: Techniques of Radio and Television News, Oxford: Focal Press.
11. Carroll, Victoria (1997) Writing News for Television. Ames: Iowa State University Press,.
12. Cohler. David Keith. (1990) Broadcast Newswriting. Englewood Cliffs, NJ: Prentice Hall,.
13. Desormeaux, Didier and Besse, Brigitte (2003) Television News Reporting, CFPJ Editions, Paris,.
14. Harcup, Tony (2004) Journalism: Principles and Practice, London: Sage 7.
15. Humphrys, John (2005) Lost for Words: The Mangling and Manipulating of the English Language, London: Hodder & Stoughton.
16. Papper. Robert A. (2002) Broadcast News Writing Stylebook. Boston: Allyn& Bacon.
17. Thompson, Rick (2005) Writing for Broadcast Journalists, Oxford: Routledge.
18. Alkin, Glyn, (1996) Sound Recording and Production, 3rd edn. Boston: Focal Press
19. Anderson, Gary H. (1998) Video Editing and Post-production: A Professional Guide, 4th ed. St. Louis, MO: Focal Press.
20. Browne, Steven E. High (1999) Definition Postproduction: Editing and Delivering HD Video. St. Louis, MO: Focal Press.
21. Luther, Arch C. ()1997 Principles of Digital Video and Audio. Boston: Artech House, Inc.
22. Luther, Arch C. and Andrew F. Inglis. (1999) Video Engineering, 3rd ed. New York: McGraw-Hill Professiona.
23. Mellor, David. (2000) A Sound Person's Guide to Video. St. Louis, MO: Focal Press.
24. Weise, Marcus and Diana Weynand. (2007) How Video Works: From Analog to High Definition, 2nd ed. Amsterdam: Focal Press.
25. Zettl, Herbert. (1998) Video Basics 2. Belmont, CA: Wadsworth Publishing Company.

B3JMC003T	Advanced Digital Production	25+75=100 Marks
------------------	------------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain devices and accessories of computer technology.

CO-2 Evaluate the growth and development of various digital media devices

CO-3 Differentiate the analog and digital audio equipments and its uses

CO-4 Identify the analog and digital video signals and its significance

CO-5 Explain the significance of video cameras and its types

Unit-I	Introduction to Digital Media and digital images:	15 Hours
a) Digital Media: History, Digital computers, The digital revolution b) Digital images: Pixels and Resolutions, c) Digital image characteristics: d) Image Format: JPEG, GIF, PNG, TIFF e) Storage and memory issues of digital images.		

Unit-II	Digital audio equipments:	15 Hours
a) digital audio equipment: types and their usage, Analog v/s Digital audio b) Amplification, transition and Digital audio recording devices, IPOD, PDAs c) Microphone: Types of microphones, d) Digital audio formats: WAV, MP3, MP4, Audio storage media and audio mixer. e) Digital audio delivery system: AM and FM, KHz, MHz		

Unit-III	Digital video equipments:	15 Hours
a) Digital video equipments: types and their usage b) Analog V/s Digital video signals c) Components and composites of Digital video, DTV, HDTV, Ultra HDTV, NTSC, PAL, SECAM and 4K video d) Types of Digital video formats: MPEG1, MPEG2, MPEG4, AVI, WMV, FLV and H264 etc, e) Digital video and audio compression: Purpose and types of compression.		

Unit-IV	Digital video camera and :	15 Hours
a) Types of video cameras: Features of video cameras-Web camera, PTZ camera. b) Video tuning cards, Video capturing devices. c) Video file rendering, storing and retrieving systems, Streaming of video over net.CCU, signal stabilization d) Recent trends of digital video broadcasting, problems and prospects of digital broadcasting. e) Display Monitors: LCD, LED, PLASMA screens. Multimedia projectors, IMAX theatre facilities.		

