



DAVANGERE UNIVERSITY
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION
MA IN JOURNALISM
SYLLABUS CHOICE BASED CREDIT SYSTEM
ACADEMIC YEAR 2020-2021 ONWARDS



Davangere University

ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಭಾಗ

ಡಾ.ಶಿವಕುಮಾರ ಕಣಸೋಗಿ
ಅಧ್ಯಕ್ಷರು.

ಕ್ರ.ಸಂ.:ದಾವಿ/ಪ.ವಿ/ /2019-20

ದಿನಾಂಕ: 26-02-2020

Board of Studies proceedings (PG)

Proceedings of the Board of Studies (PG) meeting was held on 26-02-2020 at 10.30am in the Department of Journalism and Mass Communication, Davangere University, Shivagangothri Campus, Davanagere.

Members Present:

1. **Dr. Shivakumar Kansogi**
Davangere University
Davanagere.

Chairman - BOS

Sd/-

2. **Dr. Sathyaprakash M R**
Kuvempu University
Shankaraghatta, Shivamogga.

Member

3. **Dr. Sanjay Malagatti**
Karnataka University, Dharwad.

Member

4. **Mr. Vinay.M**
Davangere University
Davanagere.

Member

5. **Dr. Mahish Patil**
GFGC ,Davanagere.

Member

Members Absent:

1. **Dr. K.G Halaswamy**
HKES Sri Veerendra patil Degree College
Sadeshivanagara, Bangalore.

Member

2. **Dr. Chandralekha J S**
Davangere University
Davanagere.

Member

The Chairman welcomed the members to the meeting. Then the Board took up the agenda for discussion. The meeting of Board of studies (PG) in Journalism and Mass Communication was held on 26-02-2020 in the Department of Journalism and Mass Communication.

The resolutions are as follows:

Item 1: Framing of the PG syllabus for Journalism and Mass Communication program and open Elective to be offered under Choice Based Credit System

Resolution: The Board of Studies thoroughly perused the PG syllabus and revised it according to the needs of the media, society as CBCS regulations for the academic year 2020-21 (Approved syllabus copy attached).

Item 2: To Prepare the question paper pattern for Journalism and mass Communication program and open elective course for the academic year 2020-21

Resolution: The board prepared and approved the new question paper pattern for Journalism and Mass communication program and open elective (Model question paper pattern attached) course for the academic year 2020-21

Item 3: Approval of Panel of examiners for PG-Internal & External

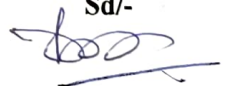
Resolution: The board prepared and approved the panel of examiners for Journalism and Mass Communication program and open elective course for the academic year 2020-21.

Dr. Shivakumar Kansogi

Davangere University
Davanagere.

Chairman – BOS

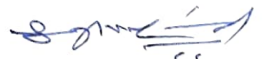
Sd/-



Dr. Sathyaprakash M R

Kuvempu University
Shankaraghatta, Shivamogga.

Member



Dr. Sanjay Malagatti

Karnataka University, Dharwad.

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Mr. Vinay. M

Davangere University
Davanagere.

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Dr. Mahish Patil

GFGC, Davanagere.

Member



Members Absent:

Dr. K.G Halaswamy

HKES Sri Veerendra patil Degree College
Sadashivanagara, Bangalore.

Member

Dr. Chandralekh J S

Davangere University, Davanagere.

Member

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Programme Outcomes

The Mass Media scenario in the World in general and in India particular has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges.

1. To train the students to suit the requirements of the media organizations and the society.
2. To train the students in changing skills of news gathering and editing.
3. To prepare the students in related areas such as Technical Writing, Corporate Communication and Event Management.
4. To prepare students for communication research and teaching.

Programme Specific Outcomes:

- The programme should churn out responsible citizens to society as a product.
- The programme should strike a balance between good technology and ethics of the field.
- The programme should prepare the students as ready-to-be recruited by media houses. The content of the programme should be dynamic and incorporate changes in the field, to remain updated to the requirements of the media.
- Understanding the fundamental relations between society, culture and communication.
- Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.



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POST GRADUATE PROGRAMME- Semester Scheme

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION


MA Journalism (CBSC) Course Structure (2020-21 onwards)


Semester	Paper code	Title of the Course	Instruction Hrs/week	Marks			Credits	Examination Duration
				Examination	Internal Assessment	Total Marks		
1	JMC core 1.1	Introduction to Communication and Journalism	4	70	30	100	4	3
	JMC core 1.2	Development of Media	4	70	30	100	4	3
	JMC core 1.3	Reporting	4	70	30	100	4	3
	JMC core 1.4	Editing	4	70	30	100	4	3
	JMC core 1.5	Business Journalism	4	70	30	100	4	3
	JMC core 1.6	Advertising	4	70	30	100	4	3
		Media Lab	4	-	-	-	2	-
	Mandatory Credits : Communication Skill		2	-	-	-	2	-
2	JMC core 2.1	Communication Theories	4	70	30	100	4	3
	JMC core 2.2	Media Law and Ethics	4	70	30	100	4	3
	JMC core 2.3	Feature Journalism And Technical writing	4	70	30	100	4	3
	JMC core 2.4	Corporate Communication	4	70	30	100	4	3
	JMC core 2.5	Introduction to New Media	4	70	30	100	4	3
	JMC core 2.6	Political Communication	4	70	30	100	4	3
		Media Lab	4	-	-	-	2	-
	Mandatory Credits : Computer Skill		2	-	-	-	2	-
3	JMC core 3.1	Radio Broadcasting	4	70	30	100	4	3
	JMC core 3.2	Introduction to T.V. Programme Production	4	70	30	100	4	3
	JMC core 3.3	Communication Research Methods	4	70	30	100	4	3
	JMC core 3.4	Translation and Journalistic Writing	4	70	30	100	4	3
	JMC core 3.5	Photo Journalism	4	70	30	100	4	3
	Choose any one of the following							
	JMC Elec. 3.6.1	International Communication	4	70	30	100	4	3
	JMC Elec. 3.6.2	Media and Environment	4	70	30	100	4	3
		Media Lab	4	-	-	-	2	-
	JMC ID 3.7	Media and Society (OE)	2	40	10	50	2	2
4	JMC core 4.1	Media Management	4	70	30	100	4	3
	JMC core 4.2	Development Communication	4	70	30	100	4	3
	JMC core 4.3	Inter cultural Communication	4	70	30	100	4	3
	JMC core 4.4	Film Studies	4	70	30	100	4	3
	JMC core 4.5	Dissertation	4	70	30 (viva-voce)	100	4	-
	Choose any one of the following							
	JMC Elec. 4.6.1	Science and Technology Communication	4	70	30	100	4	3
	JMC Elec. 4.6.2	Folk Media	4	70	30	100	4	3
		Media Lab	4	-	-	-	2	-
	Mandatory Credits : Personality Development		2	-	-	-	2	-
	Total Credit for the course		122	1860	790	2650	114	-

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Courses having focus on employability/ entrepreneurship/ skill development

Paper Code	Title of the Paper	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development
JMC core 1.1	Introduction to Communication and Journalism	Skill Development: Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator. employability and entrepreneurship in Print Media, Copy Writers or Creative Directors.
JMC core 1.3	Reporting	employability and entrepreneurship: Students would be able to know Independent and accurate news reporting and influence social attitudes. It is a fundamental parameter for democracy to function smoothly. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Script Writers, TV channels.
JMC core 1.4	Editing	employability and entrepreneurship in Print Media, Copy Writers or Creative Directors. Corporate as Public Relation Officer, Media Production Houses as Animators and Script Writers, TV channels, Skill development in editing and preparing a news report for publication, telecast or broadcast. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.
JMC core 1.6	Advertising	Skill Development: Students would be able to gain conceptual and theoretical knowledge of ethical issues in advertising. employability and entrepreneurship in Advertising Agencies as Copy Writers or Creative Directors, Corporate as Public Relation Officer, Media Production Houses as Animators
JMC core 2.2	Media Law and Ethics	Skill Development: Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication and learn to think critically about media laws and issues.


