

DAVANGERE UNIVERSITY SHIVAGANGOTRI, DAVANGERE – 577 007

Department of Studies in

Journalism and Mass Communication

SYLLABUS (CBCS)

Master of Arts
(I-IV Semester)



With effect from 2024-25

DEAN

Faculty of Arts Davangere University Shivagangotri, Davangere-07 Chairman, BOS
Dept. of Journalism and Mass Communication
Davangere University
Shivagangotri, DAVANGERE - 577 007

Registrar Davangere University Shivagangotri, Davangere



DAVANGERE UNIVERSITY SHIVAGANGOTRI, DAVANGERE – 577 007

Department of Studies in Journalism and Mass Communication

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DR. BASAVARAJ VIJAPUR (MEDIA EXPERT)

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:

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



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Department of Journalism and Mass Communication

Master of Arts M.A. Journalism and Mass Communication Semester Scheme <u>Curriculum Structure for Post graduate Programme for 2024-25</u>

(Course Structure, Scheme of Teaching and Evaluation-2024-25)

Curriculum Frame work for PG Programme

SI.No.	Subject Category	No. of Credits
1	Major Courses	88
2	Compulsory	06
3	Elective/Optional	8
4	Open Elective/Optional	2
5	Media Lab/Practical	08
	Excise	
	Total '	112

Semester-wise allocation of Credits in Dayangere University for PG- Arts Programme

Year	Semester	Credits	Total Credits
	I	28	56
1	II	28	
	III	28	56
2	IV	28	
Total		112	112

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M.A. Journalism and Mass Communication Semester Scheme Curriculum Structure for Post graduate Programme for 2024-25 Department of Journalism and Mass Communication

Number of Courses and credit course-wise in all semesters

Seme ster	Subjects Hardcore	Subjects Softcore	Elective- Optional (Choose any one)	Open Electiv e (Choose any	Compulsory	Total Credi ts
1	1.Introduction to Communication and Journalism (4) 2.Development of Media (4) 3.Advertising and Strategic Communication (4)	1.Reporting and Writing Skills (4) 2.Editing and News Processing (4) (Media organization Visit)	1.Business Journalism (4) 2.Cyber Security and New Media (4)	one)	Communication Skills (2) Media Lab (2)	28
2	1.Communication Theories (4) 2.Media Law and Ethics (4) 3.Media and Politics (4)	1.Feature Journalism and	1 Digital Media (4). 2.Sports Journalism (4)		Computer Skills (2) Media Lab (2)	28
3	1.Communication Research Methods (4) 2.Translation and Journalistic Writing (4) 3.Photo Journalism (4)	1.Radio Broadcasting and Programme Production (4) 2.Introduction to TV programme production (4)	1.International Communicat ion (4) 2.Media and Environment (4) 3.Health Journalism 4.Agri Journalism (4)	1.Media and Society (2)	Media Lab (2)	28
4	1.Media Management and Entrepreneurship (4) 2.Development Communication (4) 3.InterCultural Communication (4)	1.Film Studies and Appreciation (4) 2.Dissertation (4)	Science and Technology Communicati on (4) 2.Folk Media (4) 3.Kannada Journalism (4) Social Media Management (4)		Personality Development (2) Media Lab (2)	28
Total	48	32	16	02	14	112

Note: Number in the parentheses denote credits of Papers.

For languages, the rewillbe3creditsandfourteachinghoursperweek.

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M.A. Journalism and Mass Communication Semester Scheme (CBCS) <u>Curriculum Structure for Post graduate Programme for 2024-25</u> <u>Department of Journalism and Mass Communication</u>

General Master degree in all 4 Semesters

Number of Courses and credit course-wise in all 4 semesters

				Mark	KS				
Semester	Paper code	Title of course		Examination	Internal assessment	Total marks	Credits	Examination Duration	Semester Wise Credits
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	Advertising and Strategic Communication	4	70	30	100	4	3	20
	JMC core 1.4	Reporting and Writing Skills	4	70	30	100	4	3	28
	JMC core 1.5	Editing and News Processing	4	70	30	100	4	3	
	JMC core 1.6.1	Business and Financial Journalism		70	30	100			
	JMC core 1.6.2	Cyber Security and New Media	4	_		-	4	3	
	31010 0010 1.0.2	Media Lab	4		4		2		
	36 1 . 1'.			-	4 -	-		-	
		Communication skills	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	Media and Politics	4	70	30	100	4	3	20
	JMC core 2.4	Feature Journalism and Technical Writing	4	70	30	100	4	3	28
	JMC core 2.5	Corporate Communication and Public Relations	4	70	30	100	4	3	
	JMC core 2.6.1	Digital Media	4	70	30	100	4	3	
	JMC core 2.6.2	Sports Journalism		-	-	-			
	1	Media Lab	4	-	-	-	2	-	
	Mandatory Credits		2	-	-	-	2	-	
3	JMC Core 3.1	Communication Research Methods	4	70	30	100	4	3	
-	JMC Core 3.2	Translation and Journalistic Writing	4	70	30	100	4	3	
-	JMC Core 3.3	Photo Journalism	4	70	30	100	4	3	
-	JMC Core 3.4	Radio Broadcasting Program Production	4	70	30	100	4	3	28
	JMC Core 3.5	Introduction To TV Program Production	4	70	30	100	4	3	20
	JMC Elec. 3.6.1	International Communication	- ,	70	30	100	4	2	
-	JMC Elec. 3.6.2	Media and Environment	4	70	30	100	4	3	
	JMC Elec. 3.6.3	Health Journalism	- 1	70	30	100			
	JMC Elec. 3.6.4	Agriculture journalism	1	70	30	100	2	2	
	JMC OE. 3.7.1	Media and Society	2	40	10	50	2	2	
4	JMC core 4.1	Media Lab Media Management and Entrepreneurship	4	70	30	100	2	3	
4	JMC core 4.1 JMC core 4.2	Development Communication	4	70	30	100	4	3	
-	JMC core 4.2 JMC core 4.3	Inter Cultural Communication	4	70	30	100	4	3	
-	JMC core 4.3 JMC core 4.4	Film Studies and Appreciation	4	70	30	100	4	3	28
	JMC core 4.4 JMC core 4.5	Dissertation	4	70	30	100	4	3	20
	JMC Elec. 4.6.1	Science and Technology Communication	+	70	30	100	+	3	
	JMC Elec. 4.6.1 JMC Elec. 4.6.2	Folk Media	4	70	30	100	4	3	
	JMC Elec. 4.6.2	Kannada Journalism +		70	30	100	7	J	
	JMC Elec. 4.6.4	Social media management	-	70	30	100			
	51VIC LICC. 4.U.4	Media Lab	4	-	-	-	2		
	Mandatory Credite	Personality Development	2		_	_	2		
		course Ails S Chairman ROS	144	_		_	112	_	112
	1 Star Credit for the	Chairman, BUS	1 1 1						112

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Elective Papers: One Elective paper is offered in 3rd and 4th semester for which student can make the choice from the department subjects. Student will have option to choose from the given list.

