

Rani Channamma University, Belagavi



P.G. Department of Studies in

Journalism and Mass Communication

Revised Syllabus for
Choice Based Credit System (CBCS)

2020-21

M.A. in Journalism and Mass Communication syllabus and course content under semester scheme

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

First Semester

Paper Code	Title of the paper	Hour per week	Duration of Exam	Internal assessment	Theory / Practical Marks	Total Marks	Credits
1.1	Introduction to Communication	4	3 Hours	20	80	100	4
1.2	Development of Mass Media	4	3 Hours	20	80	100	4
1.3	Introduction to Cinema	4	3 Hours	20	80	100	4
1.4	Reporting	4	3 Hours	20	80	100	4
1.5	Editing	4	3 Hours	20	80	100	4
1.6A	Reporting (Practical)	2	2 Hours	15	35	50	2
1.6B	Editing and Translation (Practical)	2	2 Hours	15	35	50	2
						600	24

Second Semester

Paper Code	Title of the paper	Hour per week	Duration of Exam	Internal assessment	Theory / Practical Marks	Total Marks	Credits
2.1	Advertising	4	3 Hours	20	80	100	4
2.2	Public Relations	4	3 Hours	20	80	100	4
2.3	Radio Programme Production	4	3 Hours	20	80	100	4
2.4	Photo Journalism	4	3 Hours	20	80	100	4
2.5	Introduction to print media (OEC)	4	3 Hours	20	80	100	4
2.6 A	Ad copy writing and practice (Practical)	2	2 Hours	15	35	50	2
2.6 B	Radio programming (Practical)	2	2 Hours	15	35	50	2
						600	24

Third Semester

aper Code	Title of the paper	Hour per week	Duration of Exam	Internal assessment	Theory / Practical Marks	Total Marks	Credits
3.1	Television Programme Production	4	3 Hours	20	80	100	4
3.2	Communication Research / Media Research Methods	4	3 Hours	20	80	100	4
3.3	Introduction to Digital Media / New Media	4	3 Hours	20	80	100	4
3.4	Media Management	4	3 Hours	20	80	100	4
3.5	Introduction Electronic Media (OEC)	4	3 Hours	20	80	100	4
3.6 A	Television Programming (Practical)	2	2 Hours	15	35	50	2
3.6 B	Magazine production	2	2 Hours	15	35	50	2
						600	24

Fourth Semester

Paper Code	Title of the paper	Hour per week	Duration of Exam	Internal assessment	Theory / Practical Marks	Total Marks	Credits
4.1	Web Journalism	4	3 Hours	20	70	100	4
4.2	Development Communication	4	3 Hours	20	70	100	4
4.3	Media Law and Ethics	4	3 Hours	20	70	100	4
4.4	International Communication	4	3 Hours	20	70	100	4
4.5	Dissertation	4		20 (Viva)	80	100	4
4.6 A	Web media (Practical)	2	2 Hours	15	35	50	2
4.6 B	Photo Journalism (Practical)	2	2 Hours	15	35	50	2
						600	24

All semester total marks = 2400
All Semester Total Credits = 96

FIRST SEMESTER

1.1 - INTRODUCTION TO COMMUNICATION

Learning objectives:

- To make the students understand the communication basics.
 - To make the students understand various theories and models of communication.
 - To tutor the students about effective speaking, listening and writing skills for communication in personal, public, and media areas.
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- Unit - I** Communication: Meaning, Definitions, Nature and Scope of Communication, development of communication.
- Unit - II** Types of Communication, Inter and Intrapersonal Communication, Verbal and Non-Verbal communication, Group and Mass Communication,
- Unit - III** Theories of Communication, Normative theories of media, Four theories of the press: Authoritarian, Libertarian, Social responsibility and Soviet media theory Cultural theories of media, Diffusion of innovation theory, Democratic Participatory theory.
- Unit - IV** Models of Communication: Aristotle, Shannon and Weaver, HUB model, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, Melvin DeFleur, George Gerbner, Theodore NewCombs.
- Unit - V** Process of Communication, Barriers of Communication, Functions of Communication.

Suggested reading:

1. Dennis M'cquail- Mass Communication Theory: An Introduction.
2. Melvin DeFluer & S.B. Rokeach - Theories of Mass Communications.
3. Keval J. Kumar - Mass Communication in India.
4. Robert Hilliard - Radio Broadcasting
5. B.N. Ahuja - Audio Visual Journalism
6. P.C. Chatterjee - Broadcasting in India
7. K.M. Shreevastava - Radio and TV Journalism
8. Gerald Millerson - Video Camera Techniques
9. Sudeepa Banerjee, (2014). Internet as a Media, New Delhi; Jain Publishing.
10. H. Zettel - TV Production Handbook
11. Gerald Millerson - Techniques of TV Production
12. Adrian McEwen & Hakim Cassimally - Designing Internet of things

1.2 - DEVELOPMENT OF MASS MEDIA

Learning objectives:

- To make students understand various mass media.
 - To prepare the students to understand the historical development of mass media.
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- Unit-I** History of Printing technology, Origin, Growth and Development of press in India, Early newspapers in India, Publications of James Augustus Hicky, James Silk Buckingham, Raja Ram Mohan Roy, Balgangadhar Tilk, Javaharlal Neharu and Mahatma Gandhi.
- Unit-II** History of Language Journalism, Growth and development of Kannada Press , Contribution of Christian missionaries to Kannada Press, Publications of Venkatakrishtnaya, P.Ramaiha, T.T.Sharma, D.V.Gundappa and B.N.Gupta.
- Unit - III** Press and Indian freedom movement, Growth of press after Indian freedom struggle, Growth and Development of Magazine Journalism in India, types of magazines, Magazine boom in India, contemporary Kannada and English Magazines.
- Unit-IV** Origin and growth of world cinema, Development of Indian cinema, Development of Kannada cinema. The origin and growth of Radio, Radio in India, Radio in Karnataka.
- Unit-V** Development of online Journalism: Media Convergence, Major online publications, Creation of online newspaper editions, shifting trends in media and entertainment industries.

Suggested reading:

1. Indian Journalism - Nadig Krishnamurthy
2. Vruttapatrike - 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
7. Mass Media : Origin And Development N. Basu, N. Prabhakar
8. Mass Media Communication Paperback B.K. Ahuja
9. Online journalism ethics : Traditions and Transitions Friend, Cecilia
10. Walter Lippmann : A Critical Introduction to Media and Communication Theory by Sue Curry Jansen.

1.3 INTRODUCTION TO CINEMA

Learning Objectives:

- To prepare Students to analyze and appreciate good cinema.
 - To make them understand the relationship of film with other mass media.
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Unit-I	Introduction to Cinema- Development of Cinema - Current status of Indian Cinema.
Unit - II	Major genres of cinema, documentary, social crusades, animation film, feature film, popular films, cinema and society.
Unit- III	Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli.
Unit - IV	Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, Film festival ,film awards, Film society movement, film appreciation.
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.

Suggested reading:

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.
9. J.B.R.Johnson – Understanding the Film
10. Satyajit Ray – Our Films and Their Films
11. Andrew, Dudley, J. (1976).The major film theories: An introduction.
12. Arnheim, Rudolf. (1992). Film as art. Calcutta: Rupa
13. Dasgupta, Chidananda. (2001) The Cinema of Satyajit Ray (2nd ed).
14. Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). Film theory and criticism (4th ed).

1.4 REPORTING

Learning objectives:

- To make students understand concept of news and news values.
 - To prepare the students to write news stories.
 - To prepare the students to collect and report the various news.
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- Unit-I** News- concept- definitions- news values, elements of news, lead- types of leads- body and conclusion, Organization of reporting section in a newspaper- Qualifications, Duties and responsibilities of a reporter and chief reporter- News sources.
- Unit-II** Reporting Crime, Accidents, Disaster, Riots, Political reporting, Election, Legislature, Local bodies, judiciary, Weather, Press conferences, Speeches, Science & Technology, Health, Agriculture, Commerce, Environmental issues and Sports.
- Unit- III** Investigative journalism, Challenges investigative journalism, Different stages of investigative reporting, Sources, Ethical considerations, Corporate and political corruption, Scoops, Exclusives and Specialized reporting.
- Unit- IV** Interview techniques- Types of interviews- On the spot interview, Planned interview, In-depth interviewing, Interviewing on phone Preparations for conducting interviews.
- Unit - V** News Interpretation, Writing backgrounds- Sources of background information, Published and online sources- Researching and accessing online sources, Ethics in reporting.

Suggested reading:

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
9. Effective Feature Writing- C.A.Sheenfield
10. Article Writing- Nelson R.P
11. Features with Flair - Brian Nicholls

1.5 EDITING

Learning objectives :

- To make students understand the editorial of news paper and how it works.
 - To teach the page making and page designing and photo editing techniques.
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- Unit-I** Editorial department organization - Staffing pattern in big, medium and small publications - Need for editing, Principles of Editing, Role and Functions of the Editor, Chief Sub-Editor, Sub - Editors, News Editors and Staff.
- 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.
- Unit-III** Headlines- types of headlines, Functions of headline, Caption writing, Current trends in headline writing in both English and Kannada press, Photo editing techniques.
- Unit-IV** Translation, Translation techniques, Editorial writing, Types of editorials, Columns and Op-ed pages, Software's used for page design, Photoshop, Coral draw, In design.
- Unit-V** Principles of newspaper design, Page organization; Basic elements: Typography (Fonts, Size, Leading, Kerning), Use of colour, Column and grid structure, White space, Contrast, Style sheet, Page layouts, Kinds of layouts.