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JMC core 2.3	Feature Journalism And Technical writing	Skill Development: Students would be able to communicate or conveying one's ideas, views, observations, instructions, and suggestions in a more logical and technical manner. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors, Corporate as Public Relation Officer.
JMC core 2.4	Corporate Communication	Skill Development and employability in communication strategy, media relations, crisis communication, internal communication, reputation management, corporate responsibility, investor relations, government affairs and sometimes marketing communication
JMC core 2.5	Introduction to New Media	Skill Development and employability in New media, as a mass media or journalistic view, provides a wide scope in the future of its students. They can work in the field of media, advertising, and even in digital marketing fields of work as a journalist or digital marketer.
JMC core 3.1	Radio Broadcasting	Skill Development : Students would be able to communicate effectively, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator. employability and entrepreneurship in Media Production Houses , Anchors, Radio Jockey, News Bulletin Producers.
JMC core 3.2	Introduction to T.V. Programme Production	employability and entrepreneurship: work in fields like direction, camera, production, graphics, sound, editing, programme research, script writing
JMC core 3.3	Communication Research Methods	employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors, Corporate as Public Relation Officer, Media Production Houses
JMC core 3.4	Translation and Journalistic Writing	Skill Development : Students would be able to know Journalistic translation is the type of translation used notably in newspapers. It is it is a fairly new area of research in translation studies. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors, Corporate as Public Relation Officer, Media Production Houses

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JMC core 3.5	Photo Journalism	Skill Development : Good use of light, color, a captivating moment, correct composition for the given situation, and the photographer's choice of distance to their subject. employability and entrepreneurship in Cinematographer, Video Quality Controller, TV Broadcaster, Art Directors, 2D & 3D Animators, Web Developer.
JMC Elec. 3.6.1	International Communication	Skill development Students would be able to understand Global issues from different perspectives and apply them in the field of journalism and mass communication. employability in Media Production Houses Creative Directors, Corporate as Public Relation Officer,
JMC ID 3.7	Media and Society (OE)	Skill Development: Students would be able to communicate or conveying one's ideas, views, observations, instructions, and suggestions in a more logical and technical manner.
JMC core 4.1	Media Management	Skill Development Media Management is a specialized area of business administration which teaches the students about development, planning, functioning and brand building. employability and entrepreneurship in Print Media, Broadcast Media, Online/Multimedia, Advertising Agencies as Copy Writers or Creative Directors,
JMC core 4.4	Film Studies	Skill development: film studies combine technical and theoretical knowledge of film theory and filmmaking. employability and entrepreneurship in film producer, Film editor, Production planner, Cinematographer, film crew. Camera operator, Music director, Multimedia illustrator and Print Media, Broadcast Media, Online/Multimedia.
JMC Elec. 4.6.1	Science and Technology Communication	Skill development: Scientific and Technological Communication deals with the fundamental aspects of the elements and media of scientific and technological communication, with emphasis on the critical issues. employability and entrepreneurship in Science Journalist, Science Blogger or Podcaster, Public Relations Officer, Communications Manager, Research Development Officer.


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JMC Elec.4.6.2	Folk Media	Skill development: Folk media can play a vital role in communicating with the people, particularly, in rural areas, including the modern messages.
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Course outcome:

1.1 Introduction to Communication and Journalism

- To make the students aware of Communication Process, Patterns in the changing situation
- To help the students to understand various dimensions of Journalism and Journalism Profession

1.2 Development of Media

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources.

1.3 Reporting

- To introduce students to skill of writing for the print media
- To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records

1.4 Editing

- To help students to acquire skills to make news attractive and readable
- Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records

1.5 Business Journalism

- To make students familiar with business concepts and glossaries
- To train students in writing for business journals

1.6 Advertising

- To make the students aware of media advertisements
- Introduce students to importance of marketing communication in the context of the market-driven economy

2.1 Communication Theories

- To expose students to classical and contemporary theories of communication
- To prepare students to examine the validity of theories in this dissertation projects

2.2 Media Law and Ethics

- To familiarize students about Right to communicate.
- To help the students to understand the legal aspects of Journalism profession.

2.3 Feature Journalism And Technical writing

- To help the students to understand various dimensions of Journalism and Journalism Profession

- To introduce the students to the essentials of technical writing.

2.4 Corporate Communication

- To make students aware of the importance of public relations and its critical role in corporate organizations.
- To prepare students for corporate communication challenges

2.5 Introduction to New Media

- Equip the students with new trends in media writing.
- To apprise them with basic IT applications in media

2.6 Political Communication

- To make the student analyze Political events critically,. with the interplay of Communication and Politics
- To make the students analyze the working of media in democratic set up.

3.1 Radio Broadcasting

- To make students aware of the importance of Radio Broadcasting in India
- To prepare students to undertake professional graduation. Every student is expected to produce Practical records

3.2 Introduction to T.V. Programme Production

- To impart to students the essentials of television production techniques.
- To prepare students to undertake TV production.

3.3 Communication Research Methods

- To sensitize students to communication research
- To enable students to independently conceive and execute research Projects

3.4 Translation and Journalistic Writing

- To introduce students to skill of writing for the print media and translation
- To introduce students to specialized reporting skills and Journalistic writing.

3.5 Photo Journalism

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism

3.6.1 International Communication

- To make the students aware of Communication Process, Patterns in the changing situation
- To enable the students to understand international factors governing national development.

3.6.2 Media and Environment

- To help students keep abreast with environmental issues and concerns.
- To prepare students to effectively communicate on environmental issues.

3.7 Media and Society (OE)

- To make students aware of contemporary media development and challenges in India.
- To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.

4.1 Media Management

- To introduce students to principles of Media business management
- To familiarize students to Indian media organization and their management practices.

4.2 Development Communication

- To help students keep abreast with developmental issues and concerns.
- To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories

4.3 Inter cultural Communication

- To help the students to understand the Inter cultural aspects
- To make students familiar with different cultural traditions around the world

4.4 Film Studies

- To prepare Students to analyze and appreciate good cinema.
- To make them understand the relationship of film with other mass media

4.5 Dissertation

- . To prepare students to examine the validity of theories in this dissertation projects
- To enable students to independently conceive and execute research Projects

4.6.1 Science and Technology Communication

- To prepare students to critically evaluate developmental approaches and programmes in the context of Science and Technology.
- To prepare students to effectively communicate scientifically.