Open Elective Papers: One Open Elective paper is offered in 3rd semester for which student can make the choice from the department other than the major subjects. Student will have options to choose from the given list.

Project Allocation: The students of fourth semester can choose project work in any of the major subjects opted in M.A. course.

Selection of the Topic: Topics for project under Arts discipline can be listed by the teachers of the department according to the relevance of their subject area. The teachers can allot the topic from the list and ask the student to work on it. However, if any student wish to undertake the project work of their interest relevant to the particular subject, such projects can be encouraged. The project work will have 4 credits. Based on the number of students for project and the availability of teachers in the subject, the students can be allotted to the teachers for which the teacher can claim exemption of 2 teaching hours for guiding students with a maximum limit of 64.

Assessment/ Evaluation Policy:

Examination Pattern is 70:30 for all papers in major subjects. 70 Marks for semester end Exam and 30 marks for Internal Assessment.

For Open Elective and compulsory papers, Examination pattern is **40:10**. **40 Marks** for semester end exam and **10 Marks** for Internal Assessment. The break-up of Internal Assessment Marks is shown below.

For Project in the fourth semester, Examination Pattern is **70:30**. **70 Marks** for Dissertation Evaluation and **30 Marks** for viva, dissertation presentation (internal).

Distribution of marks for Internal Assessment

Internal Assessment for 30 marks comprises of performance in the tests, Assignment or seminar with submission of the document and attendance.

- 1. Two Tests for 5 marks each with proper record for assessment- 10 Marks
- 2. Assignment

10 Marks

3. Seminar Paper presentation

05 Marks

4. Attendance

05 Marks

Total-30 Marks

Distribution of Marks for Attendance:

SI.No.	SI.No. % of Attendance	
1	75-80	1
2	80-85	2
3	85-90	3
4	90-95	4
5	95-100	5

Internal Assessment for 10 marks comprises of performance in the test, assignment and attendance.

1. Two Tests for 2 marks each with proper record for assessment- 4 Marks

2. Assignment Submission

-3 Marks

3. Attendance

-3 Marks

Total

-10 Marks

Distribution of Marks for Attendance:

SI.No.	% of Attendance	Marks
1	75-80	1
2	80-90	2
3	90-100	3

Question Paper Pattern



a) For Major Papers and Languages

First semester M.A. Degree Examination, 2024

Danani	Subject	
Time: 3 Hours	(Max.M	arks-70)
	Section- A	
1. Answer any TWO o ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎ	of the following questions. Each carries FIVE marks. ರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಐದು ಅಂಕಗಳು	((5x2=10)
a) b) c) d)		
	Section- B	
Answer any THREE of t	he following. Each question carries TEN Marks. ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂಧಕ್ಕೂ ಹತ್ತು ಅಂಕಗಳು	(10x3=30)
1. 2. 3. 4. 5.		
	Section- C	
Answer any three of the	of all and a second sec	(2xl5=30)
ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ಪ್ರ	ಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಹದಿನೈದು ಅಂಕಗಳು	
6. 7. 8.		

Note: While setting the question paper, care should be taken to select *atleast two* questions from each unit for section A, *exactly two* questions from each unit for section B and *one* question from each unit for section C to maintain uniform distribution of questions.

a) For Open Elective and Compulsory Papers

Paper:	Open Elective Subject	
Time: 2 Hours		Iarks-40)
	Section-A	
l.Answer any FIVE of the followin ಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಆ	ng questions. Each carries TWO marks. ುತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಎರಡು ಅಂಕಗಳು	(5x2=10)
a)		
o)		
g)		
	Section-B	
nswer any FOUR of the following	. Each question carries FIVE marks.	(4x5=20)
ನ ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಅ	nತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಐದು ಅಂಕಗಳು	,
	4	
	Section-c	
swer any ONE of the following. l ನ ಯಾವುದಾದರೂ ಒಂದು ಪ್ರಶ್ನೆಗಳಿಗೆ ೀ	Each question carries TEN marks. ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಹತ್ತು ಅಂಕಗಳು	(1x10=10)

While setting the question paper for elective paper and compulsory papers, care should be taken to select at least one question from each unit for section- A and exactly two questions from each unit for section- B to maintain uniform distribution of questions.

Instructions for syllabus Preparation

Syllabus for papers of Major subjects and languages ranging between3 to 5 credits should possess Chairman, BOS the following points. Dept. of Journalism and Mass Commu

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1. Every paper should contain four Units.

2. Each unit should have three chapters.

- Shivagangotri, DAVANGERE 5 3. Every paper should have suitable title and contents should be updated.
- 4. Every papers should have references of latest publications.
- 5. Every paper should have 4 to5 Course objectives and 3 to 4 Course Outcomes.

Syllabus for elective papers with 2 credits should possess the following points.

- 1. Every paper should contain four Units.
- 2. Each unit should have two chapters.
- 3. Every paper should have suitable title and contents should be updated.
- 4. Every paper should have references of latest publications.
- 5. Every paper should have 3 to 4 Course objectives and 2 learning objectives.