References :

1. Miller, M. R. (2015). Easy Computer Basics, Windows 10 Edition. Que Publishing
2. Bangia, R. (2008). Computer Fundamentals and Information Technology. Firewall Media.
3. Dreiske, N. (2018). The Upside of Digital Devices. Health Communications, Inc.
4. Dunn, J. M. (2002). The Computer Revolution.
5. Blackledge, J. M. (2005). Digital Image Processing. Elsevier.

6. Kefauver, A. P., & Patschke, D. (2007). *Fundamentals of Digital Audio*, New Edition. A-R Editions, Inc.
7. Holman, T., & Baum, A. (2013). *Sound for Digital Video*. Taylor & Francis.
8. Millerson, G. (1994). *Video Camera Techniques*. CRC Press.
9. Lyver, D., & Swainson, G. (1999). *Basics of Video Production*. CRC Press.
10. Gane, Nicholas & David Beer (2008). *New media*. New York: Berg.
11. Hill, Steve & Paul Lashmar (2013). *Online journalism: The essential guide*. New Delhi: Sage Publications.
12. Siapera, Eugenia (2018). *Understanding new media* (2nd Ed.). New Delhi: Sage Publications.
13. Witschge, Tamara; C. W. Anderson, David Domingo, & Alfred Hermida (2016). *The Sage handbook of digital journalism*. New Delhi: Sage Publications.

B3JMC004AP	Audio-Visual Production (Practical-I)	15+35=50 Marks
-------------------	--	-----------------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Handle and different video editing software's.

CO-2 Demonstrate the techniques of sound and video editing.

CO-3 Practically work with project and sequences.

CO-4 Explain post production activities of audio and video projects.

Practical Components

1. Writing script for short talk for radio(five minutes)
2. Writing jingle for radio (10 to15 seconds)
3. Spot interview short duration (spot online/offline)
4. Television News package (five minutes)
5. Write a script for special programme for television (two minutes)
6. Produce a special segment for television news on your own choice (one minute)
7. Draw a audio studio setup and explain
8. Draw a three point lighting system and explain the importance of each light
9. Explain different television shots with simple diagrams
10. Explain camera movements.
11. Give PtoC (Three items)
12. Prepare news chit-chat or walkthrough

Practice Journal:	All the students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.
--------------------------	--

B3JMC004BP	Television News Magazine (Practical-II)	50 Marks
-------------------	--	-----------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand accurate and objective reporting for various events

CO-2 Handle audio-video recording equipments

CO-3 Write news script, special segments script for television news

CO-4 Design the backdrop for news and add animation to it

CO-5 Do audio-video editing, adding special effects, transitions, color correction and produce final copy.

All the students must produce a television news magazine for 3 to 5 minutes within stipulated time (Fortnightly) and submit the same to the department. The batches for particular project will be notified on the notice board time to time.

B3JMC005AT	Folk Media	25+75=100 Marks
COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:		
CO-1 Explain the role and importance of folk media		
CO-2 List major folk forms of Karnataka and India		
CO-3 Explain the role of folk media as communication tool		
CO-4 Identify the problems faced by folk artists		

Unit-I Introduction to Folk Media:	15 Hours
a) History and development of Folk Media in India b) Characteristics and Role of folk media c) Importance of Folk Media d) Difference between folk media and modern media e) Advantages and disadvantages of Folk Media	
Unit-II Major folk forms in India:	15 Hours
a) Tamasha, Nautanki, Theatre, Keertana, Raas Leela b) Burrakatha, Bhavai, Jatra, Theyyam c) Street Play, Folk Dance, Folk Songs d) Yakshagana, Kamsale, Veeragaase, Krishna Parijatha e) Gombeyata, Pata Kunita, Dollu Kunita, Karaga Kunita, Kolata	
Unit-III Folk media as a medium of communication:	15 Hours
a) Folk media for promoting literacy, social change b) Tools of mass campaigns c) Folk literature d) Folk and social media e) Cinema and folk	
Unit-IV Folk media and society:	15 Hours
a) Folk artists, social and economic issues faced by folk artists b) Government Initiatives related to folk media c) Ethical aspects of folk media d) Mass media and folk e) Folk media institutions: Government and private	

References:

1. Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
2. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
3. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
4. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.
5. Mishra, Raghavendra (2016). Traditional folk media in India: Practice and Relevance. Varanasi: Bharati Prakashan.
6. Mukhopadhyay, Durga Das (2017). Folk Arts and Social Communication. New Delhi: Publications Division,
7. Parmar, Shyam (1975). Traditional Folk Media in India. New Delhi: Geka Books.

