



**RANI CHANNAMMA UNIVERSITY,
BELAGAVI**

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

(As per UGC Curriculum)

(III SEMESTER)

*For the academic year
2017-18 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
III	3.1	Introduction to Cinema	4	80	20	100
	3.2	Public Relations	4	80	20	100
	3.3	Advertising	4	80	20	100
	3.4	Web Journalism	4	80	20	100
	3.5	Practical Paper : Magazine Production	4	80	20	100
	3.6	Radio & TV Production (open elective Course)	4	80	20	100
IV	4.1	Media Research Methods	4	80	20	100
	4.2	Development Communication	4	80	20	100
	4.3	Media Law & Ethics	4	80	20	100
	4.4	Corporate Communication	4	80	20	100
	4.5	Practical : TV Production	4	80	20	100
	4.6	Project Work	4	80	20	100

Question Paper Pattern

III & IV 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.
- a)
- b)
- c)
- d)
- e)
- f)

4x4= 16

THIRD SEMESTER

PAPER- JM-3.1- INTRODUCTION TO CINEMA

Unit-I Introduction to Cinema- Development of Cinema: Nature of Cinema - Current status of Indian Cinema.

Unit - II : Kinds of Cinema: Fiction, documentary, newsreels, educational and instructional films, Motivational and advertising films- Characteristic of animation films.

Unit- III. Production techniques of feature films- directing a feature Film- Production crew and their functions- Equipments required for film shooting.

Unit - IV: Cinema and the State- Various committees on cinema- Central and State Government's organizations on cinema- Film festival and film awards.

Unit-V: Censorship: Certification of films in India; Film journalism in India- Impact of globalization on Indian cinema- Entry of MNC's in film production. Impact of Cinema on Society.

Books for study and Reference

1. Indian Film – Erik Barnoud and S. Krishnaswamy
2. Movies As mass Communication - Crarty Jowelt, James M Linton
3. The Asian Film Industry- John A Lent
4. The Essential Mystery: Major Film-Makers of Indian Art Cinema - John W. Hood
5. Through the Western Lens- Ananda Mitra
6. The Politics of Indian Conventional Cinema- Fareed Kazmi
7. The Ideology of the Hindi Film- M. Madhava Prasad
8. Audio Visual Journalism- B.N.Ahuja.

PAPER – JM - 3.2 – PUBLIC RELATIONS

Unit I : PR Concept : definition , nature and scope, Public Relations and publicity, Development of PR in India limitations of PR in India, relevance of PR in developing society

Unit II: Public Relations Process: PR Process, fact finding, planning, implementations, evaluation, Tools of PR; oral – print – electronic-photographs – exhibitions – new media – PR events – strategies – communication crisis, crisis management – event management – planning in a crisis and PR strategies – PR writin; press release – press conference.

Unit III – Types of PR for external & internal publics – community relations – consumer relations and PR for marketing employee relations – PR for tourism -PR in public & Private sector – PR in banking – PR in banking - PR for multinationals. PR for development.

Unit IV – PR in Government: PR in Central Government – State Govenment – Local bobies. Professional organizations of PR: PRSI. PR consultancy

Unit V- Present status of PR education and training in India, Professional code of conduct & ethics

Books for References :

1. Balan K. R – Lectures on applied Public relations
2. Dennes L. Wilcox, Philip H. Ault & Warren K Agee – Public Relations Strategies and Tactics
3. Mehta D. S – Handbook of Public Relations in India
4. Scott M Cutlip, Alan H Centre & Glen M Broom – Effective Public Relations
5. Philip Lesley's – Public Relations Handbook
6. Kaul J.M – Public Relations in India
7. Frank Jefkins – Planned Public Relations
8. Sam Black I The Role of Public Relations in Managements

PAPER- JM-3.3- ADVERTISING

Unit-I. Nature and scope of advertising- Advertising concepts- evolutions of advertising- Role of advertising in modern society- Socio and economic impact of advertising- Advertising agencies- types of advertising agencies.