Department of Journalism and Mass Communication

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

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

SEMESTER-I

Paper Code	Title of the Course	No of Credits	Teaching Hours/ Per week	Formative Assessment	Summative assessment	Total marks	Examination Duration
JMC core 1.1	Introduction to Communication and Journalism	04	04	70	30	100	03
JMC core 1.2	Development of Media	04	04	70	30	100 -	03
JMC core 1.3	Advertising and Strategic communication	04	04	70	30	100	03
JMC core 1.4	Reporting and Writing Skills	04	04	70	30	100	03
JMC core 1.5	Editing and News Processing	04	04	70	30	100	03
JMC core 1.6.1	Business and Financial Journalism	04	04	70	30	100	03
JMC core 1.6.2	Cyber Security and New Media						
Mandatory Credits: Communication Skill		02	02				
Media		02	04				
Total N	Aarks	28	30	420	180	600	

SEMESTER-II

Paper Code	Title of the Course	No of Credits	Teaching Hours/ Per week	Formative Assessment	Summative assessment	Total marks	Examination Duration
JMC core 2.1	Communication Theories	04	04	70	30	100	03
JMC core 2.2	Media Law and Ethics	04	04	70	30	100	03
JMC core 2.3	Media and Politics	04	04	70	30	100	03
JMC core 2.4	Feature Journalism and Journalistic Writing	04	04	70	30	100	03
JMC core 2.5	Corporate Communication and Public relations	04	04	70	30	100	03
JMC core 2.6.2	Digital Media Sports Journalism	04	04	70	30	100	03
Mandatory Cred Computer Skill	its:	02	02				
Media Lab		02	04				
Total Marks		28	30	420	180	600	

SEMESTER-III

Paper Code	Title of the Course	No of Credits	Teaching Hours/ Per week	Formative Assessment	Summative assessment	Total marks	Examination Duration
JMC core 3.1	Communication Research Methods	04	04	70	30	100	03
JMC core 3.2	Translation and Technical Writing	04	04	70	30	100	03
JMC core 3.3	Photo Journalism	04	04	70	30	100	03
JMC core 3.4	Radio Broadcasting & Programme Production	04	04	70	30	100	03
JMC core 3.5	Introduction to TV Programme and Production	04	04	70	30	100	03
JMC Elec.3.6.1	International Communication						
JMC Elec.3.6.2	Media and Environment				a.		
JMC Elec.3.6.3	Health Journalism	04	04	70	30	100	03
JMC Elec.3.6.4	Agriculture Journalism						
JMC Elec.3.7.1	Media and Society	02	02	40	10	50	02
Media Lab		02	04		_	-	_
Total Marks		28	30	460	190	650	

SEMESTER-IV

Paper Code	Title of the Course	No of Credits	Teaching Hours/ Per week	Formative Assessment	Summative assessment	Total marks	Examination Duration
JMC core 4.1	Media Management Entrepreneurship	04	04	70	30	100	03
JMC core 4.2	Development Communication	04	04	70	30	100	03
JMC core 4.3	Inter cultural Communication	04	04	70	30	100	03
JMC core 4.4	Film Studies And Appreciation	04	04	70	30	100	03
JMC core 4.5	Dissertation	04	04	70	30	100	03
JMC Elec.4.6.1	Science and Technology Communication						
JMC Elec.4.6.2	Folk Media						
JMC Elec.4.6.3	Kannada Journalism	04	04	70	30	100	03
JMC Elec.4.6.4	Social Media Management						
Mandatory Credi Personality Develo		02	02				
Media Lab		02 28	04	- 420	- 100	-	-
Total Marks		28	30	420	180	600	

ProgramName	MA Journalism and Mass	Semester	I
8	Communication		
CourseTitle	INTRODUCTION TO COMMUN	ICATION AND JOURNALISM	
CourseCode:	JMC core 1.1	No. of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks 70	Summative Assessment Marks	30

Course Objectives:

- To introduce students to the basic concepts and theories of communication.
- To provide an overview of the field of journalism, including its principles, types, and practices.
- To understand the role of journalism in democratic societies.

To examine the ethical responsibilities and challenges faced by journalists.

Contents	Hours
Module-1:	16Hours
Communication : Definition and Scope of Communication - Variables, Process and Functions - Kinds	
of Communication Intrapersonal, Inter-personal, Group, Mass Communication and Other	
Types. Verbal, Non-verbal Communication.	
Module-2:	16 Hours
Communication Models: Aristotle, Shannon and Weaver, Harold Lasswell, Osgood and Schramm,	
Wilbur Schramm, David Berlo, Newcomb, Gerbner	
Module-3:	16 Hours
Definition. Nature and Scope of Journalism -Qualifications, Duties and Responsibilities of Journalists-	
Journalism as Profession, Career Opportunities in Journalism - Characteristics of Mass Media:	
Newspaper, Magazine, Radio, T.V, Cinema, Folk Media and Journalistic Terminologies	
Module-4:	16 Hours
Professional Organizations: ABC, INS, AFWF, AINEC, Karnataka Media Academy	

Course Outcomes (COs):

CO-1: Students will be in a position to understand mass media ecology compressively; they will get acquainted with types of communication and their process.

CO-2: They will apprehend the history, development of various media.

CO-3: Students will get familiarized with media related professional organizations, its role and functions in detail. **Books for References:**

- Ahuja B N, (2007) Theory and Practice of Journalism, Surject Publication
- Daniel Lerner, (1964) Passing of Traditional Society, Free Press of Glencoe
- Denis McQuail and S. V VenWindah, (1981) Communication Models for the Study of Mass Communication, Singapore Publications, Longman.
- John Hohenberg, (1983) Professional Journalist, Holt, Rinehart, and Winston,
- Kamat M.V., (2009) Professional Journalism, Vikas Publishing House Pvt Limited
- Keval J Kumar, (1994) Mass Communication- A Critical Analysis, Vipul Prakashan.
- Marshall Mc lihan, (1994) Understanding Media, McGraw Hill
- Melvin L Defluer and Sandra J Ball, Theories of Mass Communication Longman Publications
- Usha Rani N. (2006) Educational TV in India: Challenges and Issues, Discovery Publishing House, New Delhi.
- McQuail, D. (2010). McQuail's Mass Communication Theory. SAGE Publications.
- Severin, W. J., & Tankard, J. W. (2014). Communication Theories: Origins, Methods, and Uses in the Mass Media. Addison Wesley Longman.
- Baran, S. J., & Davis, D. K. (2015). Mass Communication Theory: Foundations, Ferment, and Future. Cengage
- Fiske, J. (2010). Introduction to Communication Studies. Routledge.
- Theory and Practice of Journalism B. N. Ahuja
- Professional Journalist John Hohenberg

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ProgramName	MA Journalism and Ma	SS	Semester	I
	Communication			
CourseTitle	DEVELOPMENT OF MEI	DIA		
CourseCode:	JMC core 1.2		No. of Credits	04
Contacthours	64	D	uration of SEA/Exam	3 Hours
Formative Assessment Marks 70		Sum	mative Assessment Marks	30

Course Objectives:

- To explore the historical evolution and development of media across different platforms.
- To understand the impact of technological advancements on media.
- To analyze the role of media in shaping public discourse and cultural values.
- To examine the media's evolution from traditional formats to digital platforms.