8. Kumar, Sathish (2013). Role of traditional folk arts as media of mass communication: A Study with special reference to coastal Karnataka. Germany: LAP.
9. Ranganath, H.K. (1980). Folk Media and Communication. Bangalore: Chaitanya Publications.
10. Ranganath, H.K. (2000). Live Media for Development Communication. Udupi: RRC.
11. Usharani, N. (1996). Folk Media for Development: A study of Karnataka's traditional media. Bangalore: Karnataka Book Publishers Vatsyayan,
12. Kapila (2007). Traditional Indian theatre. New Delhi: National Book Trust.
13. Vijaya, N. (1988). The role of traditional folk media in rural India. Delhi: Gian Publishing House.

B3JMC005BT	Mass Media and Society	25+75=100 Marks
-------------------	-------------------------------	------------------------

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Understand Indian social system and importance of mass media in society

CO-2 Elaborate media activism towards betterment of the society

CO-3 Explain the various issues social before media

CO-4 Identify the impact of media on education and learning process

Unit-I Introduction to Indian Social system:	16 Hours
a) Indian Society, Social system in India, Mass society, b) Mass communication, characteristics of mass media. c) Newspapers, radio, television and cinema as mass media. d) Internet and social media e) Responsibilities of media.	
Unit-II : Mass Media and society:	16 Hours
a) Mass Media and politics, Mass Media and Social Movements b) Media and democracy c) Media freedom, Media activism d) Media ownership and control, pressures on media, media regulation, censorship e) Public opinion and its importance	
Unit-III Mass Media issues	16 Hours
a) Media coverage of issues related to religion, gender, youth and children. b) Sensationalism, hype and trivialization c) Violence and obscenity in media. d) Misleading advertisements. e) Page 3 reporting, Citizen Journalism.	
Unit-IV Mass Media and Social Change:	16 Hours
a) Mass Media and social change, Media and development. b) Media impact on knowledge, attitude and behavior. c) Media and cultural change. d) Global village, Impact on education and learning, e) Mass Media as source of information and entertainment.	

References:

1. Carah, Nicholas & Eric Louw (2015). Media and society: Production, content and participation. New Delhi: Sage Publications.
2. Croteau, David (2014). Media/society: Industries, images, and audiences. New Delhi: SAGE Publications Graeme,
3. Burton (2009). Media and Society, New York: McGraw-Hill
4. Grossberg, Lawrence (2006). Media making: Mass media in a popular culture (2nd Ed). New Delhi: Sage.
5. Hodgkinson, Paul (2017). Media, culture and society: An introduction, (2nd Ed.). New Delhi: Sage Publications.
6. Horner, David (2014). Understanding media ethics. New Delhi: Sage Publications.
7. Jeffrey, Robin (2012). Media and modernity. New Delhi: Orient Blackswan
8. Kumar, Rajesh (2012). Society, media, communication and development: The Indian experience. Saarbrücken: Lap Lambert Academic Publishing.
9. Lindgren, Simon (2018). Digital media and society. New Delhi: Sage Publications.
10. Sparks, G G (2016). Media effects research: A basic overview, Fifth edition. Australia: Cengage Learning.

Fourth Semester (Electronic Media)

B4JMC001T	Electronic Media and Event Management	25+75=100 Marks
-----------	---------------------------------------	-----------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the nature, scope and principles of electronic media management.

CO-2 Identify the economics of electronic media.

CO-3 Enable to plan, execute and manage and conduct different events.

CO-4 Gain the knowledge about ownership patterns of electronic media.

CO-5 Impart practical knowledge about programme scheduling, record keeping and employee relations services.

