



**RANI CHANNAMMA UNIVERSITY,
BELAGAVI**

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

(As per UGC Curriculum)

(IV 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

FORTH SEMESTER

PAPER- JM- 4.1- MEDIA RESEARCH METHODS

Unit-I. Definition and elements of research - scientific approach - research and communication theories- role, function, scope and importance of communication research - basic and applied research-Research design components experimental, quasi-experimental, bench mark, longitudinal studies - simulation - panel studies – correlation designs.

Unit-II Methods of communication research- census, survey, and observation - clinical studies - case studies - content analysis- Tools of data collection- sources, media source, books- Questionnaire and schedules- people meter, diary method, field studies, telephone surveys, online polls. Random sampling methods: Representativeness of the samples, sampling errors and distributions in the findings.

Unit-III. Media research; evaluation, feedback - feed forward - media habits - public opinion surveys - pre-election studies and exit polls.

Unit-IV. Data analysis techniques - coding and tabulation - non statistical methods - descriptive - historical - statistical analysis - parametric and nonparametric tests - tests of significance.

Unit-V. Levels of measurement; central tendency - tests of reliability and validity - SPSS and other statistical packages. Preparation of research reports, project reports, Dissertations, and theses-Ethical perspectives of media research.

Books for study and Reference:

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
9. Research Methods in Mass Communication - Stemple and Westley
- 10, ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನಗಳು

PAPER- JM- 4.2 - DEVELOPMENT COMMUNICATION

Unit-I. :Concepts of Development- Approaches to development- development indicators- Economic growth theories, Paradigms of development- dominant and alternative paradigms; Cultural model, participatory model.

Unit II : Social Change: Its 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. Communication- development communication- 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- Theories for alternative communication.

Unit-V. Case studies in agriculture- population and environment- Communication experiments in India and other developing countries on development projects and communication strategies.

Books for study and Reference

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

PAPER- JM- 4.3 - MEDIA LAW AND ETHICS

Unit-I. Media and freedom: Concept of media freedom; theories of media liberty and democracy; - Rights and duties of mass media.

Unit-II. Major features of Indian Constitution- Fundamental Rights- Right Freedom- Detailed study of Article 19 (1) a of the Indian Constitution- Reasonable restrictions- Defamation- contempt of court- legislature, official secrecy- decency and morality.

Unit III. Working Journalists Act- Wage Boards- Journalists Union- Copyright- Intellectual Property Rights- Right to Information Act.

Unit-IV. Right to privacy- Concept of self regulation- Revealing sources; Code of ethics- - Media watch groups; A Critical study of functions and performance of the Press Council of India.

Unit-V. Regulating FDI in media- Cyber law in India- Cyber security concerns- Preventive measures- Penalties- IT Act.

Books for study and Reference:

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.

PAPER JM- 4.4 – CORPORATE COMMUNICATION

Unit 1: Organisational communication : Nature, meaning – human Communication process : nature , meaning , Theories of Organisational communication : Classical theory, Human relation theory

Unit 2 : Importance of Corporate communication : Nature, meaning of Corporate communication – Corporate communication practices – organizing, budgeting and using your internal communications departments

Unit 3 : Functions of corporate communication : Brand strategy, media relations, internet communications, corporate advertising , corporate identity, intranet communication, marketing communication, ethics code, corporate communicate practices.

Unit 4 : Government relations , corporate culture, corporate philanthropy, labor relations, employee or internal communication, reputation management

Unit 5: CSR : corporate social responsibility – its importance, CSR focuses areas and practices : Environmental conservation, energy conservation, disaster relief, work place health and safety, consumer rights advocacy, community development

Books for Reference :

1. Gary L. kreps – Organisational communication
2. Gary L. Kreps – Inside organizational communication
3. Argenti – Corporate Communication
4. Paul A Argenti - Corporate Communication
5. Geraldine E. Hynes and Greakdine Hynes –Managerial communication : Strategies and Applications
6. Paul A. Argenti – The power of corporate communications : Creating the voice and image of your business
7. Shel Holtz – Corporate Conservations : A guide toi crafting effective and Appropriate internal communications
8. Joep P. Cornelissen – Corporate Communication : Theory and Practices.

PRACTICAL PAPER- JM- 4.5 - TV PRODUCTION

Unit I : .Pre-production – preparing script for News, Interview, Discussion, Documentaries, Ads

Unit II : Production- Frames Compositions, Camera operations, Camera Movements and lenses, Lighting techniques, importance of set and location, Editing skills – EDL, using various types of video formats.

Importing and Exporting video files, Usages of various video editing software's (Ulead, Adobe Premier, Avid, FCP...etc) packages,

Submission:

- 1) News Package 1 (3 Min)
- 2) News Reading - 2 (each 5 Min)
- 3) Documentary 2 (each 10 Min)

* Submission should be script with programme in DVD

PRACTICAL PAPER- JM- 4.6 – Project Work

Student shall select a media related topic of his/her choice with the consultation of his/her guide and the Project Should be typed 75 pages.