Contents	Hours
Module-1:	16 Hours
Early Communication Systems in India - development of printing - early efforts to publish	
newspapers in different parts of India, Birth of the Indian language press - The Indian press and	
freedom movement. Historical development of important newspapers and magazines in English and	
Kannada; Pioneers and Prominent personalities of Indian journalism.	
Module-2:	16 Hours
Radio as a Medium of Mass Communication, Origin and Development of Radio- World and in India,	
technologies and Innovations, AIR and VBS-Commercial Broadcasting – FM Radio, State and Private	4
Initiatives	
Module-3:	16 Hours
TV as a Medium of Mass Communication, Origin and Development of TV in World and in India,	
Innovations and technologies, Public Service Broadcasting, Commercial TV, Broadcasting Policy and	
Regulation	
Module-4:	16 Hours
Film as Mass Media, Historical Development of Films in world, in India and in Karnataka,	
Development of New Media, Origin and Development of New media -in World and in India, Social	
media and its impact on Society.	

Course Outcomes (COs):

CO-1:Students will be able to comprehend the origin and growth of mass communication and mass media in detail.

CO-2: They will be eloquent in key concepts that shaped and still shaping technological developments in human communication with special emphasis on mass media.

Books for References:

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

Chairman, BOS

Program Name	MA Journal	ism and Mass		Semester	I
	Communicat	t9ion			
Course Title	ADVERTISING AND STRATEGIC COMMUNICATION				
Course Code:	JMC core 1.3			No. of Credits	04
Contact hours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 70		Sum	mative Assessment Marks	30	

Course Objectives:

- To understand the role of advertising and strategic communication in marketing and media.
- To explore the creative, psychological, and persuasive strategies used in advertising.
- To examine the planning and execution of strategic communication campaigns.
- To develop critical thinking about the social cultural and ethical impacts

Contents	Hours
Module-1: Origin and Development of Advertising in the World and in India - Advertising – Definition, Nature and Scope, functions of Advertising.	16 Hours
Module-2: Advertising and Propaganda, Publicity and PR- Advertising Agency; History, Structure, Organization, Functions	16 Hours
Module-3: Planning Advertising Campaigns. Budget, Positioning -Ad Copy, Visualization. Layout, Characteristics, types and Strategies, Advertising Media: Newspapers, Magazines, Radio, TV. Outdoor Direct Mail, Internet	16 Hours
Module-4: Types of Advertising- Industrial Advertising, Retail Advertising, Corporate Advertising, Public Service Advertising, Political Advertising, Social Marketing. Recent trends in advertising, Case Studies of Advertising Campaigns.	16 Hours
CO-1: Analyze the expanding environment of media and communication techniques. CO-2: Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns. CO-3: Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program; Developing creative strategies for advertising CO-4: Plan media strategy, scheduling, and vehicle selection; Empowering the students to be the perfect Ad Professionals. 3. Ahuja and Chhabra, (2011) Advertising, Surject Publication 2. Chandan J.S Jagajit Singh and Malhan, (1991) Essential of Advertising, Oxford and IBH Publishing Company Private Limited	

- Meyers, Greg (1999) Ad. Worlds- Brand Media and Audiences, Arnold
- Otto Kleppner, (1983) Advertising Procedure, 8th Edition, Prentice Hall.
- SenguptaSubroto, Brand Positioning, Tata MAcGraw Hill Publishing Company
- Sethia and Chunawalla, (1986) Advertising Principles and Practice, Himalaya Publishing House, Bombay.
- Sheriy, K Ziegler and Herbert H Howard, (2004) Broadcast Advertising Sage Publications, New Delhi
- Batra, Rajeev. (1996). Advertising management. New York: Prentice Hall.
- 10. Rathor B.S. (1984). Advertising Management, Himalaya Publishing House, India
- 11. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
- 12. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom

ProgramName	MA Journal	ism and Mass		Semester	I	
	Communica	tion				
CourseTitle	REPORTING	REPORTING AND WRITING SKILLS				
CourseCode:	JMC core 1.4			No. of Credits	04	
Contacthours	64			Duration of Exam SEA/Exam	3 Hours	
Formative Assessment Marks 70		Sum	mative Assessment Marks	30		

Course Objectives:

- To develop fundamental reporting and writing skills essential for effective journalism.
- To understand the principles of news gathering, writing, and editing.
- To enhance students' ability to create clear, concise, and engaging news stories.
- To explore various writing styles and formats used in journalism

Contents	Hours
Module-1: Fundamentals of Reporting Introduction to Reporting: Definition, scope, and importance of reporting in journalism; News Values: Criteria that make a story newsworthy (timeliness, proximity, significance, etc.); Sources of News: Types of sources (primary, secondary), cultivating sources, and verifying information; Interviewing Techniques: Types of interviews, preparing for interviews, and conducting interviews; Field Reporting: On-the-ground reporting techniques, challenges, and safety	16 Hours
Module-2: Writing Skills for Journalists News Writing: Inverted pyramid structure, the 5 Ws and 1 H, writing leads, and crafting headlines; Feature Writing: Difference between news and features, structuring a feature story, and human interest stories; Editorial Writing: Opinion writing, writing editorials, and commentaries; Creative Non-Fiction: Long-form journalism, narrative techniques, and writing profiles.	16 Hours
Module-3: Specialized Reporting Investigative Reporting: Techniques, ethics, and challenges in investigative journalism; Business and Financial Reporting: Understanding business news, financial statements, and economic trends; Political Reporting: Covering elections, government policies, and political events; Sports and Entertainment Reporting: Techniques for covering sports events, entertainment news, and celebrity culture.	16 Hours
Module-4: Digital and Multimedia Journalism Digital Journalism: Writing for online platforms, SEO, and digital storytelling; Social Media Reporting: Techniques for live-tweeting, using social media as a news source, and ethical considerations; Multimedia Storytelling: Integrating text, audio, video, and graphics in storytelling; Data Journalism: Basics of data analysis, visualization, and storytelling through data.	16 Hours

Course Outcomes (COs):

- CO-1: Demonstrate advanced reporting techniques and news gathering skills.
- CO-2: Write clear, concise, and accurate news stories and features.
- CO-3: Understand the ethical considerations in journalism
- CO-4: Adapt writing styles to various media platforms including print, digital, and broadcast

Practical Exercises:

- Conducting interviews and reporting on an assigned topic.
- Writing a news report based on fieldwork.
- Writing news stories and feature articles.
- Crafting an editorial on a contemporary issue.
- Writing an investigative report.
- Reporting on a mock political event or business conference.
- Writing and publishing a multimedia news story.
- Creating a data-driven report on a relevant topic.