Unit-I Introduction to Management :

15 Hours

- a) Management, Nature, Scope and Significance of media management
- b) Principles of media managements
- c) India's major electronic media houses
- d) Capital and investment in media, FDI
- e) Major income heads in media industry

Unit-II Event Management :

15 Hours

- a) Event management, Significance of event management, Need for event management
- b) Principles of event management
- c) Preparing event proposal, Size and type of event
- d) Costing and budgeting, Event team, Event planning
- e) SWOT analysis, Live Media Management

Unit-III The Functions of Human Resource Management:

15 Hours

- a) Recruitment and hiring of staff, service conditions, channel management Staffing Orientation, Training, and Development
- b) Safety and Health issues, Harassment, Physical harassment and Sexual harassment
- c) Employee, Employer and customer Relations
- d) Ownership patterns in electronic media
- e) Apex bodies: DAVP, INS and ABC.

Unit-IV Programme Management :

15 Hours

- a) Managing media Organization: Planning, Coordination, Motivation, Control, Decision Making
- b) Programme management in electronic media; Scheduling, Transmitting, Record keeping
- c) Quality control and cost effective techniques
- d) Searching for sponsorship, Programme partners and
- e) Ethics in electronic media management

Reference:

1. Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael (2006). Handbook of Media Management and Economics. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
2. Chiranjeevi, Aravind (2000). Electronic media management. New Delhi: Authors Press.

3. Deuze, Mark (2011). *Managing media work*. New Delhi: SAGE publications India Pvt. Ltd.
4. Herrick F. Dennis (2012). *Media management in the age of giants*. Albuquerque: University of New Mexico Press.
5. Hollifield, C. Ann & others (2015). *Media Management: A Case book approach*. London: Routledge.
6. Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage.
7. Padmaja, R. (2008). *Marketing of newspapers*. New Delhi: Kanishka Publishers.
8. Stradling, Linda (2010). *Production management for TV and Film: The professional's guide*. London: Methuen Drama.
9. Tyagi C.L., Kumar, Arun (2004). *Advertising management*. New Delhi: Atlantic Publishers and Distributors.
10. Singal, Mittikar (2014). *Media management*. New Delhi: Random.
11. Alan B. Albarran (2003) *Management of electronic media*
12. Drucker, P. F. (1999). *Management challenges for the 21st century*. New York: Harper Collins.
13. Gates, S. (1993). *Strategic alliances: Guidelines for successful management*. New York: Conference Board.
14. Ablex. Loomis, K. D., & Albarran, A. B. (2004). *Managing radio station clusters: Orientations of general managers*. *Journal of Media Economics*, 17 (1), 51-69.
15. Picard, R. G. (1989). *Media economics*. Beverly Hills, CA: Sage.
16. Scherer, F. M. (1980). *Industrial market structure and economic performance* (2nd ed.). Chicago: Rand McNally. Steinfield, C.
17. Baldwin, T. S., & McVoy, D. S. (1996). *Convergence: integrating media, information and communication*. Thousand Oaks, CA: Sage.
18. Hosmer, L. T. (1996). *The ethics of management* (3rd ed.). Chicago: Irwin.
19. Jaska, J. A., & Pritchard, M. S. (1994). *Communication ethics: Methods of analysis* (2nd ed.). Belmont, CA: Wadsworth.
20. Limburg, V. E. (1989). *The decline of broadcast ethics: U.S. v. NAB*. *Journal of Mass Media Ethics*, 4 (2), 214-231.

B4JMC002T	Corporate Communication	25+75=100 Marks
------------------	--------------------------------	------------------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Define corporate communication, nature and scope of corporate communication

CO-2 Identify the functions of corporate communication.

CO-3 Enable the student to work with the corporate world of electronic media.

CO-4 Acquire knowledge about media relations and public relations

CO-5 Understand social responsibilities of corporate sector.