Suggested reading:

1. The Art of Editing - Baskett and Sissors
2. Editing and Design - Harold vans
3. Editorial Writing - L.M.Spencer
4. Outlines of Editing - Joseph
5. Desk Journalism- C.G.Manjula
6. Aaron Goold - The Video Editing Handbook.
7. Greg Keast - The Art of The Cut: Editing Concepts Every Filmmaker Should Know
8. Christopher J. Bowen - Grammar of the Edit.
9. Wallace Jackson - Digital Video Editing Fundamentals
10. Patrick McGrath and Robert M. Goodman - Editing Digital Video : The Complete Creative and Technical Guide

1.6 (A) Reporting (Practical)

- 1) Identify different types of reports
- 2) Write Different types news (Minimum 5 news items)
- 3) Feature writing
- 4) Column writing
- 5) Article writing
- 6) Film review
- 7) Writing press conference
- 8) Rewriting press note
- 9) Report writing on interview
- 10) News writing for radio
- 11) News writing for television
- 12) News writing for online media

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

1.6 (B) - Editing and Translation Exercise (Practical)

- 1) Editorial department set up (Big, medium and small newspapers. Present with diagram)
- 2) Editing practice (Agency copy editing)
- 3) Editing press note (Five items)
- 4) Re writing (Re write 5 different news stories of different newspapers)
- 5) Write editing symbols with its meaning
- 6) Prepare different page layouts
- 7) Translation (5 items Kannada to other language)
- 8) Translate (5 English to other languages)

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

SECOND SEMESTER

2.1 ADVERTISING

Learning Objectives :

- To make the student to understand the link between market and advertising.
 - To equip the student to have practical knowledge on create advertisements for different media.
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- Unit-I** Advertising: Meaning, Definitions, Nature and scope of advertising, Evolutions of advertising, functions of advertising, Role of advertising in modern society, Socio and economic effects of advertising.
- Unit-II** Advertising agencies:-types of advertising agencies, Structure of ad agencies, Functions of Ad agencies, Classification of advertising, Consumer advertising, Business advertising, Trade advertising, Industrial, Local, Regional, National and Sponsorships.
- Unit-III** Types of advertising :, Newspaper Ad, Magazine Ad, Radio commercials, Television advertising, Outdoor advertising- Posters, Spectaculars and Transit media, Direct mail and New Media. Social service advertisements, Public service advertisement.
- Unit-IV** Writing advertisement- copy for Print media, Radio and Television- Visualization- Layout, Illustration, Color, Elements of advertisement copy, Headline, Sub-headline, Taglines, Text, Slogan, Logo, and Trademark.
- Unit-V** Marketing communication, Consumer analysis, Market research, Media planning and scheduling, Marketing mix, Brand Building, Brand Loyalty, ASCI, Ethics in advertising, Strategies for global marketing, Web advertising.

Suggested reading:

- 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
- 8) J.R.Adams - Media Planning
- 9) Jeweler Jerome - Creative Strategy in Advertising
- 10) Frank Jefkins - Advertising Made Simple

2.2 - PUBLIC RELATIONS

Learning Objective :

- To prepare students to understand the importance of public relation.
 - Enhancing the student's skills in building relationship with concern bodies.
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Unit - I Public Relations: Meaning, Definition , Nature and Scope of Public Relations, Differences between publicity, propaganda and PR, Evolution of PR, Evolution of PR in India, Relevance of PR in developing society.

Unit - II Public Relations Process: Fact finding, Planning, Implementation and Evaluation, Organizational communication patterns, Crisis communication, Tools of PR, Oral, Print, Electronics, Photographs , Exhibitions, New media, PR events, Strategic communication, crisis, crisis management.

Unit - III PR for External & Internal Publics, Community relations, Consumer relations, PR for marketing, Employee relations, PR in public & Private sector, PR in banking sector, PR for multinationals, PR strategies, PR writing; Press release, Press conference and success stories.

Unit - IV PR in Government: PR in Central Government, State Government, Local bodies, PR in Tourism Professional organizations of PR: PRSI. PR consultancy.

Unit - V PR in the era of globalization, Corporate image building, Corporate Social Responsibility (CSR).Present status PR education and training in India, Professional code of conduct & ethics.

Suggested reading:

- 1) Balan K. R – Lectures on applied Public relations
- 2) Dennes L. Wilcox, Phiolip H. Ault & Warren K Agee – Public Relations Strategies and Tactics
- 3) Mehta D. S - Handbook of Public Relations in India
- 4) Scott M Cutlip, Alian 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
- 9) Gary. L Kreps - Organizational communication
- 10) J.R. Adams - Media Planning
- 11) Hynes and Hynes - Managerial communication- strategies and Applications

2.3 RADIO PROGRAMME PRODUCTION

Learning objectives:

- To make students understand the radio as mass media and various radio program formats and reach of radio.
 - To prepare students make radio program production.
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Unit-I Introduction to radio: Organizational structure of radio, Radio as a medium of mass communication, Characteristic of radio, Prasar Bharati Act.

Unit - II Privatisation radio Private FM, Community radio, code of ethics for broadcasting, Interactive radio, Phone-in-programmes, Radio programme Marketing, Voice modulation and pronunciation.