4.6.2 Folk Media

- Understanding culture as a social institution, value systems and differentiating eastern and western perspectives
- Knowledge about Folk Media and its classification and use of folk media in developmental message.

SEMESTER-I

Course code: (JMC core 1.1)

INTRODUCTION TO COMMUNICATION AND JOURNALISM

Module-1: Communication

Definition and Scope of Communication ó Variables, Process and Functions ó Kinds of Communication Intrapersonal, Inter-personal, Group, Mass Communication and Other Types Verbal, Non-verbal Communication.

Module-2: Communication Models

Shannon and Weaver, Lasswell, Communication Social Change, Communication and Economic Development, Communication and Political Modernization- Media and Political Economy

Module-3: Definition. Nature and Scope of Journalism ó Qualifications, Duties and Responsibilities of Journalists ó Journalism as a Profession- Characteristics of Mass Media: Newspaper, Magazine, Radio, T.V, Cinema, Folk Media. Journalistic Terminologies

Module-4: Professional Organizations

ABC, INS, AFWF, AINEC, Karnataka Media Academy

References:

References:

1. Ahuja B N, (2007) **Theory and Practice of Journalism**, Surjeet Publication
2. Daniel Lerner, (1964) **Passing of Traditional Society**, Free Press of Glencoe
3. Denis Mc Quail and S. V Ven Windah, (1981) **Communication Models for the Study of Mass Communication**, Singapore Publications, Longman.
4. John Hohenberg, (1983) **Professional Journalist**, Holt, Rinehart, and Winston,
5. Kamat M.V., (2009) **Professional Journalism**, Vikas Publishing House Pvt Limited
6. Keval J Kumar, (1994) **Mass Communication- A Critical Analysis**, Vipul Prakashan.
7. Marshall Mc lihan, (1994) **Understanding Media**, McGraw Hill
8. Melvin L Defluer and Sandra J Ball, **Theories of Mass Communication** Longman Publications
9. Usha Rani N. (2006) **Educational TV in India: Challenges and Issues**, Discovery Publishing House, New Delhi.

SEMESTER-I

Course Code: (JMC core 1.2)

DEVELOPMENT OF MEDIA

Module-1:

Early Communication Systems in India ó development of printing ó early efforts to publish newspapers in different parts of India, Birth of the Indian language press - Contribution of Raja Ram Mohan Roy.

Module-2:

The Indian press and freedom movement - social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English and Kannada; important personalities of Indian journalism.

Module-3:

Radio as a Medium of Mass Communication, Technology Innovations, AIR and VBS-Commercial Broadcasting ó FM Radio, State and Private Initiatives ó Development of TV in India.

Module-4:

Film as Mass Media, Historical Development of Films in India and Karnataka, Documentaries, Development of New Media, Social media and its impact on Society.

Reference:

1. Professional Journalist ó John Hohenberg
2. Mass Communication ó Wilbur Schram
3. Understanding Media ó Marshall McLuhan
4. Educational TV in India: Challenges and Issues ó N.Usha Rani- Discovery Publishing House, New Delhi, 2006.
5. Journalism in India- Nadig Krishnamurthy, Mysore University Press.
6. India's information revolution ó M. Rogers and Ana AravindSinghlal.
7. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications.
8. Ahuja B.N History of Indian Press; Growth of Newspaper in India, Surjeet Publication.
9. ಶ್ರೀನಿವಾಸ ಹಾವನೂರು, ಕನ್ನಡ ಪತ್ರಿಕಾ ಸೂಚಿ
10. ಉಷಾರಾಣಿಎನ್, ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ.

SEMESTER-I

Course Code: (JMC core 1.3)

REPORTING

Module-1:

Meaning and Nature of Reporting óQualifications and Duties of a Reporter, Basics of Reporting Process of Accreditation from Central and State Government.

Module-2:

News; Definition, elements, Sources of News. Structure of News óFormat of News Writing Lead, Types of Lead and Body.

Module-3:

Techniques of Reporting ó Tools of News Gathering ó Interview ó types and Techniques.

Module-4:

Reporting Crime ó Accidents ó Speech ó Sports ó Foreign ó Agriculture-Economics-Development; Reporting ó Legislature-Judiciary; Investigative Reporting ó Objectivity in Reporting- Advocacy Reporting Ethics in Reporting.

References:

1. Ahuja B.N. and S.S. chhabra, (2012) **News Reporting**, Surjeet Publication.
2. Chishti A., (1986) **Dateline Bhopal: A Newsman's Dairy of the Gas Disaster**, Concept pub Co.
3. Fesler F., (1993) **Reporting for the print Media**, Harcourt.
4. ರಂಗನಾಥರಾವ್ ಜಿ.ಎಸ್., ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
5. James Glen Stevall, (1985) **Writing for the Mass Media**, 7th Edition, prentice-Hall
6. Kamath M.V., (2009) **Professional Journalism**, Vikas Publishing Hose. Pvt Limited.
7. Kamath M.V., (2007) **Journalists Hand Mook**, Vikas Publishing Hose. Pvt Limited.
8. Mach Dougal D.D., **Interpretive Reporting**
9. Mames M Neal and Suzanne S Brown, **News Writing and Reporting**.
10. Mirchandani G.G, **Reporting India 1973,1974,1976**
11. Mitchell V Charnley, (1959) **Reporting**, Holt, Rinehart and Winston.
12. Neal Copple, **Depth Reporting**.
13. Puri G K (2010) Journalism, lms publications.

SEMESTER-I

Course Code: (JMC core 1.4)

EDITING

Module-1:

Newsroom Organization Structure ó editorial department set-up; Role and Functions of the Editor in Chief, News editors, Sub-editors, News flow

Module-2:

Principles of Editing ó process of editing - Rewriting Different copies ó Journalistic jargons ó Style Sheet. Techniques of Headline Writing ó kinds of headlines and Functions of Headlines, Trend in headline writing

Module-3:

Editorials ó Function, Principles, Types; Editorial Writing and Techniques- Contents of Editorial Page ó Concept of Advertorial, Letters to the Editor.

Module-4:

Newspaper Design and Layout ó Front and Inside Pages; Principle & Techniques of Page makeup, Picture Editing and Caption Writing.

Reference :

1. Joseph 2002.Outlines Of Editing, New Delhi. Amol Publication.
2. M V Desai &SevantiNainan 1996. Beyond Those Headlines,
3. Bangalore Allied Publishers Limited.
4. RangaswamyParthasarathy, 1984 Basic Journalism, Macillan India Ltd, New Delhi.
5. Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
6. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.
- 7.Editing (Thomas R.Berner)
8. Srivastava K.M News Reporting and Editing
9. ರಂಗನಾಥರಾವ್‌ಜಿ.ಎಸ್., ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

SEMESTER-I

Course Code: (JMC core 1.5)

BUSINESS JOURNALISM

Module-1:

Define Business Journalism brief history of business Journalism, nature and Scope of Business Journalism, Communication elements for business Journalism, Characteristics of business Journalism. Fundamentals of business Journalism.