Unit-I Introduction to Organizational communication :	15 Hours
a) Organizational communication Definition, Concept of organizational communication b) Communication in organizations: Internal and external, Downward, Upward, Horizontal and Diagonal communication. c) Marketing communication d) Management communication e) Principles of effective communication.	
Unit-II Introduction to corporate communication :	15 Hours
a) Corporate Communication : Definition, Concept of corporate communication, Nature and Scope of corporate communication b) Development of corporate culture in India c) Characteristics of Indian corporate sector d) Importance of Corporate Communication e) Faces of corporate communication	
Unit-III Functions of corporate communication :	15 Hours
a) Functions of corporate communication b) Media relations, Government relations, Employee Relations, Costumer Relations, Public Relations. c) Corporate Reputation and Image Identity, d) Concept of corporate personality and identity e) Brand valuation and Equity	
Unit-IV Social responsibilities of the corporate sectors :	15 Hours
a) Role of communication in building corporate reputation, b) Crisis, Crisis communication and Crisis management. c) Corporate Social Responsibility, Importance of CSR, CSR focus areas and practices, d) Environmental conservation, Energy conservation Disaster relief, e) Consumer rights advocacy, Community development.	

Reference:

1. Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill
2. Irwin Bhattacharya CB et. al. (2011). Leveraging corporate responsibility, London: Cambridge University Press.
3. Cornellisen, J P. (2004). Corporate communication: theory and practice, New Delhi: Sage.
4. Fernandez, Joseph (2004). Corporate Communications. Chennai: Sage.
5. Jaithwaney, J. (2010). Corporate communication: principles and practice, New Delhi: Sage.

6. Kaul, A & Chaudhri, V. (2017). Corporate communication through social media, New Delhi: Sage.
7. Oliver, S (2004). Corporate communication and public relations, New York: Routledge.
8. Smith. D. Ronald (2009). Strategic planning for public Relations. New York: Routledge.
9. Solis, Brain & Brcakenridge, Deirdre (2009). Putting the Public Back in Public Relations. Upper Saddle River: Pearson Education.
10. Theaker, Alison (2004). The handbook of public relations (2nd ed). Oxford hire: Routledge.
11. Alan T. Belasen (2008) The Theory and Practice of Corporate Communication: A Competing Values Perspective.

B4JMC003T	Graphics and Animation	25+75=100 Marks
------------------	-------------------------------	------------------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Define corporate communication, nature and scope of corporate communication

CO-2 Identify the functions of corporate communication.

CO-3 Enable the student to work with the corporate world of electronic media.

CO-4 Acquire knowledge about media relations and public relations

CO-5 Understand social responsibilities of corporate sector.

Unit-I Introduction to Animation:	15 Hours
a) Animation: Meaning, Concept of Animation, Evolution of animation b) Scope and importance of animation in India c) Applications of Animation Entertainment, Advertisement, Education, Medical Practice and Engineering d) Adobe Primer Pro, Adobe after effects, Flash e) Moving Objects, People, Animals, Proportion-portrait drawing,	
Unit-II Introduction to Graphics designing:	15 Hours
a) Sketching and Drawing: drawing techniques, Proportions, Line, Pencils: Sketching, Shading b) Types of graphics: Raster and Vector graphics c) Designing techniques: Image layout, dimension, resolutions d) Graphic designing software: Adobe Photoshop, Corel Draw, Adobe illustrator e) Image formats: JPEG, PNG, TIFF, GIF	
Unit-III Basics of 2D Animation:	15 Hours
a) An overview flash software, creating animation with traditional method, drawing in light box b) Timeline construction and management : Key frame animation, Motion and shape tweening, Working with symbols, Importing from Illustrator and Photoshop c) Tools of animation: Selection tool, Transform Tool, Eraser Tool, Shapes and Lines, Typography, Pen, Paint, Gradient, Eye Dropper, Brush d) Layers, Opacity, Rotation, color gradient and Mask, Sound mixing e) SWF file playback, The Output panel	
Unit-III Basics of 3D Animation:	15 Hours
a) An overview of 3D animation b) Brain storming and concept creation, script writing c) Storyboarding, 3D modeling, texturing, rigging and skinning d) Text and image animation, Sound mixing e) Compositing & VFX	

