



**RANI CHANNAMMA UNIVERSITY,
BELAGAVI**

**SYLLABUS FOR P.G. IN
DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION**

(As per UGC Curriculum)

(I SEMESTER)

*For the academic year
2016-17 onwards ...*

Department of Journalism & Mass Communication

M.A. in Journalism and Mass Communication Syllabus and Course content under semester Scheme
(As per UGC curriculum)

SCHEDULE OF PAPERS, PAPER TITLE, CREDIT HOURS & MARKS DISTRIBUTION

Semester	Paper No	Paper Title	Credit Hours	Marks	IA Marks	Total Marks
I	1.1	Development of Mass Media	4	80	20	100
	1.2	Reporting for Media	4	80	20	100
	1.3	Editing	4	80	20	100
	1.4	Multimedia and Information technology	4	80	20	100
	1.5	PRACTICAL PAPER: News Writing and Translation Exercise	4	80	20	100
	1.6	PRACTICAL PAPER - Writing for Electronic Media	4	80	20	100

Question Paper Pattern

I Semester MA Examination
Journalism and Mass Communication

Paper:

Time: 3 Hours

Max. Marks: 80

Note: Answer any FIVE questions including Q. No. 8 which is compulsory.

All questions carry equal marks.

ಕಡ್ಡಾಯ ಪ್ರಶ್ನೆ 8 ಸೇರಿದಂತೆ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ. ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳಿಗೂ ಸಮಾನ ಅಂಕಗಳು.

16x4= 64

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

8) Answer any FOUR of the following.

4x4= 16

- a)
- b)
- c)
- d)
- e)
- f)

FIRST SEMESTER

PAPER 1.1 - DEVELOPMENT OF MASS MEDIA

Unit-I History of Printing- Early growth of Indian Press- historical development of important newspapers and magazines, important personalities of Indian journalism. Journalism and Indian languages, history of the language journalism. - Press and Freedom movement, Press after 1947- Development of Press since 1977 to till date- Globalization and Indian Press- Status of Magazine Journalism in India.

Unit-II Growth and development of Kannada Press- Contribution of Christian missionaries to Kannada Press- Role of Kannada press during freedom struggle- Kannada press after independence- Current status of Kannada press and magazines in Kannada.

Unit-III. The origin and growth of Cinema- Cinema as a medium of mass communication & entertainment- History and growth of Kannada Cinema. Trends in Kannada Cinema. important personalities of Kannada Cinema.

Unit-IV. Evolution of Radio in India and Karnataka- Current status of Radio- F.M. stations and Community Radio- Development of Television- Evolution and present status of telecasting in India- T.V. as a medium of mass communication.

Unit-V. Media Convergence, online Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing, security issues on internet; social, political, legal and ethical issues related IT and CT.

Books for Study and Reference:

- | | |
|--------------------------------|---------------------|
| 1. Indian Journalism | Nadig Krishnamurthy |
| 2. Vrutttapatrike | D. V. Gundappa |
| 3. Mass Communication in India | Keval J. Kumar |
| 4. Journalism in India | R. Parthasarathy |
| 5. Indian Journalism | R.Natarajan |
| 6. Multimedia Journalism | Dr.R.C.Ramanujam |

PAPER 1.2 - REPORTING FOR MEDIA

Unit-I. News- concept- definitions- news values- elements- news writing techniques- lead- types of leads- body. Organization of reporting section in a newspaper- Qualifications, duties and responsibilities of a reporter and chief reporter- News sources and maintaining confidentiality.

Unit-II. Reporting- crime, accidents, disaster, riots, Political reporting, election, legislature/local bodies, judiciary - weather, city life, press conferences, speeches, seminars, workshops, science & technology, health, agriculture, commerce, environmental issues, sports, economic development, gender, and allied areas

Unit-III. Meaning and philosophy of investigative journalism. Techniques and problems of investigative journalism - Different stages of investigative reporting-- Sources - In-depth interviewing - Understanding government - Legal precautions - Ethical considerations - Corporate and political corruption - Scoops and exclusives and specialized reporting.

Unit- IV : Interview techniques- Types of interviews- On the spot- Planned- On Phone- Preparations for conducting interviews.

Unit V: Analysis of news- Interpretation skills- Writing backgrounders- Sources of background information- Published and online sources- Researching and accessing online sources.