Unit-II. Classification of advertising- Consumer advertising; Business advertising, Trade advertising, Industrial, advertising- Mail order, Local, Regional, National- Functional classification- Product and Institutional advertising;

Unit-III. Advertising media - Direct mail- Newspaper- Magazine- Radios and T.V.- Outdoor- Posters- Spectaculars and Transit media and New Media

Unit-IV. Writing advertisement- copy for Print media, Radio and Television- Visualization- Layout, Illustration, Color- Elements of advertisement copy- Headline, Sub-headline, Text, Slogan, Logo, and Trademark.

Unit-V. Marketing communication- Role of advertising in the marketing process- Importance of marketing to advertising- key participants in the marketing process- Consumers, Markets, Marketers; Consumer behavior- Communication strategies for global marketing- Globalization of the media and world wide advertising

Books for study and Reference

1. Advertising Procedure - Otto Kleppner
2. Advertising Principles and Practices - Sethia & Chunawala
3. Advertising - Ahuja & Chandra
4. Ogilvy on advertising - David Ogilvy.
5. Foundation of Advertising Theory and Practice - Meena Pondey
6. Advertising Promotion and New Media - Marla R Staffer
7. Advertising Management - B'ir Singh

PAPER- JM-3.4- WEB JOURNALISM

Unit-I. Origin and Development of Internet Technology- WWW concept and operations, Role of Computers, Present Status of Internet in India. Advantages and Disadvantages of Internet. Convergence and Multi-media: Print, Radio, TV, internet and mobile.

Unit-II Characteristics of New Media, Traditional vs new media, What is online journalism? : Web and Mass Media, Online Newspaper, Online Radio, Online TV, Web logs, online information sources. News based publications on internet. Definition of Blogs – Purposes of blogs – Creation of blogs – Contents. An overview of web publications in Kannada. Blogs in Kannada.

Unit-III. Internet and Future Media- Future of the Print Media; Future of TV Networks, Future of Radio, Future of Internet. Audience Participation in Journalism; Forms of participatory Journalism, Functions of participatory Journalism, Norms of Participatory Journalism, Impact of Participation Journalism on Mainstream Media.

Unit- IV- New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing, personal sphere and online communities; Youth and social networking, Ethical issues with Social networking.

Unit- V- Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

Books for Study and Reference:

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|---------------------------------------|------------------------------|
| 1. The Complete reference- Web Design | Thomas A Powell |
| 2. Digital Media | T.K.Ganesh |
| 3. Internet for Everyone | Alexis Leon and Mathews Leon |
| 4. Computer Networks | Uyless Black |
| 5. Electronic Journalism | Aditya Sengupta |

PRACTICAL PAPER JM-3.5- MAGAZINE PRODUCTION

Unit I - Magazine production: Magazine Design and page layout, Coreldraw and other software, Art of Magazine design. Articles displays, Photo editing techniques, Heading creativity, Caption writing. Graphics and Cartoons.

Submission:

Unit I : Magazine production: 72 A4 Size Multi colour Magazine 50 pages.

3.6 Radio & TV Productions (Open Elective Course)

Unit I : Brief introduction to Radio : Origin and growth, Characterization of Radio.

Unit II : Brief introduction to TV: : Origin and growth, Characterization of TV.

Unit III: Writing for Radio: Different Radio Programms, Radio Formats – talks, discussion, interview, documentary, phone in programs, features, commercial, Radio program production stages.

Unit IV : Writing for TV: Different TV programs; producing TV programs – Talk Shows, panel discussion, Interview, Infotainment programs – TV programs productions process.

Unit V : Characteristics of photography and photo journalism: Sources of photographs, Photo Editing – Caption writing – Analogue and Digital photography.

Book for References:

- 1) Robert Hillard – Radio Broadcasting
- 2) Paul Sureya – Broadcast News writing: Radio – The Fifth Estate.
- 3) Jagadish Chakravarthy – Changing Trends in Public Broadcasting Journalism
- 4) Millerson Gerald – Effective TV Production
- 5) Millerson Gerald – The techniques of TV Production.