Reference:

1. Frank Thomas & Ollie Johnston, (1995) Illusion of Life, Disney Editions.
2. Richard Williams, 2001 Animators Survival Kit, Faber & Faber Publication.
3. Harold Whitaker & John Halas, (2002) Timing for Animation, Focal Press.
4. Chris Patmore, (2003) The Complete Animation Course, B.E.S.Publishing.
5. Tony White, (1988) The Animator's Workbook, Watson-Guptil Publication.
6. Robert E. Abrams, (1992) Treasure of Disney Animation Art, Disney Editions

7. Eric Goldberg, (2018) Character Animation Crash Course, Silman-James Press
8. Kit Laybourne, (1998) The Animation Book, Three Rivers Press.
9. Suzanne Weixel, (2001) Learning Flash 5, Prentice Hall.
10. Joey Lott, (2004) Learning Action Script 2.0 Flash Mx, Lynda.com.
11. Crumlish Christian, (2015) Web Design With Html/Flash/Java Script & E-Commerce.
12. David. W. Mount, (2008) Macromedia Flash Mx 3D Graphics Bible.
13. Leigh Ronald.W, (2016) Flash 5 For Dummies.
14. Sahni Sartaj, (2014) Flash Mx Actionsript For Designers.
15. Christy Marx, (2007) Writing for Animation Comics & Games, Elsevier India Pvt. Ltd.
16. Stephanie Torta, (2011) Storyboarding: Turning Script to Motion, Mercury Learning & Information.
17. Prajapati A K, (2005) Computer Graphics & Animation, Pragati Prakashan.
18. Harold Whitaker, John Halas, (2009) Timing for Animation, Focal Press.
19. Mark Whitehead, (2004) Animation, Pocket Essentials.
20. Chris Neuhahn, (2006) Character Animation and Film Production Projects 3DS Max w/cd, Wiley India Pvt. Ltd.

B4JMC004AP	Graphics and Animation (Practical-I)	15+35=50 Marks
-------------------	---	-----------------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Handle and different video editing software's.

CO-2 Demonstrate the techniques of sound and video editing.

CO-3 Practically work with project and sequences.

CO-4 Explain post production activities of audio and video projects.

Practical Components

1. Write a script for production for 2D animation
2. Sketch the human anatomy (Male - female)
3. Sketch a bird and animal
4. Draw a subject with light and shade
5. Draw perspective of nature landscape or living room
6. Create 2D animation project in flash
7. Create walk cycle, bouncing ball, moving car, sun rais,
8. Create a advertisement with after effect/ premier pro/ flash
9. Blend text with different effects
10. Create story board on given concept
11. Create a logo for a business
12. Create 3D model of your own choice

Practice Journal:	All the students should prepare and maintain practical record book during the semester and submit the same with recommendation of concern teacher and head of the department one week before the commencement of practical examination without fail.
--------------------------	--

B4JMC004BP	Television News Magazine (Practical-II)	50 Marks
-------------------	--	-----------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand accurate and objective reporting for various events

CO-2 Handle audio-video recording equipments

CO-3 Write news script, special segments script for television news

CO-4 Design the backdrop for news and add animation to it

CO-5 Do audio-video editing, adding special effects, transitions, color correction and produce final copy.

All the students must produce a television news magazine for 3 to 5 minutes within stipulated time (Fortnightly) and submit the same to the department. The batches for particular project will be notified on the notice board time to time.

B4JMC005T	Intercultural Communication	25+75=100
COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:		
CO-1 Understand Indian culture and customs.		
CO-2 Review existing identities of different cultures		
CO-3 Elaborate the importance of verbal and nonverbal communication practice in culture		
CO-4 Understanding cultural diversity in India.		