Books for study and Reference:

- | | |
|-------------------------------------------------|---------------------|
| 1. Handbook of Reporting and Editing | Ravindran |
| 2. Here is The News! Reporting for the Media | R Parthasarath |
| 3. News Reporting and Editing | KM. Srivatsava |
| 4. News Writing and Reporting for Today's Media | Itule and Anderson |
| 5. Reporting (Kannada) | Padmaraj Dandavathi |
| 6. Journalism Made Simple | David Wainwright |
| 7. Professional Journalism | M. V. Kamath |
| 8. Basic News Writing | Melvin Mencher |

PAPER 1.3 - EDITING

Unit-I. Editorial department organization - Staffing pattern in big, medium and small publications - Need for editing.

Unit-II. Editing process: checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting handouts and moffusil copies, electronic editing.

Unit-III. Headlines- types of headlines- caption writing, avoiding bad phrases sensationalization, current trends in headline writing in both English and Kannada press.

Unit-IV. Photo editing techniques- Infographics-Design, and layout; principles of layout, front page-inside pages, problems of inside page make up, special page designs, total design concepts, caption writing - Contemporary Indian newspaper designs and layout.

Unit-V. Translation from English to Kannada and Kannada to English- Editorial writing, types of editorials, columns and op-ed pages.

Books for study and Reference:

1. The Art of Editing - Baskett and Sissors
2. Editing and Design - Harold Evans
3. Editorial Writing - L.M.Spencer
4. Outlines of Editing - Joseph
5. Desk Journalism- C.G.Manjula

PAPER 1.4 - MULTIMEDIA AND INFORMATION TECHNOLOGY

Unit-I. Introduction to multimedia - Elements of multimedia, Multimedia System Architecture, Hypermedia Technologies, Objects for Multimedia, Types of Multimedia. Components of Multimedia.

Unit-II. Computer fundamentals, evolution and types of computers: personal, mainframe, mini and super computers,

Unit-III. Internals - CPU, memory, motherboard, disk drives, system bus. Plug - in cards. Externals - I/O devices, connection cables Network peripherals - Modem, network cards and basic components of networks, Storage devices - Floppy, hard disk, CD and DVD

Unit-IV. Software issues: Various types of operating systems and their applications. DOS fundamentals, Windows operating system, important features of packages like MS- WORD, MS- EXCEL and MS-Power Point.

Unit-V. Page make up and design: Use of Quark express for page make up; page tools, box tools, line tools, filename, Edit menu, style menu (text, picture and line), item, utilities, view, palletes. Photoshop, CorelDraw.

Books for study and Reference:

1. Encyclopedia of Multi-Media- N. Afaq Shamsi.
2. Digital Media and Communication Technology- D.K.S.Rawat.
3. Visual Communication- Pradeep Mandav.
4. Multimedia Journalism- Dr.R.C.Ramanujam.
5. Mass communication in information era- D.K.Gupta.
6. Digital Media: Building the Global Audience- T.K.Ganesh.
7. Encyclopedia of Multimedia- Kamal Sharma.

PRACTICAL PAPER: 1.5 - News Writing and Translation Exercise

Unit-I .News writing- Press notes, Speech Reporting, crime, accidents, Obituary, disaster, riots, Political reporting, election, legislature/local bodies, judiciary - weather, press conferences, seminars/ workshops, science & technology, commerce, environmental issues, sports, Investigative Reporting.

Unit- II- Translations- Press notes, Speech Report, crime, accidents, Obituary, local bodies news, weather, press conferences, seminars/ workshops.

Submission

Unit-I Press notes- 5; Speech Reporting- 5, crime-5, accidents-5, Obituary-5, disaster-2, riots-2, Political reporting-2, election-2, legislature/local bodies-2, judiciary-2 weather-5, press conferences-5, seminars/ workshops-5, science & technology-2 commerce-2 environmental issues-2, sports-5, Investigative Reporting-2.

Unit- II- Translations- Press notes-5 Speech Report-5 crime-5, accidents-5, Obituary-5, local bodies news-5, weather-5, press conferences-5, seminars/ workshops-5.

* Submission should be in the form of Journal

PRACTICAL PAPER 1.6 - Writing for Electronic Media

Unit 1. Different types of Radio Programme Script – News Bulletin, Discussion, Interview, talk, Feature, Drama, Music programme.. Radio Programme Presentation skills – Voice Modulation, Voice – over, Anchoring, Radio Jockey.

Unit 2. Tv – writing skills – News Bulletin, Panel Discussion, Interview Techniques, Talk shows, Documentary scripts. Tv Anchoring.

Submission:

Radio News Bulletin -5

TV News Bulletin -5

Radio Feature-2

TV Documentary script-2

* Submission should be in the form of Journal