Books for References:

- Kovach, Bill, and Tom Rosenstiel. The Elements of Journalism.
- Mencher, Melvin. News Reporting and Writing.
- Capote, Truman. In Cold Blood (example of narrative non-fiction). Data Journalism Handbook by Jonathan Gray, Lucy Chambers, and Liliana Bounegru
- Dr.Shivanandan, Reporting, Diggavkar Publishers, Gulbarga.

Chairman, BOS

Dept. of Journalism and Mass Communication
Davangere University

Shivagangotri, DAVANGERE - 577 007

ProgramName	MA Journal	ism and Mass		Semester	I
	Communicat	tion			
CourseTitle	EDITING AND NEWS PROCESSING				
CourseCode:	JMC core 1.5			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 70		Sum	mative Assessment Marks	30	

Course Objectives:

- To introduce students to the principles and techniques of editing for news media.
- To develop skills in news selection, organization, and presentation.
- To understand the role of news editors in maintaining accuracy, clarity, and ethical standards.
- To explore the processes involved in news production for print, broadcast, and digital platforms.

Contents	Hours
Module-1: Newsroom Organization Structure–editorial department set-up, Role and Functions of the Editor in Chief, News editors, Sub-editors, News flow	16 Hours
Module-2: Principles of Editing – process of editing - Rewriting Different copies – Journalistic jargons – Style Sheet, Techniques of Headline Writing – kinds of headlines and Functions of Headlines, Trend in headline writing.	16 Hours
Module-3: Editorials – Function, Principles, Types; Editorial Writing and Techniques- Contents of Editorial Page – Concept of Advertorial, Letters to the Editor	16 Hours
Module-4: Newspaper Design and Layout – Front and Inside Pages; Principle & Techniques of Page designing, Latest trends in layout and graphic art, Picture editing and Caption writing.	16 Hours

Course Outcomes (COs):

CO-1:To make students understand the editorial of newspaper and how it works.

CO-2:To teach the Page making and page designing and photo editing techniques.

Books for References:

- 1. Kamath, M.V. Professional journalism, New Delhi: Vikas Publishing House.
- 2. Hohenberg, John, The professional journalist- A guide to the practices and the principles of the news media. New Delhi: Oxford & IBH Publishing Co.
- 3. Gilmore, Gene & Root, Robert. Modern newspaper editing. San Francisco: Boyd & Fraser.
- 4. Wastly Bruce. (News editing, New Delhi: Oxford & IBH.
- 5. Roy, Barun. (2000). Beginners' guide to journalism. Delhi: Pustak Mahal.
- 6. Joseph 2002. Outlines of Editing, New Delhi. Amol Publication.
- 7. M V Desai & Sevanti Nainan 1996. Beyond Those Headlines,
- 8. Rangaswamy Parthasarathy, 1984 Basic Journalism, MacMillan India Ltd, New Delhi.
- 9. Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 10. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.
- 11. Srivastava K.M News Reporting and Editing
- 12. ರಂಗನಾಥರಾವ್ಜಿ.ಎನ್, ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

Program Name	MA Journal	ism and Mass		Semester	I
	Communicat	tion			
Course Title	BUSINESS AND FINANCIAL JOURNALISM				
Course Code:	JMC core 1.6.	1		No. of Credits	04
Contact hours	64			Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks	70	Sum	mative Assessment Marks	30

Course Objectives:

- To provide an understanding of the principles and practices of business and financial journalism.
- To develop skills in reporting, writing, and analyzing business and financial news.
- To explore the role of business journalism in shaping public understanding of economic issues.
- To examine ethical considerations and challenges faced in financial reporting.

Contents	Hours
Module-1: Introduction to Business Journalism Overview of Business Journalism: Importance, scope, and challenges; Key Concepts in Business and Economics: Basic economic principles, financial markets, and business operations; Understanding Financial Statements: Income statements, balance sheets, cash flow statements; Sources of Business News: Identifying reliable sources of business and financial information.	16 Hours
Module-2: Reporting on Companies and Industries Company Reporting: How to cover earnings reports, mergers and acquisitions, and corporate governance; Industry Analysis: Understanding industry trends, market competition, and sector-specific challenges; Interviews and Investigations: Conducting interviews with business leaders, analysts, and industry experts; Case Studies: Reporting on major business stories and analysing their impact.	16 Hours
Module-3: Financial Markets and Economic Reporting Financial Markets Reporting: Covering stock markets, bonds, commodities, and forex; Economic Indicators: Understanding GDP, inflation, unemployment, and interest rates; Monetary and Fiscal Policies: Reporting on central bank actions, government budgets, and economic policies; Global Business Journalism: Reporting on international trade, globalization, and multinational corporations.	16 Hours
Module-4: Ethical Issues and Challenges in Business Journalism Ethical Reporting: Objectivity, conflicts of interest, and responsible reporting; The Problem of Corporate Influence: Navigating pressures from advertisers, PR firms, and corporate sources; Investigative Business Journalism: Techniques for uncovering corporate fraud, corruption, and financial mismanagement; Emerging Trends in Business Journalism: The impact of digital media, data journalism, and new business models.	16 Hours

Course Outcomes (COs):

- CO-1: Understand the key concepts and terminology in business, finance, and economics.
- CO-2: Analyze financial statements and economic data for journalistic purposes.
- CO-3: Report on business and economic issues with clarity, accuracy, and ethical integrity
- CO-4: Write compelling business news stories, features, and analyses for various media platforms Practical Exercises:

- Analyzing financial statements of a publicly traded company.
 - Identifying and evaluating key sources for a business news story.
 - 2. Writing a company profile based on earnings reports and market
 - Performance. Conducting an interview with a business professional or industry expert. Writing a report on a recent economic indicator or policy announcement.
 - Analyzing stock market movements and their implications for a specific industry.
 - Books for References:
 - Blyth, Alex. Brilliant Business Writing: How to Inspire, Engage and Persuade Through Words.
 - Cohn, Joe. The Basics of Financial Statement Analysis for Non-Financial Managers.
 - Dean Starkman, Martha M. Hamilton, and Ryan Chittum. The Best Business Writing..
 - India's information revolution M. Rogers and Ana Aravind Singhlal.
 - 10. New Media and Society Ed: Nicholas Jankowski Pub: Sage Publications.
 - 11. Ahuja B.N History of Indian Press; Growth of Newspaper in India, Surject Publication.