Module-2:

Business reporting, reporting for print, radio, television and new media, source of information of business issues, reporting budgets central and state budget. Agency news for business, commercial press conference.

Module-3:

Leading publications of business and corporate world, 4pø, Economic Times, Business Line etc, Special supplements of business and marketing, Interpretation of Financial dailies and Financial Websites.

Module-4:

Concept of Finance, Finance and other disciplines, Corporate Financing, Money Market, Capital Market, Fundamentals of Stock market, Forecasting Stock market, mutual funds, regulations of mutual funds.

Module-5:

Code of ethics in business reporting case studies in business journalism, legal aspects of business

Reference:

1. Market in India Investment Management ó V.K. Bhalla
2. Financial Management theory and practice- prasanna Chandra
3. Financial Management ó Khan & Jain
4. India Financial System ó Khan
5. Economics of Information Technology and the Media- Linda Low
6. E-Commerce óStartegy, Technologies and Applications-David Whitley.
7. The E-Business (R) evolution óDavid Amor.
8. Mass Communicators: Public relations, Public opinion and mass media-charles Side Steinberg.
9. Media and Communication óCharles Side Steinberg.
10. Theories of Mass Communication óLawrence Defleur
11. Current perspectives in Mass Communication Research, F. Kline and P. Tichenor.
12. Mass Communication Theory: An Interoduction- Denis Mc Quail
13. Basic Journalism- Rangaswami parrhasarthy
14. Newspaper Business Management ó Frank Thayer.

SEMESTER-I

Course Code: (JMC core 1.6)

ADVERTISING

Module-1:

Origin and Development of Advertising in the World and in India - Advertising ó Definition, Nature and Scope, Social and Economic Effects of Advertising.

Module-2:

Advertising and Propaganda, Publicity and PR-Advertising Agency; History, Stucture, Organization, Functions, Agency Compensation.

Module-3:

Planning Advertising Campaigns. Positioning óAd. Copy, Visualization. Layout, Characteristics, types and Strategies, Advertising Media: Newspapers, Magazines, radio, TV. Outdoor Direct Mail, Internet.

Module-4:

Types of Advertising- Industrial Advertising, Retail Advertising, Corporate Advertising public Service Advertising, Political Advertising, Social, Marketing. Case Studies of Advertising Campaigns.

References:

1. Ahuja and Chhabra, (2011) **Advertising**, Surjeet Publication
2. Chandan J.S Jagajit Singh and Malhan, (1991) **Essential of Advertising**, Oxford and IBH Publishing Company Private Limited
3. David Ogilvy, (1985) **Ogilvy in Advertising**, Vintage Books
4. Meyers, Greg (1999) **Ad. Worlds- Brand Media and Audiences**, Arnold
5. Otto Kleppner, (1983) **Advertising Procedure**, 8th Edition, Prentice Hall.
6. Sengupta Subroto, **Brand Positioning**, Tata MacGraw Hill Publishing Company
7. Sethia and Chunawalla, (1986) **Advertising Principles and Practice**, Himalaya Publishing House, Bombay.
8. Sheriy; K Ziegler and Herbert H Howard, (2004) **Broadcast Advertising Sage Publications**, New Delhi
9. Batra, Rajeev. (1996). **Advertising management**. New York: Prentice Hall.

Mandatory Credits: Communication Skill.

SEMESTER-II

Course Code: (JMC core 2.1)

COMMUNICATION THEORIES

Module-1:

Introduction to Mass Communication Theory ó Emergence of Scientific Perspective on Mass Communication ó Eras of Mass Society and Mass Culture ó Magic Bullet Theory, Lasswell's Propaganda Theory of Public Opinion.

Module-2:

Normative Theories ó The Origin of Normative Theories of Media; Libertarian Theory and Social Responsibility Theory of the Press.

Module-3:

Limited Effects Theories: Paradigm Shift in Mass Communication Theory; Two-Step Flow of Information and Influence, Limited Effects Theory ó Attitude Change Theories- information flow Theory, Diffusion Theory.

Module-4:

Rise of Cultural Theories in Europe-Marxist Theory-The Frankfurt School and Neomarxist Theory ó Media and Audiences: Uses and Gratification, Reception Studies, Marshal McLuhan; Agenda Setting, Media as a Culture Industry, Cultivation Approach ó Globalization and Media.

References:

1. Denis Mcquail, (1994) **Mass Communication Theory: An Introduction**, Sage Publications.
2. Joseph Klapper, (1960) **The Effects of Mass Communication**, Free Press.
3. Melvin L. DeFleur and Sandra Ball Rokeach, (1982) **Theories of Mass Communication**, Longman.
4. Stanley J. Baran and Dennis K. Davis, (1995) **Mass Communication Theory**, Wadsworth Pub. CO.,
5. Wilbur Schramm, **Mean Messages and Media**
6. Wilbur Schramm, (1954) **The Process and Effects of Mass Communication**, University of Illinois Press.

SEMESTER-II

Course Code: (JMC core 2.2)

MEDIA LAW AND ETHICS

Module-1:

Salient Features of India Constitution, Fundamental Rights, Fundamental Duties ó Directive Principles of State Policy.

Module-2:

Freedom of Speech and Expression with Special Reference to Freedom of Press in India ó Law of Defamation, Sedition, Obscenity, The Censorship óParliamentary Privileges and media.

Module-3:

Right to Information Act 2005, Right to Privacy, The Official Secrets Act 1923, The Copyright Act, The Contempt of Court Act, Working Journalists and Other Newspaper Employees Act, 1955; Rules of Newspaper Registration.

Module-4:

Press commissions in India- Laws Relating to Broadcasting and Advertising in India óCyber law in India; The Press Council of India.

Reference:

1. Law and the Media ó An Everyday Guide for Professionals ó Crone
2. Media and Ethics ó S K Aggarwal
3. Mass Media Laws and Regulations in India ó K S Venkataramaiah
4. Press and the Law ó An Grover
5. Press in Chains ó ZamirNaizi
6. Freedom of the Press ó Some Recent Incidents ó K S Venkataramaiah
7. Mass Media and Freedom of Press in India ó K S Padhy
8. Aggarwal S K., Media and Ethics, Shipra Publication.
9. Padhy K S Mass Media and Freedom of Press in India

SEMESTER-II

Course Code: (JMC core 2.3)

FEATURE JOURNALISM AND TECHNICAL WRITING

Module-1:

Definition and Characteristics ó Structure of a Feature ó Types of Feature, Difference between Feature and News. Writing Feature ó Sources of Ideas ó Collection of Materials; Presentations; Market for Features; Feature Syndicates

Module-2:

Illustration the Write-ups with Photographs, Drawings, Maps and Caricatures - Review: Definition, Types of Reviews- Book Review, Film Review, Drama review, Difference between Review and Criticism; Columns- characteristics, Techniques of Writing Columns.

Module-3:

Basics of technical writing: Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers; Glossary of technical writing.