Unit-I	Introduction to culture:	15 Hours
a) Introduction to culture, Definitions of culture, Language and Culture		
b) Culture and communication		
c) Basic approaches to the concept of culture		
d) Intercultural communication: Interaction in a Diverse World		
e) Principles of Interculturalism		
Unit-II	Identity:	15 Hours
a) Identity- Racial identity - Ethnic identity - Cultural identity		
b) Properties of Cultural Identity: Individual, Relational and Communal identity		
c) Social and Cultural Identities- Gender identities, Age identities		
d) Spiritual identity- Class identity National identity- Regional identity, Personal identity		
e) Cultural Diversity in Perception: Alternative Views of Reality		
Unit-III	Communication approach:	15 Hours
a) Verbal and nonverbal communication: low and high context communication processing,		
b) Communication styles, cultural speaking rules, Politeness, perception		
c) Interpretation and evaluation		
d) Nonverbal Communication: Proxemics - Contact/low contact - Kinesics- Gestures, facial expressions, body language,		
e) Eye contact artifacts, Clothing artifacts, Living environments		
Unit-IV	Cultural values and studies:	15 Hours
a) Cultural values and communication		
b) Cross-cultural Studies		
c) Individualism and collectivism- Hierarchy and power distance		
d) Intercultural Studies - Intercultural encounters and adaptation		
e) Intercultural competence, Intercultural Competent Person, Intercultural sensitivity		

Reference :

1. Ingrid Piller (2017) Intercultural Communication: A Critical Introduction, Edinburgh University Press
2. Giuliana Ferri (2018) Intercultural Communication Critical Approaches and Future Challenges, Springer International Publishing.
3. James W. Neuliep (2016) Intercultural Communication: A Contextual Approach, SAGE Publications India Pvt Limited
4. Jandt, Fred E. (2017). An introduction to intercultural communication: Identities in a global community. New Delhi: Sage.
5. Kurylo, Anastacia (2012). Intercultural communication. New York: Sage.
6. Lustig, Myron W. & Koester, Jolene (2006). Intercultural competence: Interpersonal communication across cultures, 5th Edition. Indianapolis: Pearson.

7. Martin, J.N. & Nakayama, T.K. (2002). Readings in intercultural communication. experiences and contexts. Mountain View, CA: Mayfield
8. Martin, J.N. & Nakayama, T.K. (2007). Intercultural communication in contexts. Mountain View, CA: Mayfield.
9. Maude, Barry (2016). Managing cross-cultural communication: Principles and practice. London: Palgrave Macmillan.
10. Neuliep, J.W. (2017). Intecultural communication: A contextual approach. New Delhi: Sage.
11. Niemeier, Susanne, Charles P. Campbell, and Rene Dirven, eds. (1998). The cultural context in business communication. Amsterdam:
12. John Benjamins. Piller, Ingrid (2011). Intercultural communication: A critical introduction. Edinburgh: Edinburgh University Press.
13. Rao, Ramesh N., & Thombre, Avinash (2015). Intercultural communication: The Indian Context. New Delhi: Sage.

B4JMC005BT	SOCIAL MEDIA MARKETING	25+75=100
-------------------	-------------------------------	------------------

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO1: Employ the important concepts of social media marketing