Unit - III Types of radio programmes: Music based programmes, Radio Jockey, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes,

Unit - IV Writing for radio: News writing, Structuring radio-copy, Editing agency copy for radio, Reporter's copy, Documentary script writing, Writing for radio feature, Compiling radio news programmes.

Unit - V Structure and operation of broadcast studio, Basics of Sound, Acoustic, Frequency, Mono/Stereo, Microphone: Types, Characteristics and functions, Sound pick up patterns: Omi- Directional, Bi-Directional, Uni-Directional, Sound recording and editing. Sound editing software's.

Suggested reading:

- 1) Broadcasting Journalism Techniques of radio and Television news- Andrew Boyd, Focal press, New Dehli, 2001.
- 2) Basic Audio-Visual Media, Shipra Kundra, Anmol Publication.
- 3) On AIR- Method meaning of Radio, Martin Shingler and Chindy Wieringa, Arold publications, New York 1998.
- 4) Writing and Producing Radio Dramas- Erta D. Fossard
- 5) Broadcasting in India - Chattarji.P.C.
- 6) D.K.Choler - Broadcast Journalism
- 7) Mehara Masani - Broadcasting and People
- 8) B.N.Ahuja - Audio Visual Journalism
- 9) Kelav J. Kumar - Mass Communication in India
- 10) David Dary - Radio News Handbook
- 11) P.C.Chatterjee - Broadcasting in India

2.4 - PHOTO JOURNALISM

Learning Objective:

- To expose students to world of photograph and its technical aspects.
 - To prepare students to gets hands on practical aspects of modern cameras.
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Unit -I Photography: meaning, nature and scope. Evolution of photography, Basics of Camera: Aperture, Shutter speed, Focal length, Depth of field, Camera operations, Types of Camera- Box camera, SLR, TLR, Polaroid, Pinhole, Types of Lenses and their functions, use of filters.

Unit -II Digital photography: evolution of digital photography, advantages and disadvantages, Differences between traditional and digital photography, Types of digital camera, Ethics in the era of digital photography.

Unit: -III Understanding lighting-indoor and outdoor, exposing and focusing, Types of lighting- natural and artificial lights, controlling lights, exposure meters, flashes, Techniques of composing picture-technical and aesthetic aspects.

Unit: -IV Branches of photography-nature, architecture, portraiture, landscape, Wild life, Sports, Environment, Aerial, Travel, Industry, Fashion and Glamour, Advertising, Press photography- origin and development of press photography.

Unit -V Concept of photo journalism, attributes of a good photograph (aesthetic and technical), Photo as a news: attributes of a news photo, use of photos in a newspaper; selection, deciding placement and size. Photo editing: cropping, digital photo editing software's used for photo editing, Photoshop. Photo features, Archive photos, Photos from readers, Writing photo captions.

Suggested reading:

1. Hand Book of Journalism- M.S.Sharma.
2. Photo Journalism - B.K.Desh Pandey.
3. Visual Communication and Photo Journalism - P.K.Chandra.
4. Modern Methods of Journalism - R.P.Yadav.
5. Visual Communication - Arun Bhatia.
6. Practical Photojournalism - Martin Keene Eyes of Time
7. Photojournalism in America - Marianne Fulton, Estelle Jussim
8. Empty Spaces Photojournalism Through the Rust Belt - Johnny Joo
9. Ted Grant, Sixty Years of Legendary Photojournalism - Thelma Fayle
10. New York's Bravest , Eight Decades of Photographs from the Daily News - Patrice O'Shaughnessy

2.5 INTRODUCTION TO PRINT MEDIA (OEC)

Learning Objective:

- To expose students to world of print media.
 - To prepare students to understand journalistic writing skills.
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- Unit-I** History of Printing technology, Early growth and development of Indian Press, Major newspapers of India, Contributions of James Augustus Hicky to Indian journalism.
- Unit-II** Writing for newspaper: Structure of news, features, Articles, Columns and letters to editor.
- Unit-III** Newspaper production process, News collection, Sources of news, News agencies, Syndicates.
- Unit-IV** Magazine production: Types of magazines, Specialized magazines and general magazines, Magazine writing,
- Unit-V** Organizational structure of newspaper. Ethics of journalism, responsibilities of a journalist.

Suggested reading:

1. Indian Journalism - Nadig Krishnamurthy
2. Vruttapatrike - D. V. Gundappa
3. Mass Communication in India - Keval J. Kumar
4. Journalism in India - R. Parthasarathy
5. Indian Journalism - R.Natarajan

2.6A AD COPY WRITING AND PRACTICE (Practical)

- 1) Understanding content, copy writing and design of an advertisement (Referring newspapers, magazines, radio, television, online, social media, outdoor, cinema, Etc.)
- 2) Designing advertisement of any product of your choice (Newspaper and Magazine two different advertisements)
- 3) Writing advertising for radio (Script writing and producing two different advertisements)
- 4) Writing advertisement for television (Script and story board writing two different advertisements)
- 5) Preparing advertisement for online media and social media. (Script writing two different advertisements)

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

2.6 (B) RADIO PROGRAMMING (Practical)

- 1) Prepare script for Interview and record (5 minutes)
- 2) Prepare script for discussion and record (5 minutes)
- 3) Prepare a radio feature (Script writing for 5 minutes)
- 4) Prepare script for jingle (Record)
- 5) Draw and highlight the different parts of a microphone along with its working nature
- 6) Record 5 minutes programme of your choice and edit with adding special effects.