Module-4:

Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing, knowing the writing assignment, its clients and end users.

Reference:

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Sheenfeld C A., Effective Feature Writing
7. Beyond the Facts ó A Guide to the Art of feature writing.
8. ನಿರಂಜನ ವಾಣಳ್ಳಿ, ನುಡಿಚಿತ್ರಗಳು

SEMESTER-II

Course Code: (JMC core 2.4)

CORPORATE COMMUNICATION

Module-1: Importance of Corporate Communication

Nature, Meaning of Corporate Communication- Corporate Communication Practices Organizing, Budgeting.

Module-2: Functions of Corporate Communication

Brand Strategy, Media Relations, Internet Communication, Corporate Advertising, Corporate Density, Intranet Communication, Marketing Communication, Public Relations, Crisis Communication, Annual Report, Corporate Mission Statement, Training and Employee Development, Technical Communication, Issue Management, Ethics Code.

Module-3:

Government Relations, Corporate Culture, Corporate Philanthropy, Employee/Internal Communication, Executive Communication/Speeches, Reputation Management, Community Relations, Labour Relations, Investor Relations.

Module-4: Corporate Social Responsibility (CSR)

Its Importance, CSR Focus Areas and Practices: Environmental Conservation, Energy Conservation, Disaster Management, Work Place Health and Safety, Consumer Rights Advocacy, Community Development.

References:

1. Argenti, **Corporate Communications**
2. **Essentials of Corporate Communications and Public Relations** 6 Harvard Business School Press (Author) and Society for Human Resource Management (Author)
3. Gary L. Kreps., **Inside Organizational Communication**
4. Gary L. Kreps, **Organizational Communication**
5. Geraldine E. Hynes and Geraldine Hynes, **Managerial Communication: Crafting the Voice and Image of your Business**
6. Joep P. Cornelissen, **Corporate Communications: Theory and Practice**
7. Paul A. Argenti, **The Power of Corporate Communication: Crafting the Voice and Image of your Business**
8. Paul A. Argenti, **Corporate Communication**
9. Shel Holtz, **Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications**

SEMESTER-II

Course Code: (JMC core 2.5)

INTRODUCTION TO NEW MEDIA

Module-1: Emergence of new Communication Technologies (NCT)

Digital Technology: Invention and Spread of Computer and the Internet, Computer parts and Memory Systems, Data Storage Devices. Computer Language. Nature and Characteristics of New Media.

Module-2:

Internet Content, Information Superhighway, Browsing, Blogging and Social Networking Facebook and Twitter, Web Radio and Television, Virtual Reality.

Module-3: Web Journalism

Nature Scope, Techniques of web Writing, Illustrations and Web Designing, language, Presentation and Multimedia. Global Village and Globalization Digital Divide. Impact of New Media on Education, culture and Ethics Related to Cyber Medium

Module-4: Software Applications

Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, HTTP-HTML, ELD-NDS-JAVA.

References:

1. Avik Ghosh, **Communication Technology and Human Development**
2. Britannise, **The Communication Revolution**
3. Chetan Srivatsava, **Fundamentals of Information Technology**
4. Computer : The Internet and International regulatory issues relating to content-A UNESCO study by Australian Broadcasting Authority
5. Donna Gibbs and Others, **Cyber Lines –Language and Culture of the Internet**
6. Eric James, Karson, **Internet Advertising: New Media, New Models**
7. Paul Martin Lester, **Desktop Computing Workbook**, Wordsworth Publishing
8. Subhash Bhatnagar, **Introduction and Communication Technology in Development**

SEMESTER-II

Course Code: (JMC core 2.6)

POLITICAL COMMUNICATION

Module-1:

Meaning, Nature and Scope of Political Communication ó Politics, Democracy and Media-Political Communication Theories and Effects ó Media Effects of Politics Communication Political Marketing: Advertising and Political PR

Module-2:

Role of Media in Political Communication ó Agenda Setting Theory ó Spiral of Silence, Consensus, Gate keeping vs Propaganda Models ó Four Theories of Press ó Normative Theories of Press

Module-3:

Public Opinion ó Polls, Reliability and Validity of Public Opinion Polls Conducting of Public opinion ó Public Opinion and Audiences- Guiding Public Policies- Media and Foreign Policy of the Government ó Media and Policymaking

Module-4:

Political Ideology- Left, right and Centre ó Media and Terrorism ó Media Power in Politics ó Role of Media in Elections and its Impact- Media and Political Campaigns Political Advertising

References:

1. Brian McNair, **An Introduction to Political Communication**
 2. Clifford G. Christians, Theodore Glasser, Dennis Mc Quail, Kaarle Nordenstreng, Robert A. White, **Normative Theories of the Media Journalism in Democratic Societies**
 3. Daniel C. Hallin, Paolo Mancini, **Comparing Media Systems**
 4. Darren G. Lilleker, **Key Concepts in Political Communication**
 5. David L. Swanson, Paolo Mancini, **politics, Media and Modern Democracy**
 6. Doris A. Graber, **Media Power in Politics**
 7. Frank Esser, Barbara Pfetsch, **Comparing Political Communication: Theories, Cases and Challenges**
 8. Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm, **Four Theories of the Press**
 9. Gadi Wolfsfeld, Philippe J. Maarek, **Political Communication in a New Era: A Cross National Perspective**
 10. Geoffrey Craig, **the Media Politics and Public Life**
 11. Lance Bennett W., **Mediated Politics: Communication and the Future of Democracy**
 12. Stanley Bennett W., **Mediated Politics: Communication Theory: Foundations, Ferment and Future**
- Mandatory Credits:** Computer Skill.

SEMESTER-III

Course Code: (JMC core 3.1)

Radio Broadcasting

Module-1:

Evolution and development of radio in India; Present status; radio as a medium of communication; broadcasting formats.

Module-2:

Interview for Radio; Planning and Preparation of telephone Interview, and on the spot Interview, News Conference.

Module-3:

Model communication policy in India; discourse on privatization of radio broadcasting; Cable regulation; Satellite radio; Community radio.

Module-4:

Writing Radio News Reports; Techniques, Strategies, Sound Bites, Use of Language, Accent and Pronunciation; Elements of Radio Programme: Speech, Narration, Dialogue, Sound Effect, Music Silence and Delivery Modulation; Production of Interactive Programme and Other Entertainment Programmes.

Reference:

1. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
2. Chatterji P.C. 1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt. Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
6. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
7. Evans Radio and Guide to Broadcasting Techniques, Barrie and Jenkins
8. Robert Hellard, Writing for TV and Radio.

SEMESTER-III

Course Code: (JMC core 3.2)

INTRODUCTION TO TV PROGRAMME PRODUCTION

Module-1:

The Production Process; Process; Proposal Writing and Budgeting ó Writing for Television: TV ó News Writing-Research, Visualization and Production Script.

TV Reporting ó Interview Techniques, News Bulletin Formats-Voice Over, Sequencing and Edition News Packages; Investigative Reporting, Economic Reporting Sports Reporting Human Interests Stories, News Feature and News Analysis

Module-2:

TV News Editing: Planning, Production and Compilation of News Programme Writing Lead Introduction to News Packages, Headline Writing Teasers, Promos.