ProgramName	MA Journal	ism and Mass		Semester	I
	Communication				
CourseTitle	CYBER SECU	RITY AND NEW N	MEDIA		
CourseCode:	JMC core 1.6.2			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks	70	Sumi	native Assessment Marks	30

Course Objectives:

- To introduce the foundational principles of cyber security and their relevance in the digital and new media landscape.
- To explore the risks, challenges, and strategies for safeguarding new media platforms.
- To analyze the legal, ethical, and social implications of cyber security in media.
- To equip students with the skills to understand and manage digital security risks in journalism and media organizations.

Contents	Hours
Module-1: : Introduction to Cyber Security in New Media: Overview of Cyber Security: Concepts, Definitions, and Importance; Evolution of New Media: Characteristics, Types, and Platforms; The Role of Cyber Security in New Media: Ensuring Data Privacy, Integrity, and Availability; Common Threats in New Media: Malware, Phishing, Social Engineering, and Hacking; The Relationship between Cyber Security, Freedom of Expression, and Digital Journalism	16 Hours
Module-2: Cyber Threats and Vulnerabilities in New Media: Digital Journalism and Cyber Threats: Types of cyber Threats and Crimes, Case Studies of Cyber Attacks on Media Organizations; Data Privacy and Security Issues in Social Media Platforms; Security Risks in Blogging, Podcasting, and Video Streaming Platforms; Fake News, Deepfakes, and Misinformation: Challenges for Cyber Security in New Media; Vulnerabilities in New Media Technologies: Cloud Computing, IoT, and AI	16 Hours
Module-3: Tools, Techniques, and Best Practices for Securing New Media: Cyber Security Tools for Journalists: Encryption, Secure Communication, and Password Management; Implementing Secure Practices in New Media: Social Media, Websites, and Online Publications; Digital Rights Management (DRM) and Intellectual Property Protection in Media; Cyber Forensics: Investigating and Reporting Cyber Crimes in Journalism; Crisis Management and Incident Response: Handling Data Breaches and Cyber Attacks	16 Hours
Module4- Legal, Ethical, and Emerging Trends in Cyber Security for New Media: Cyber Laws and Regulations: IT Act 2000, India's Digital Personal Data Protection Act-2023 (DPDPA-2023) Data Protection, Privacy Laws (GDPR, IT Act), and Copyright in New Media; Ethical Dilemmas in Cyber Security for Journalists: Balancing Public Interest and Privacy; Legal Implications of Cyber Crimes in Media: Defamation, Libel, and Cyber Bullying; Emerging Trends: AI in Cyber Security, Blockchain, and Future Media Technologies; The Role of International Collaboration in Combatting Cyber Threats in New Media	16 Hours

Course Outcomes (COs)

- CO1: Understand key cyber security threats and their relevance to new media and journalism.
- CO2: Analyze privacy, ethical, and legal concerns in digital media spaces.
- CO3: Apply practical tools and technologies to protect media platforms from cyber attacks.

Books for References:

- Singer, P. W., and Friedman, Allan. Cybersecurity and Cyberwar: What Everyone Needs to Know. Oxford University Press, 2014.
- Schneier, Bruce. Click Here to Kill Everybody: Security and Survival in a Hyper-connected World. W. W. Norton & Company, 2018.
- MacKinnon, Rebecca. Consent of the Networked: The Worldwide Struggle for Internet Freedom. Basic Books, 2012.
- Solove, Daniel J. Understanding Privacy. Harvard University Press, 2008.
- Amoroso, Edward G. Cyber Attacks: Protecting National Infrastructure. Butterworth-Heinemann, 2011.

ProgramName	MA Journalism and Mass	Semester	2
	Communication		
CourseTitle	COMMUNICATION THEORIES		
CourseCode:	JMC core 2.1	No. of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks 30	Summative Assessment Marks	70

Course Objectives:

- To provide a comprehensive understanding of key communication theories and their applications.
- To analyze how different theories explain the processes of communication in various contexts.
- To develop critical thinking skills in evaluating the effectiveness of communication strategies.
- To explore the relevance of communication theories in media and journalism

Hours
16 Hours
10 110 013
16 Hours
4
16 Hours
16 Hours

Course Outcomes (COs):

- Effective relationships built on trust and understanding
- Influence public opinion and attitudes.
- Improve teamwork and collaboration.
- Promoting social change and development

Books for References:

- Denis McQuail, (1994) Mass Communication Theory: An Introduction, Sage Publications.
- Joseph Klapper, (1960) **The Effects of Mass Communication**, Free Press.
- Melvin L. DeFleur and Sandra Ball Rokeach, (1982) **Theories of Mass Communication**, Longman.
- Stanley J. Baranand Dennis K. Davis, (1995) Mass Communication Theory, Wadsworth Pub. CO.,
- Wilbur Schramm, Mean Massages and Media
- Wilbur Schramm, (1954) The Process and Effects of Mass Communication, University of Illinios Press.
- McQuail, D. (2010). McQuail's Mass Communication Theory. SAGE Publications.
- Severin, W. J., & Tankard, J. W. (2014). Communication Theories: Origins, Methods and Uses in the Mass Media. Addison Wesley Longman

ProgramName	MA Journal	ism and Mass		Semester	2
	Communica	tion			
CourseTitle	MEDIA LAW	AND ETHICS			
CourseCode:	JMC core 2.2			No. of Credits	04
Contacthours	16			Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks	30	Sum	mative Assessment Marks	70

Course Objectives:

- To understand the legal frameworks governing media and journalism.
- To explore ethical principles and dilemmas faced by media professionals.
- To analyze landmark cases and legislation impacting media practices.
- To develop critical thinking skills regarding ethical decision-making in med

Contents	Hours
	16
Module -1:	16 Hours
Salient Features of India Constitution, Fundamental Rights, Fundamental Duties, Directive Principles	
of State Policy	
Module 2:	16 Hours
Freedom of Speech and Expression with Special Reference to Freedom of Press in India, Law of Defamation, Sedition, Obscenity, Censorship, Legislative Privileges and media.	
Module -3:	•16 Hours
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:	16 Hours
Press commissions in India- Laws Relating to Broadcasting and Advertising in India –Cyber law in India; The Press Council of India.	