CO2: Practice the various theoretical aspects in Facebook marketing

CO3: Discuss the different ways of marketing using Twitter and LinkedIn

CO4: Illustrate YouTube marketing and optimization

CO5: Create Instagram business profile and promote business

Unit-I	Social Media:	15 Hours
a) Introduction to social media, Nature and scope of social media b) Characteristics of social media, Significance of social media marketing c) Strategies of social media marketing, Attracting mass audience d) Social media platforms: Facebook, X (Twitter), LinkedIn, YouTube, Instagram e) Social media and social change, Social media as a tool of marketing		
Unit-II	Facebook Marketing:	15 Hours
a) Introduction to Facebook Marketing b) Create Facebook Page and Cover Pages-Page Settings, Description and About Page c) Post Formulas Guaranteed to Drive Engagement d) Facebook Ads and Campaign: Types of Facebook Ads e) Facebook Analytics, Starting a Facebook Ads Business/Agency		
Unit-III	Twitter and LinkedIn:	15 Hours
a) Introduction to Twitter Marketing b) Twitter Profile Optimization, Hashtags to Increase Discoverability c) Twitter Advertisement d) Introduction to LinkedIn Marketing e) LinkedIn Profile Optimization, LinkedIn for Advertisement, Sales on LinkedIn		
Unit-IV	YouTube and Instagram:	15 Hours
a) Introduction to YouTube Marketing, YouTube Marketing Strategy, The Subscriber Advantage b) Account Set Up, Optimization, Video Structure, YouTube Promotion and Analytics c) Create an Instagram Business Profile, Instagram Bio & Profile Optimization d) Instagram Captions & Hashtags, Reposting Instagram Content, Increase Instagram Followers & Exposure Ways to Convert Instagram Followers to Sales & Leads e) Sponsored Posts -Instagram Ads via Facebook, Instagram Analytics, Shopping on Instagram		

Reference :

1. Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.
2. Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
3. Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61.
4. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach.

5. Routledge. Shen, C. W., Luong, T. H., Ho, J. T., & Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. *Industrial Marketing Management*.
6. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.
7. Busche, L. (2017). *Powering content: building a nonstop content marketing machine*. "O'Reilly Media, Inc."
8. Gamble, S. (2016). *Visual content marketing: leveraging infographics, video, and interactive media to attract and engage customers*.
9. John Wiley & Sons. Odden, L. (2012). *Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing*. John Wiley & Sons.
10. Tracy L. Tuten, Michael R. Solomon (2013), *Social Media Marketing*, sage Publications
11. Tom Funk (2014) *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*, Apress
12. Gordon Bowen, Wilson Ozuem (2016) *Competitive Social Media Marketing Strategies*, IGI Global

B4JMC006P	Dissertation	25+75=100
COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:		
CO-1 Identify problems and issues of Electronic media, Mass Communication and Allied areas.		
CO-2 Review existing literature and find the research gap		
CO-3 Determine important research objectives and formulate the research questions.		
CO-4 Collect research data using appropriate tools and techniques.		
CO-5 Analyze data and different aspects of Report writing.		
CO-6 Write the research report with citations and bibliography.		

Unit-I	Introduction:	16 Hours
a) Identifying various mass media problems b) Topic about media - Radio, TV, Online, Digital, Social Media c) Uses and Users of different media d) Influence of mass media on users (Selection and finalization of the topic for project work) (Time limit: first 2 weeks during the semester) <i>Submission of first progress report: Evaluated for 5 Marks</i>		

Unit-II	Review of literature:	16 Hours
a) A study of existing PhD thesis and dissertations available b) Study of online resources c) Book reviews d) Articles and journals (Time limit: 3 weeks after defining/finalizing project title) <i>Submission of second progress report: Evaluated for 5 Marks</i>		

Unit-III	Methodologies:	16 Hours
a) Adopting appropriate methodologies: Survey, Content analysis, Case study, focus group for the study b) Preparation of data collection tools c) Data Collection, Data tabulation, Creating tables and charts and analyze the data d) Results and conclusions (Time limit: 2 weeks after reviewing existing data and early studies) (Time limit: 4 weeks after designing tools of data collection) <i>Submission of second progress report: Evaluated for 5 Marks</i>		

Unit-IV	Prepare the final report of the project and submit by semester end:	16 Hours
----------------	--	-----------------

(Time limit: 3 weeks after data collection)

Formative	Marks	Summative	Marks
Submission of 3 progress reports. (Once in a month candidate has to submit one Progress Report which carries 05 Marks)	5X3=15	Project Report	35
Interaction with project supervisor	10	Presentation	20
		Viva-voce	20
Total out of 100	25		75

Model Question Paper

Section - A

Answer any four questions of the following

5X4=20

1.

2.

3.

4.

5.

6.

Answer any four questions of the following

10X4=40

7.

8.

9.

10.

11.

12.

Answer any one questions of the following

15X1=15

13.

14.