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

* Submission of recorded programmes should be in a CD/DVD.

THIRD SEMESTER

3.1 TELEVISION PROGRAMME PRODUCTION

Learning Objectives:

- To impart to students the essentials of television production techniques.
 - To prepare students to undertake TV production.
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Unit - I Organizational structure of Doordarshan, Characteristics of television, Satellite and cable television in India, TV program production process and techniques, Pre-production, Production and Post production.

Unit - II Types TV programme formats: News bulletins, Documentary, Serials, Talk shows, Sitcoms, Phone-in, Quizzes and emerging formats. Fundamentals of TV production techniques: TV Studio setup, Components of TV camera, Types of lenses and mountings, Basic camera operations, Different shots, Principles of visual compositions, Framing and balance.

Unit - III Writing for TV: Script writing and treatment, Story board, Interview, Panel discussion, PTC, Anchoring, Body language, Eye contact, Pronunciation, Voice modulation, Effective presentation, Walk through, Phonos.

Unit - IV Lighting, importance of lighting, Artificial lighting, Natural lighting Techniques, Lighting Equipment's, Bulbs, Fixtures, Dimmers, Power units mounts, Light control, Light shape and area, Lighting intensity, Lighting quality.

Unit-V Video editing, Linear and Non-linear editing process, Voice over, Dubbing, Titling-subtitling, Graphics and animation, Digital effects, Transition devices, Programme Ratings.

Suggested reading:

- 1) Video Production- Vasuki Belavadi
- 2) Television Production. Handbook - H. Zettel
- 3) Visual Media Communication - P.Mandav
- 4) Introduction to TV Journalism - S.Kaushik
- 5) Television Production - Allan Wurtzel
- 6) Television Production- GeraldMillerson
- 7) Patrick McGrath and Robert M. Goodman - Editing Digital Video : The Complete Creative and Technical Guide
- 8) Gerald Millerson – Video Camera Techniques.
- 9) Herbert Zetti – Sight Sound Motion
- 10) Steven E. Browne - Nonlinear Editing Basics: Electronic Film and Video Editing

3.2 MEDIA RESEARCH METHODS

Learning Objectives:

- To sensitize students to communication research.
 - To enable students to independently conceive and execute research Projects.
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Unit - I Research: Meaning, Definitions and elements of research, Scientific approach, Research and communication theories, Role, Function, Scope and Importance of communication research, Pure and Applied research.

Unit - II Research Design components, Experimental, Quasi-experimental, Longitudinal studies, Simulation, Panel studies, field studies, Review of literature, Methods of communication research- Historical, Survey, Observation - Clinical studies - Case studies - Content analysis.

Unit-III Tools of data collection, Sources, Media source, Books- Questionnaire and schedules- people meter, Diary method, Field studies, Telephone surveys, Online survey, Sampling methods: Representativeness of the samples, Sampling errors and distributions, Hypothesis.

Unit-IV Data analysis techniques: - SPSS and other statistical packages, Coding and tabulation, Non statistical methods, Descriptive, Statistical analysis, Parametric and Nonparametric tests, Tests of significance, Levels of measurement; Central tendency - tests of reliability and validity.

Unit-V Preparation of research reports, Project reports, Dissertations, and theses-Ethical perspectives of media research. Media research; Evaluation, Feedback, Feed forward, Media habits, Public opinion surveys, Pre-election studies and Exit polls.

Suggested reading:

1. Mass Media Research - Wimmer & Dominick
2. Communication Research Methods - Bowers & Courtight
3. Foundations of Behavioral Research - Curlinger
4. Communication Research Methods - Hsia
5. Research Methods and New Media- Rice & Rogers
6. Rice and Rogers – Research and New Media
7. Dennis McQuill – Milestones in Mass Communication Research
8. Stampel and Westley – Research Methods in Mass Communication
9. Curlinger- Foundations of Behavioral Research
10. Hsia -Mass Communication Research Methods
11. Research Methods in Mass Communication - Stemple and Westley
12. Krishnaswamy O R (2008). Methodology of Research in Social Sciences.