Module-3:

TV Anchoring Voice Broadcast Skills, Pronunciation, Facing a Camera, Eye Contact, Use of Teleprompter, Live Studio Discussions, Anchoring Chat Shows.

Module-4:

Editing ó Animation and Graphics, Voice Over, Dubbing, Mixing, Titling Mastering

Reference:

1. Alan Wurtzel, (1983) **Television production**, McGraw-Hill
2. Fang L F, **TV News**
3. Gerald Millerson, (1982) **Basic TV Staging**, Focal Press, London
4. Gerald Millerson, (2001) **Video Production Handbook**, Focal Press, London
5. Gerald Millerson, (2009) **Techniques of TV Production**, Focal Press/Elsevier
6. Gerald Millerson, (2004) **Better Broadcast Writing- better Broadcast News**, 1st Edition Pearson
7. Lee Goldberg William Rabkin, (2003) **Successful Television Writing**, 1st Edition, Wiley
8. Prager, **Understanding TV**
9. Robert Hellard, **Writing for TV & Radio**
10. Ronald Wolfe, (2003) **A Guide to Scripting for TV, Radio and Film**, 3rd Edition, Robert Hale
11. Rudy Bretz, (1953) **Techniques to TV Production**, McGraw Hill
12. Zettl H, (2005) **TV Production Handbook**, 9th Edition Cengage Learning

SEMESTER-III

Course Code: (JMC core 3.3)

COMMUNICATION RESEARCH METHODS

Module-1:

Nature and Scope of Research ó Scientific Research- Types of Research ó Pure and Applied- Types of Communication Research ó Print and Electronic Media Research.

Module-2:

Review of Literature ó Defining Research Problem ó Research Objectives- Hypothesis, Characteristics and Importance ó Research Design-Sampling: Types of Sampling Probability and Non-Probability ó Types of Probability Sampling.

Module-3:

Types of Research ó Survey Research. Content Analysis, Historical Research Experimental Research, Ratings Research, Non-Ratings Research, Case Study, Field Study.

Module-4:

Data Collection- questionnaire, Interview Guide, Observation Methods, Rating Scales. Data Analysis. Research Report Writing and Techniques-Statistical Analysis, Ethics of Research.

References:

1. Arthur Asa Berger, (2005) **Media Analysis Techniques**, Sage Publication.
2. Broota K D., (2006) **Experimental Design in Behavioral Research**, New Age International
3. John W Best, James V Khan, (2005) **Research in Education**, 10th Edition, Pearson
4. Joshi Aggarwal, (1986) **Communication Research for Development - The ISRO Experience**, Concept Publishing Company, New Delhi.
5. Kothari C R, (2004) **Research Methodology: Methods and Techniques**, New Age International
6. Pauline V Young, (1966) **Scientific Social Surveys and Research**, prentice óHall
7. Robert Ross, (1974) **Research: An Introduction**, Barnes y Noble Books
8. Singh A K, (1984) **Mass Media and Rural Development: A Study of Village Communication in Bihar**, Concept Publishing Company, New Delhi.
9. Thomas R Lindlof, (2010) **Qualitative Communication Research Methods**, SAGE publications, Inc; Third Edition.

SEMESTER-III

Course Code: (JMC core 3.4)

TRANSLATION AND JOURNALISM WRITING

Module-1:

Translation-Definition-Importance-Types of Translation-Theories of Translation-Tools of Translation-Process of Translation-Translation in the Globalization era ó inter Semiotic Translation .

Module-2:

Translation for the Media Elements of Media Translation-Techniques of Translation for Media ó Challenges of Translation Between Vernacular Languages and Vice Versa for Print and Electronic Media ó Translating Advertisements-Translating Press Releases.

Module-3:

Journalistic Writing Qualities of Journalistic Writing-Similarities and Differences Between Journalistic Writing and Literary Writing ó Difference Between News Writing ó Feature Writing ó Article Writing-Editorial Writing and Column Writing.

Module-4:

Translation Exercise Practical exercise in Translation for Print Media and Practical Exercise in Journalistic Writing.

Reference:

1. Angela Phillips, (2006) **Good Writing for Journalist**, Sage Publications
2. ಚಿದಾನಂದಮೂರ್ತಿ ಎಂ., ಭಾಷಾ ವಿಜ್ಞಾನದ ಮೂಲ ತತ್ವಗಳು: ಪ್ರ.ಡಿ.ವಿ.ಕೆ/ ಮೂರ್ತಿ, ಮೈಸೂರು
3. Christina Schaeffner, (2010) **Media and Translation**, Cambridge Scholars Publishing
4. David Chandar, **Semiothes : The Basics**, Foundation Books , New Delhi
5. Lawrence Venuti, (1998) **The Scandals of Translation**, Routledge Chapman & Hall
6. Madhall McLuhan, (1994) **Understanding Media**, The MIT Press; Reprint Edition
7. Steincer G, (1998) **Aspects of Language and Translation**, Oxford University Press
8. Trask R L., (2004) **Language: The Basics**, Routledge

SEMESTER-III

Course Code: (JMC core 3.5)

Photo Journalism

Module-1:

Nature and Scope of Photography, evolution of Photography, Communication elements in Photography
Definition, nature and scope of Photo Journalism, origin and development of press Photography.

Module-2:

Camera-parts of Camera-Types of Camera-Types of lenses and their functions use of filters óFocal length, Depth of field-Types Films and their use, Processing and printing of color, black & white films, digital Photography.

Module-3:

Techniques of composing picture óTechnical and aesthetic aspects óexposure, aperture and shutter speed
Lighting in photography-studio lighting óoutdoor lighting equipment and accessories, attributes of a good picture.

Module-4:

Branches of photography-nature, architecture, portraiture, landscape, wild life, sports, environment, portraiture, aerial. Travel. Industry, fashion and glamour, advertising, press photography.

Module-5:

Attributes of a photo Journalist, sources of photographs, photo feature, techniques of photo editing-
caption writing-types, software for photo editing, legal and ethical aspects of photography.

References:

1. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
2. Kobre, Kenneth. (2000). *Photojournalism: The professional approach* (4th Ed). London: Focal Press
3. Horton, Brian. (2000). *Guide to photojournalism*. New York: McGraw-Hill
4. Chapnick, Howard. (1994). *Truth needs no ally: Inside photojournalism*. New York: University of Missouri Press
5. British Press Photographers Association. (2007). *5000 Days: Press photography in a changing world*. London: David & Charles.
6. Nair, Archana. (2004). *All about photography*. New Delhi: Goodwill Publishing House.
7. Mason, R.H. (1984). *Teach yourself photography*. London: Holder & Stoughton.
8. Bhatia, K. (2004). *Goodwill's photography for all*. New Delhi: Goodwill Publishing House.
9. Sharma, O.P. (1982). *Practical photography*. New Delhi: Hind Pocket Book.

SEMESTER-III

Course Code: (JMC Elec 3.6.1)

INTERNATIONAL COMMUNICATION

Module-1:

Basic Concept: International Communication- Nature, Importance, Scope and Dimensions, Factors Affecting the Flow of Information, International media Institutions and professional organizations.