Course Outcomes (COs):

- 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

Books for References:

- Grover, A.N. (1990). Press and the law. New Delhi: Vikas Publishing House.
- Rayudu, C.S. & Rao, Nageshwara S.B. (1995). Mass media laws and regulations. Delhi: Himalaya Publishing House.
- Roy, Prititosh. (1991). Parliamentary privilege in India. Calcutta: Oxford University Press
- Law and the Media An Everyday Guide for Professionals Crone
- Freedom of the Press Some Recent Incidents K S Venkataramaiah
- Mass Media and Freedom of Press in India K S Padhy
- Aggarwal S K., Media and Ethics, Shipra Publication.
- Sharma, B.R. (1993). Freedom of press- under the Indian constitution, New Delhi: Deep & Deep.
- Trikha, N.K. (1986). The Press Council- A self-regulatory mechanism for the press. New Delhi: Somaiya Publications.
- Venkateshwaran, K.S. (1993). Mass media laws and regulations in India. Singapore: Asian Mass Communication.

ProgramName	MA Journal	ism and Mass		Semester	2
	Communica	tion			
CourseTitle	MEDIA AND	POLITICS			
CourseCode:	JMC core 2.3			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Sum	mative Assessment Marks	70	

Course Objectives:

To explore the relationship between media and political processes.

To analyze the role of media in shaping public opinion and political discourse.

To understand the impact of media on political campaigns and elections.

To critically assess the influence of political power on media practices.

Contents	Hours
Module 1: Introduction to Media and Politics Historical Overview: The evolution of media's role in politics, from print to digital media; Theories of Media and Politics: Agenda-setting, framing, and priming theories; the propaganda model; Media as a Political Actor: Media's influence on policy-making, election campaigns, and governance; Public Opinion and Media: How media shapes and reflects public opinion; the role of	16 Hours
Module 2: Political Communication and Media Strategies Political Campaigns and Media: The role of media in election campaigns, advertising, and political messaging; Media Strategies: Spin, public relations, and the use of media for image-building; Social Media and Politics: The rise of social media as a tool for political communication and mobilization; Case Studies: Examination of successful political communication strategies in global and local contexts.	16 Hours
Module 3: Media, Democracy, and Governance The Role of Media in Democracy: Media as the fourth estate, watchdog function, and promoting transparency; Media Ownership and Political Bias: The impact of media ownership on political coverage and editorial bias; Media and Election Coverage: Analyzing how media covers elections, debates, and political scandals; Challenges to Media Freedom: Censorship, government regulation, and the impact on democratic processes.	16 Hours
Module 4: Ethics and Challenges in Political Reporting Ethical Issues in Political Reporting: Objectivity, fairness, and the responsibility of journalists; Fake News and Misinformation: The rise of misinformation in political reporting and its consequences; The Role of Investigative Journalism: Exposing corruption, scandals, and holding power to account; Global Perspectives: Comparative analysis of media and politics in different political systems (democratic, authoritarian, etc.).	16 Hours

Course Outcomes (COs):

- Understand the historical and contemporary relationship between media and politics.
- Analyse the role of media in shaping public opinion and political outcomes.
- Critically evaluate the impact of political communication strategies on democratic processes.
- · Identify and address ethical issues in political reporting and media coverage of politics

Books for References

- McNair, Brian. An Introduction to Political Communication.
- Lippmann, Walter. Public Opinion.
- Hallin, Daniel C., and Paolo Mancini. Comparing Media Systems: Three Models of Media and Politics.
- Herman, Edward S., and Noam Chomsky. Manufacturing Consent: The Political Economy of the Mass Media

ProgramName	MA Journalism and Mass		Semester	2
	Communication			
CourseTitle	FEATURE JOURNALISM AND TECHNICAL WRITING			
CourseCode:	JMC core 2.4		No.of Credits	04
Contacthours	64	Dura	ation of SEA/Exam	3 Hours
Formative Assessment Marks 30		Sum	mative Assessment Marks	70

Course Objectives:

- To develop skills in writing engaging feature articles across various topics.
- To understand the principles and practices of technical writing.
- To explore the differences between journalistic writing and technical communication.
- To enhance the ability to research, organize, and present information clearly and effectively.

Contents	Hours
Module 1: Introduction to Feature Journalism	16 Hours
Understanding Feature Journalism: Definition, scope, and how it differs from news reporting; Types	
of Feature Stories: Human interest, profiles, seasonal, backgrounders, and investigative features;	
Storytelling in Features: The role of narrative, character development, and storytelling techniques;	
Research and Idea Generation: Finding stories, researching topics, and developing feature ideas.	
Module 2: Writing and Structuring Feature Stories	16 Hours
Feature Writing Techniques: Crafting leads, using anecdotes, and building narrative arcs; Structure	
of Feature Articles: Chronological order, thematic order, and the "nut graf."; Writing for the	
Audience: Tailoring content to different readerships and platforms; Editing and Revising: Self-	
editing techniques, peer review, and rewriting.	
Module 3: Journalistic Writing Styles and Techniques	16 Hours
News Writing vs. Feature Writing: The inverted pyramid vs. feature structure; Op-eds and	
Editorials: Writing opinion pieces, editorials, and columns; Profile Writing: Techniques for writing	
in-depth profiles of individuals and organizations; Ethical Considerations in Journalistic Writing:	
Accuracy, fairness, and balance in writing	
Module 4: Digital and Multimedia Feature Journalism	16 Hours
Writing for Digital Media: Adapting features for online platforms, SEO considerations, and social	10 110 415
media integration; Multimedia Storytelling: Combining text, images, video, and audio to enhance	
feature stories; Long-form Journalism in the Digital Age: Writing and publishing in-depth, long-	
form content for digital audiences; Feature Journalism Ethics: Navigating ethical challenges in the	
digital space, including plagiarism and privacy.	