3.3 INTRODUCTION TO DIGITAL MEDIA

Learning objectives:

- To acquaint the students with computer and its operations.
 - To make them aware of DTP and basic Internet Applications.
 - To apprise them with basic IT applications in media.
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- Unit - I** Introduction to Digital media, Nature and Scope of digital media, Characteristics of digital media, Types of digital media, Multimedia: Definitions of multimedia, Elements of multimedia, Functions of multimedia.
- Unit-II** Computer fundamentals, evolution and types of computers: personal, mainframe, mini and super computers, Software's: System software's, Application software's, Input devices of a computer, output devices of a computer, storage devices.
- Unit - III** Digital media platforms, Website, Blog. Facebook, Twitter, Whatsapp, Online news portals, e-publications, YouTube, Instagram.
- Unit - IV** Understanding digital content, Digital file formats, Text file formats, Audio file formats, Video file formats, Graphic file formats, Animation tools.
- Unit - V** Generate content for digital media: Writing methods for digital media, Using Photoshop, Coral Draw, Flash, Sound editing software's, Video editing software's, Impact of digital media on society, Code of ethics for digital media.

Suggested reading:

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.
8. Ramesh Bangia – Web Technology
9. Damien Stolarz -Hands on guide to video blogging and podcasting
10. John V .Pavlik -Journalism and New Media
11. McGuire Stillbome – The Internet Handbook
12. Gorham Anders Kindem and Robert B. Musburger - Introduction to Media Production: The Path to Digital Media Production.

3.4 MEDIA MANAGEMENT

Learning objectives:

- To make the students understand the principles of media management.
 - To prepare the students identify the economics of electronic media.
 - To prepare students to manage and conduct different events.
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- Unit - I** Management, Principles of media managements, Nature, Scope and Significance of media management, India's major media houses, Capital in media, Major income heads in media industry,
- Unit - II** Event management, Principles of event management, Preparing event proposal, Size and type of event, Costing and budgeting, Event team, Event planning, SWOT analysis, Live Media Management.
- Unit - III** Ownership patterns of media, Management problems of small, medium, large newspapers, Managing media Organization: Planning, Coordination, Motivation, Control, Decision Making, FDI.
- Unit - IV** Structure of Indian media management, Print, Radio and Television organizations, Recruitment and hiring of staff, Service conditions, Channel management, Training for staff, Apex bodies: DAVP, INS and ABC, Accreditation of journalists.
- Unit - V** Committees to study the problems of the various media in India- Chanda Committees B.G.Vergheese Working Group, P.Ramaiah Committee, Professional organizations: Indian Newspaper Society, Editors Guild of India, Indian Broadcasting Federation, News Broadcasters Association.

Suggested reading:

1. Leon G. Schiffman and Leslielazar - Consumer Behaviour
2. Harold Koonz and Heinz Weihrich - Essentials of Management
3. Norman Stone - Management and Practice of Public Relations
4. Herman and Robert - The Global Media-New Missionaries of Global Capitalism
5. Singhal and Rigers - Communication Revolution
6. R.J.Adams - Media Planning
7. Dr.M.M.Varma - Advertising Management
8. Herman and Robert - The Global Media-New Missionaries of Global Capitalism
9. Singhal and Rigers - Communication Revolution
10. R.J.Adams - Media Planning
11. Dr.M.M.Varma - Advertising Management

3.5 INTRODUCTION TO ELECTRONIC MEDIA (OEC)

Learning Objectives:

- To make student understand about Radio and TV Production.
 - To enable student to understand process of radio and TV program production.
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- Unit I** Introduction to radio: Origin and growth of radio in India, Characterization of Radio, Radio as a medium of information, Education and Entertainment.
- Unit II** Introduction to television: Origin and growth of television in India, Characterization of television, Television as a medium of information, Education and Entertainment.
- Unit III** Type of radio programmes: News, Music, Talks, Discussion, Interview, Documentary, Phone in programs, Features, Radio program production stages.
- Unit IV** Types of television programmes, News, Soap operas, Reality shows, Talk Shows, Panel discussion, Interview, Infotainment programs, Television programme productions process.
- Unit V** Characteristics of photography, Photo journalism: Sources of photographs, Photo Editing, Caption writing, Analogue and Digital photography.

Suggested reading:

- 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.

3.6 (A) TELEVISION PROGRAMMING (Practical)

- 1) Preparing news package (3 minutes)
- 2) Interview a eminent person (Record, Edit and finalize with script)
- 3) Panel Discussion / Documentary (10 minutes script only)
- 4) Understanding basic camera structure (Draw a camera picture and indicate its parts)
- 5) Understanding camera movements (Draw a camera picture and indicate its parts)
- 6) Understanding different camera shots (Draw a camera picture and indicate its parts)
- 7) Learning video editing skills (Practical)

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

* Submission of recorded programmes should be in a CD/DVD.

3.6 (B) MAGAZINE PRODUCTION (Practical)

- 1) Understanding different types of magazines.
- 2) Writing articles on different topics for magazine.
- 3) Photo collection and editing
- 4) Magazine designing (Design your own magazine with 25 pages)
- 5) Cover page design (A4 size)
- 6) Inner page design (A4 size)
- 7) Photo caption writing
- 8) Creating graphics

Submission:

All students should prepare a multicolor magazine containing all above items in A4 size with 25 pages under the supervision of in charge faculty member.