Module-2:

Problems and Perspectives of International Communication; Survey of International Communications- Media, Newspapers, Magazines, Cinema, Satellite. International Conflict Resolutions and Diplomacy.

Module-3:

UNESCO Mass Media Declaration, cultural imperialism ó criticisms; violence against media persons; Effects of globalization on media systems and their functions.

Module-4:

Impact of new communication technology on media ó satellite communication ó information super highways ó UNO's Universal Declaration of Human Rights and communication.

Reference:

1. Henry, National and International Systems of Broadcasting.
2. Kaarlenordenctreng and Tapic Van, Television Traffic a One way Street.
3. Dissanayake, The Role of News Media in National and International Conflict, Westview Press.
4. Herbert Schiller, Communication and Cultural Domination, M.E. Sharpe
5. Progser and Kordenstreng, The Mass Media Declaration of UNESCO Praeger.
6. Joseph Klapper, The Effects of Mass Communication, Free Press
7. Saraswathi T.S, Cross Culture Perspective in human Development saga Publications Ltd.
8. Collins R, Media, Culture and Society ó A critical Reader, SAGE
9. Doris A. Graber, Media Power in Politics

SEMESTER-III

Course Code: (JMC Elec 3.6.2)

Paper- SC 6.2 -Media Environment

Module-1:

Environmentalism: Environmental Movements Environmental Movement in India Environmental Movement in Karnataka. Development Vs Environment debate.

Module-2:

Ecosystems-renewable and non-renewable resources biodiversity and its conservation-environmental pollution laws related to environment. The Environment (Protection) Act, Forest (Conservation) Act. Environmental Policy. International environmental agreements.

Module-3:

Major environmental issues: Climate change and global warming acid rain, ozone layer depletion, big dams, air and water pollution, Special Economic Zones.

Module-4:

Environmental journalism reporting environment for print, electronic and new media Environmental news sources, Environmental issues and the media. Advocacy in environmental reporting, code of ethics for environmental news converge, case studies in environmental reporting.

Reference:

1. Chapman, Graham, Kumar, Keval, J., Fraser, Coroline., & Gaber, Ivor. (1997). *Environmentalism and the mass media: The North-South divide*. London: Routledge.
2. Cox, Robert. (2010). *Environmental communication and the public sphere* (2nd ed.). Thousand Oaks: Sage Publications
3. Foster, John, Bellamy. (2009). *The ecological revolution. Making peace with the Planet*. New York: Monthly Review Press.
4. Gadgil, Madhava., & Guha, Rramachandra.. (1995). *Ecology and equity*. New Delhi: Penguin.
5. Guha, Ramachandra. (2000). *Environmentalism: A global history*. New Delhi: Oxford University Press.
6. Guha, Ramachandra. (2006). *How much should a person consume?: Thinking Through the Environment*. Berkley: Permanent Black.
7. Khanna, G.N. (1993). *Global environmental crisis and management*. New Delhi. Ashis Publishing House.
8. Krishna, S. (1996). *Environmental politics*. New Delhi. Sage.
9. Neuzil, Mark Train, Russell E. (2005). *The environment and the press: from adventure writing to advocacy*. New York: Oxford University Press.
10. Rangarajan, Mahesh. (2007). *Environmental issues in India*. New Delhi: Dorling Kindersley.

SEMESTER-III

Course Code: (JMC ID 3.7)

Open Elective/Inter-Disciplinary Course

MEDIA AND SOCIETY (OE)

Module-1:

Mass Communication-Characteristics of Mass Media, Radio, Television and Cinema as Mass Media. Freedom of Speech and Expression ó Responsibilities of Media in a Democracy.

Module-2:

National and International Issues of Censorship and Government Control, Political Ideologies and the Media System, Sensationalism in Media.

Module-3:

The Organization and Ownership of Media, the Impact of Technological Change, Advertising, and Trends such as Celebrity Journalism and "Infotainment", the Media's Role as Critic.

Module-4:

Ownership of media, content ó control, Internal and external threats, pressures on media ó media regulations, issues of social class, poverty, development and public health.

References books:

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate ó George Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by Vir Bala Aggarwal

SEMESTER-IV

Course Code: (JMC core 4.1)

MEDIA MANAGEMENT

Module-1:

Principles of Management: definitions, functions, Management Process Economic Media. Economic Impact on Media - FDI Influence and Media Management.

Module-2:

Media Organization Structure: Organization Structure of Indian Media, Print and Electronic Media Ownership Patterns of Indian Media, Newspapers, Magazines Television, Radio Networks.

Module-3:

Print Media - Economy of Newspaper, production Cost Operation, Non Operation Revenue Aids. Selling of Space, Commercial Print Job, Promoting Strategies, Circulation and Revenue, Readership Measurement System ABC and NRS.

Module-4:

Economy of Radio and Television Production-Cost Operation and Non Operation Budgeting, Market for Television Programmes, Cost and Revenue. Selling Time and Marketing. Viewership measurement systems-TRP, TAM and other rating systems.

Reference books:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmond and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999. An expert HR System for Aligning organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Chapman & Hall
5. W.J. Stanton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thoms Gouldon, 1997. News Management, London, William Heiremann Ltd.

SEMESTER-IV

Course Code: (JMC core 4.2)

DEVELOPMENT COMMUNICATION

Module-1:

Definition ó Nature and Concept of Development ó Old and New Paradigm of Development Indian Concept of Development ó Characteristics of Developing Societies; Gap Between Developed and Developing Societies, Human Development. Development Models and Theories.

Module-2:

Development Communication ó Definition ó Definition Origin ó Role of Media in Development Communication ó Strategies in Development Communication ó Case Studies and Experience.

Module-3:

Development Communication Planning Strategies and Action Plans ó Decentralization. Panchayat Raj Institutions and Communication. Problems Faced by Governmental and non- Governmental Agencies in Development Communication ó Diffusion of Innovation, Models In Agricultural Communication ó Case Studies of Communication Support to Agriculture; Tribal Development.

Module-4:

Writing Development Stories in Areas Like Health and Family Welfare Agriculture and Rural Environment Communication. Writing Development Messages for Rural Audience; Specific Requirements for Writing Development Stories for Media like Newspapers, Magazines Radio and Television.

References:

1. Alan B. Albarran, (2009) Management of Electronic Media, Cengage Learning
2. Andrej Vizjak and others, (2003) Media Management, Springer
3. Gali Einav, (ED) (2010) Transitioned Media, Springer
4. Halur C, Total Quality Management
5. James Redmond and Robert, (2004) Media Organization Management
6. Jan Wicks Leblanc and Others (2007) Media Management : A Casebook Approach, 4 edition, Routledge
7. Meena Devi, (2009) Advertising and Media Management, Alfa publications
8. Stanton and Charles F, (1986) Fundamental and Marketing, McGraw Hill Companies
9. Suresh K. Media Management
10. Vanith Kohli Kandeka, (2006) The India Media Business

SEMESTER-IV

Course Code: (JMC core 4.3)

INTER CULTURAL COMMUNICATION

Module-1:

Culture Definition, Culture as a Social Institution -Value Systems; Primary & Secondary, Eastern & Western Perspectives.

Module-2:

Inter-Cultural Communication -Definition, Process, Philosophical & Functional Dimensions- Cultural Symbols in Verbal & Non-Verbal Communication.

Module-3:

Modern Mass Media as Vehicles of Inter-Cultural Communication- Barriers- Religious, Political & Economic Pressure- Conflicts.

Module-4:

Impact of New-Technologies on Culture-Globalization Effects on Culture and Communication Mass Media as a Culture Manufacturing Industry, Communication & Folk Media ó Character Context & Functions. UNESCO's efforts in the promotion of intercultural communication

Reference:

1. Apte ML, Mass culture, Language & Arts in India, Sangam Book Ltd.
2. Asante, Hand of Inter-Cultural Communication, SAGE Publication, Inc
3. Banerjee S., Media, Culture and Communication
4. Collins R, Media, Culture and Society ó A critical Reader, SAGE
5. Hiriyanna, An Outline of Indian Philosophy, Motilal Banarsidass Publication
6. Joseph Klapper, The Effects of Mass Communication, Free Press
7. Joshi P, Culture, Communication and Social Change, Vikas Publication, New Delhi.
8. Saraswathi T.S, Cross Culture Perspective in human Development saga Publications Ltd.
9. Sitram K.S, Culture and Communication-A World View, Prasanga Karnataka University.

SEMESTER-IV

Course Code: (JMC core 4.4)

FILM STUDIES

Module-1:

Cinema: The Origin of Cinema ó Entertainment ó Association/Relations with Other Media such as Print/Radio and TV. Film and Other Arts. The Language of Cinema

Module-2:

Film Culture, Film Movementø, Major Film Theories.

Module-3:

Film Culture, Film Criticism, Film Society Movement, Film Festivals and Awards

Module-4:

Major Film Makers : Satyajit Ray-Sham Benegal- Akira Kurosawa Vittorio De Sica, Adoor Gopalakrishna, Girish Kasaravalli ó Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Shyam Benegal.

References:

1. ಸುಬ್ಬಣ್ಣ ಕೆ ವಿ, ಸಿನಿಮಾದ ದೂರ ಚಿತ್ರ ಸಮೀಪ ಚಿತ್ರಗಳು
2. ಸುಬ್ಬಣ್ಣ ಕೆ ವಿ, ಸಿನಿಮಾದ ಯಂತ್ರ ಭಾಷೆ
3. Aruna Vasudeva, **75 Years of Indian Cinema**
4. Capt. M D Shnde, **Cine Art & Film Craft**
5. Crarty Jowett and James M Linton, (1989) **Movies as Mass Communication**, 2nd Edition SAGE publications, Inc
6. David Shipman, (1986) **The Story of Cinema**, St Martin Pr
7. Edward F Dolan Jr., (1986) **History of the Movies**, Longmeadow Press, Greenwich CT
8. Eisenstein S.M (1984) **Film Form, Film Sense**, Harcourt, Brace.
9. Eisenstein S M (1984) **The Short Fiction Scenario**, Seagull Books and Eisenstein Cine Club.

SEMESTER-IV

Course Code: (JMC core 4.5)

DISSERTATION

1. Students Shall Work on Project in IV Semester
2. It is Compulsory for all the Students
3. The topics shall be approved by The Department Council.
4. All the Faculty Members Shall the Students

Minor/Major Project Evaluation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows.

Component- I: Periodic progress and progress reports(25%)

Component ó II: Results of work and draft report (25%)

Component ó III: Final viva-Voce and evaluation (50%) The report evaluation is for 40% and the viva-voce examination is 10%

The (Component óIII) for major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner.

SEMESTER-IV

Course Code: (JMC Elec 4.6.1)

SCIENCE AND TECHNOLOGY COMMUNICATION

Module-1:

Definition, Nature Scope for Science and Technology Communication, Importance and Functions of Science, Purpose of Science, Evolution of Science. Major Scientific Activity in India, Scientific Institution, Scientific Organization and Personalities.

Module-2:

Role of Government, Non-Governmental and Institutional Organization in the Department and Promotion of Science. Role and Function of Mass Media in Publishing, Public Education and Promotion of Science and Technology in India.

Module-3:

Aims and Objectives of Science Coverage in Media, Types of News Stories in Mass Media. Sources of Science News.

Module-4:

Writing Science Stories- Articles, Articles, Features and Investigative Reports, Policies, Ideas. Writing Science Stories and Promoting Scientific Temper through Media, Emerging Trends.

References:

1. Anthony Wilson, (1998) **Handbook of Science Communication**, Taylor & Francis
2. Bay Robert, (1998) **How to Write and Publish Scientific Papers**, 5th Edition Oryx Press
3. Burnal J D., **History of Science**
4. Lars Lindberg Christensen, (2007) **The Hands-on Guide to Science Communicators: Step-by-Step Approach to Public Outreach**, Springer
5. Muriel Zimmerman, (2002) **The MIT Guide to Science and Engineer Communication**, 2nd Edition, The MIT Press
6. Peter Forage, **Science and Media**
7. Philips H., (1969) **Science and Education in Under Developing States**, Macmillan New York
8. Stock Mayer S M., M.M. Gore and C. Bryant **Science Communication in Theory and Practice**.

SEMESTER-IV

Course Code: (JMC Elec 4.6.2)

FOLK MEDIA

Module-1:

Origin and Meaning of the Concept -Folk Media- characteristics of Folk Media- relevance of Folk Media in Modern Society.

Module-2:

Classification of Folk Media Forms Important Folk Media Forms in India 6 Folk Songs, Folk Dances Folk Theatre, Folk Tales, Folk Games and Street Plays.

Module-3:

Popular Folks Arts in Karnataka and their use in development Communication: Yakshagana, Harikathe, Puppetry, Gee Gee & Religious Folk Songs Dollu kunitha, Veeragase, Kamsale Popular Folk Forms of Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Punjab.

Module-4:

Integrated use of Folk Media and Mass Media- Role of Government Agencies like Song and Drama Division, Information and Publicity Department, Yakshagana Academy, Prominent folk Artists.

References:

1. Curre D, Complete Book on Puppetry In India
2. Daniel Lerner, (2011) The Passing of Traditional Society, Temple University Press
3. Durgadas Mukhopadhyaya, (1994) Folk Arts and Social Communication, Publications Division, Ministry of Information and Broadcasting, Government of India
4. Gragu Balawant, Folk Theatre in India
5. Nulk Raj Anand, The Indian Theatre
6. Ranganath H K., (1980) Folk Media & Communication, Chinthana Praakashana
7. Shyam Parmar, (1975) Traditional Folk Media in India, Gekha Books
8. Shyam Parmar, (1978) Traditinal Folk Songs, Communication Publications
9. Usha Rani N., (1996) Folk Media for Development, Karnataka Book Publishers
10. Vijaya N., (1988) Role of Traditional Folk Media in Rural India, Cian Publishing House,

Mandatory Credits: Personality Development.