Submit the magazine copy duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

FOUR SEMESTER

4.1 WEB JOURNALISM

Learning objectives:

- To give knowledge of Internet history and growth
 - To make students understand concept of online journalism and its uses.
 - To make the students aware of social media and cyber crimes and cyber laws.
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- Unit-I** Internet: Origin and Development of Internet Technology, WWW concept and operations, Role of Computers, Present Status of Internet in India. Convergence and Multi-media: Print, Radio, TV and mobile.
- Unit-II** Characteristics of online journalism, 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, An overview of web publications in Kannada.
- Unit-III** Interactive media, elements of digital storytelling, Podcasting and Webcasting, HTML, Dreamweaver, Flash, Publishing own web page.
- Unit- IV** Writing for web media, Information design, Social Media: Dynamics of social media networks, Personal sphere and online communities; Youth and social networking, Ethical issues with Social networking.
- Unit - V** Citizen Journalism, Code of Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; ITC policy, Need for a national ICT.

Suggested reading:

- 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 Uyles Black
- 5) Electronic Journalism Aditya Sengupta
- 6) Ambrose and Harris - The Production Manual: A Graphic Design Handbook.
- 7) Ramesh Bangia - Web Technology
- 8) McGuire and Stillbome - The Internet Handbook
- 9) T.K.Ganesh - Digital Media
- 10) Paul Wells - The Fundamentals of Animation.
- 11) David Hillma - Multimedia Technology and Applications
- 12) Simon Lindgren - Digital Media and Society

4.2 DEVELOPMENT COMMUNICATION

Learning objectives:

- To make students understand the concept of development communication.
 - To make students able to practice in national developmental activities.
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- Unit - I** Concepts of Development- Approaches to development- development indicators- Paradigms of development- dominant and alternative paradigms; Theories and models of development.
- Unit - II** Social Change: Meaning, Nature, Direction and process; Theories of social change, factors of social change; .Role of communication in social change; Diffusion of innovation- Concept of Modernization and post modernization.
- Unit - III** Development policies and practices in India, Indian media and development communication, Development support communication; Role of folk and ICT in development.
- Unit - IV** Strategies for participatory communication, Ethical perspective, Need for alternative communication, Development stories: Stereotyping development, Development message, development news story and feature, Packaging of the development story, Development feature writing, Conflict of interests, Mobilizing support for development.
- Unit - V** Case studies: Agriculture, Population and Environment, Health, SITE, Chhatera project, Kheda communication projects, Jabua communication project, Udayavani experiment, Communication for rural development.

Suggested reading:

- 1) Communication for Development in the third World - Srinivas R.Melkote. H. Leslie Steeves
- 2) Theory and Practice for Empowerment – N. Jayaweera & S. Jayaweera and Anaunu Gama
- 3) Participatory Communication: Working for Change and Development- S.A White, K.S Nair and J. Ascroft
- 4) Mass Media & National Development - Wilbur Schramm
- 5) Wilbur Schramm - Mass Media and National Development
- 6) B.Kuppuswamy- Social change in India.
- 7) Melkote -Communication for development in third world Countries
- 8) Narula- Development Communication.
- 9) H.K Raganath -Traditional folk media.
- 10) N.Usharani- Folk media for Development

4.3 MEDIA LAW AND ETHICS

Learning objectives:

- To make students understand the concepts of media freedom and rights and duties of media.
 - To make student aware of media laws and media ethics.
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Unit - I	Introduction to Indian Constitution, Salient features, Directive principles of state policy, Fundamental rights and Duties, Human rights, Universal declaration of human rights.
Unit - II	Constitutional provisions for freedom of speech and expressions- Article 19(1) a, Reasonable restrictions, Article 19(2). Threats to freedom of the press in India, Right to Information Act, 2005.
Unit - III	Law of Defamation, Seditious, Obscenity, Cinematograph Act 1952- Film Certification. Official Secrets Act 1923, Copyright, Video Piracy, Contempt of Court Act, Legislative Privileges and media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986, Press and Registration of Books Act.
Unit - IV	Working Journalists Act 1955, Wage Boards for journalists, Cable Television Network (Regulation) Act 1995, Information Technology Act 2000, Major recommendations of press commissions, Press Council of India Act, A critical study of functions and performance of the Press Council of India, BCCC.
Unit - V	Ethics: Media's ethical problems, Sting operation, Right to privacy, Right to reply, Communal writing, Sensational and Yellow journalism, Paid news, Plagiarism, Revealing confidential sources, off-the-record, Ombudsman.

Suggested reading:

- 1) Law of the Press - D.D Basu.
- 2) Television and the Public Interest - Blumer J.G .
- 3) Press and Democracy - Kaushal N
- 4) Mass Media Laws and Regulations in India- K.S Venkateshwaran.
- 5) Journalism Ethics - Phijip Seib and Kathy Fitzpatrick
- 6) Cyber Laws - Justice Yatindara Singh
- 7) Media and The Law - Martha .A Fireman & Matha T Mecluskey, Faminism
- 8) D.D.Basu - Law of Press in India
- 9) K.S.Venkateshwaran - Media Laws and Regulations in India.
- 10) K.S.Padhy - Mass Media and Freedom of Press in India.
- 11) A.N.Grover - Press and the Law

4.4 INTERNATIONAL COMMUNICATION

Learning objectives:

- **To make students understand the International communication.**
 - **To make student aware of International media relations and policies.**
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- Unit - I** Concept of International Communication, Need for International Communication, Nature and Scope of International Communication, Functions of International Communication, Evolution of International Communication, Qualities and Responsibilities of International Communicators
- Unit - II** Political, Economic and Cultural dimensions of international communication, Communication and information as a tool of equality and exploitation, International news flow.
- Unit - III** New world information and communication order, Concept, Nature, Scope and Significance, Impact of Globalization on Media, International Communication Models, International News and Information Networks.
- Unit - IV** Communication as a human right - UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions - a critique of western news values.
- Unit - V** Foreign Direct Investment, Acquisitions of Media Houses, Merger of Media Houses, Private Monopoly of Media, International Film Network, International Broadcasting Network, International New Media Network, International Advertising, Inter-Cultural Communication..

Suggested reading:

- 1) Ali Mohammadi, (1997) International Communication and Globalization: A Critical Introduction.
- 2) Bella Mody (2003) International and Development Communication : A 21st-Century Perspective, University of Colorado, USA.
- 3) Daya Kishan Thussu (2009) International Communication: A Reader Paperback, Routledge, London.
- 4) Daya Thussu (2006) International Communication: Continuity and Change, Academic Bloomsbury, USA.
- 5) Ullamaija Kivikuru, Tapio Varis (1986) Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco.
- 6) Raymond Cohen (1997) Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA.
- 7) Sean Mac Bride Commission (1982) Many Voices, One World, UNESCO, Paris.
- 8) B.P.Mahesh Chandra Guru and H.K.Mariswamy (2013) Communication Policy in the Age of Globalization, Concept Publishers, New Delhi, India.
- 9) Wolfgang Donsbach (2008) The International Encyclopedia of Communication, Wiley-Blackwell, New York.
- 10) Erik Barnouw (1989) International encyclopedia of communications, Annenburg School of Communications, University of Pennsylvania

PRACTICAL PAPER 4.5 DISSERTATION

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

- 1) Identifying the research topic related with media, selection and finalization the topic for dissertation (First two weeks of the semester).
- 2) Review of related literature for related research topic (Three weeks).
- 3) Adopting methodology for research topic and preparation of data collection tools (in case of survey method one week).
- 4) Field work, Data collection and Data tabulation (Three weeks).
- 5) Report writing and preparation of thesis and submission (Three weeks).

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4.6 (A) WEB MEDIA (Practical)

- 1) Prepare to construct your own web page using Dreamweaver.
- 2) Prepare your bio-data with HTML tags.
- 3) Create your Blog and customize it.
- 4) Upload content to your Blog (Text, Picture, Video, Graphics etc.)
- 5) Create your own YouTube Channel and upload your own video clips.

Record Book :

All students should prepare and maintain a practical record book containing all above items with screenshots under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

4.6 (B) PHOTO JOURNALISM (Practical)

- 1) Draw basic camera structure and indicate its parts.
- 2) Understand different lenses and their functions
- 3) Practice focusing and defocusing techniques.
- 4) Capture 5 different photos (Function, Wildlife, Sports, and Nature etc.)
- 5) Practice writing photo caption.

Record Book :

All students should prepare and maintain a practical record book containing all above items under the supervision of in charge faculty member.

Submit the record book duly signed by the in charge teacher and Chairman of the department on the day of practical examination.

Academic Obligations

Dissertation : Students studying in the fourth semester are required to submit a dissertation on a topic related to Communication and allied subjects on or before the last working day of the fourth semester. The proposal of the dissertation, however, shall be submitted to the Chairman within 30 days from the day of the commencement of the third semester in consultation with the guide concerned for approval by the department. The students will commence the dissertation work at the beginning of the third semester and submit the same for evaluation at the end of the fourth semester.

Internship : Every student of the programme of Journalism and Mass Communication shall undergo an internship of **six weeks** in any of the recognized mass media institutions such as newspapers, magazines, radio stations, television stations, advertising and public relations etc., at the end of the fourth semester. The fourth semester marks cards shall be issued to the students only after the satisfactory completion of the internship.

The practical work : The practical work in media skills and practice such as news writing, editing, design, production of print and electronic media contents etc., as decided by the department, shall form an integral part of the programme and shall be continuously assessed throughout all the semesters.

Lab Journal : Every students shall actively participate in Reporting, Editing and Publishing practice journal (Tabloid newspaper consisting of campus news, articles, features, educational related issues., etc) on weekly bases. Batches for the practice journal consists of 50% odd semester students and 50% even semester students under the supervision of faculty member.