Course Outcomes (COs):

- Understand the historical and contemporary relationship between media and politics.
- Analyse the role of media in shaping public opinion and political outcomes.
- Critically evaluate the impact of political communication strategies on democratic processes.
- Identify and address ethical issues in political reporting and media coverage of politics.

Books for References:

Harrington, Walt. Intimate Journalism: The Art and Craft of Reporting Everyday Life.

Hohenberg, John. The Professional Journalist.

Kramer, Mark, and Wendy Call. Telling True Stories: A Nonfiction Writers' Guide.

Capote, Truman. In Cold Blood (as an example of literary journalism).

ProgramName	MA Journal	ism and Mass		Semester	2
	Communicat	tion			
CourseTitle	CORPORATE	COMMUNIACTIO	ON AN	D PUBLIC RELATIONS	
CourseCode:	JMC core 2.5			No.of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks	30	Sum	mative Assessment Marks	70

Course Objectives:

- To understand the principles and practices of corporate communication and public relations.
- To develop skills in strategic communication, media relations, and stakeholder engagement.
- To analyze case studies of successful and unsuccessful public relations campaigns.

Contents	Hours
Module-1:	16 Hours
Definition, importance of corporate communication, Historical overview, evolution of corporate	10 110 115
communication, Role and responsibilities of corporate communication professionals, Ethical	
considerations in corporate communication	
Module-2:	16 Hours
Flow of communication in an organisation – Bottom-up, top down, vertical and horizontal barriers to	
communication, Brand Strategy, Media Relations, Corporate Advertising, Corporate Density,	
Marketing Communication, crisis communication plan-Managing communication during crises and	
emergencies-Handling media relations - public perception during crises	
Module-3:	16 Hours
Definition, history and growth of PR in India, nature, role and Functions of public relations in relation	10110415
to democratic country, organizational structure of PR department, tools of PR, code of conducts for PR	
professionals.	
Module-4:	16 Hours
Process of PR, Globalization and PR practices, Ethics and Laws in Public Relations, Social Media and	
Emerging Technologies in PR, Public Relations professional organizations of PR- PRSI, PASA,	
IPRA, BPRA, International PR.	

Course Outcomes (COs):

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

Books for References:

- Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill Irwin
- Bond J. William. (1992). Home-based Newsletters publishing. New York: McGraw-Hill Inc.
- Dolphin Richard. (1998). Fundamentals of Corporate Communications. Amsterdam: Elsevier Publishers.
- Fernandez, Joseph. (2004). Corporate Communications. Chennai: Sage.
- Argenti, Corporate Communications
- Essentials of Corporate Communications and Public Relations Harvard Business School Press (Author) and Society for Human Resource Management (Author)
- Gary L. Kreps., Inside Organizational Communication
- Gary L. Kreps, Organizational Communication
- Geraldine E. Hynes and Geraldine Hynes, Managerial Communication: Crafting the Voice and Image of your Business
- Joep P. Cornelissen, Corporate Communications: Theory and Practice
- Paul A. Argenti, The Power of Corporate Communication: Crafting the Voice and Image f your Busoness
- Shel Holtz, Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications

ProgramName	MA Journalism and M	Mass	Semester	2
	Communication			
CourseTitle	DIGITAL MEDIA			
CourseCode:	JMC core 2.6.1		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Sum	mative Assessment Marks	70

Course Objectives:

- To understand the evolution and impact of digital media on communication practices.
- To analyze the role of digital media in shaping public discourse and media consumption.
- To develop skills in creating and managing digital content across various platforms.
- To explore the ethical and regulatory issues related to digital media.

Evolution of Digital Media: From Web 1.0 to Web 4.0, the rise of social media, and the impact of mobile technology; Digital Communication Platforms: Social media, blogs, podcasts, video streaming, and messaging apps; Digital Journalism: Online news platforms, citizen journalism, and the transformation of traditional newsrooms; Digital Media Consumption: Changing patterns of media consumption, the role of algorithms, and content curation. Module 2: Digital Content Creation and Strategy Content Creation for Digital Media: Writing for the web, creating multimedia content, and storytelling techniques; Social Media Strategy: Developing, implementing, and evaluating social media campaigns; Search Engine Optimization (SEO): Techniques for optimizing content to improve visibility and engagement; Data Analytics and Metrics: Understanding digital media analytics, interpreting data, and using insights to inform strategy. Module 3: Digital Media Ethics and Law Ethical Issues in Digital Media: Privacy, misinformation, digital divide, and the impact on mental health; Copyright and Intellectual Property: Legal considerations in content creation and sharing; Cybersecurity and Digital Rights: Protecting personal data, understanding digital surveillance, and online harassment;	
Evolution of Digital Media: From Web 1.0 to Web 4.0, the rise of social media, and the impact of mobile technology; Digital Communication Platforms: Social media, blogs, podcasts, video streaming, and messaging apps; Digital Journalism: Online news platforms, citizen journalism, and the transformation of traditional newsrooms; Digital Media Consumption: Changing patterns of media consumption, the role of algorithms, and content curation. Module 2: Digital Content Creation and Strategy Content Creation for Digital Media: Writing for the web, creating multimedia content, and storytelling techniques; Social Media Strategy: Developing, implementing, and evaluating social media campaigns; Search Engine Optimization (SEO): Techniques for optimizing content to improve visibility and engagement; Data Analytics and Metrics: Understanding digital media analytics, interpreting data, and using insights to inform strategy. Module 3: Digital Media Ethics and Law Ethical Issues in Digital Media: Privacy, misinformation, digital divide, and the impact on mental health; Copyright and Intellectual Property: Legal considerations in content creation and sharing; Cybersecurity and Digital Rights: Protecting personal data, understanding digital surveillance, and online harassment;	Hours
technology; Digital Communication Platforms: Social media, blogs, podcasts, video streaming, and messaging apps; Digital Journalism: Online news platforms, citizen journalism, and the transformation of traditional newsrooms; Digital Media Consumption: Changing patterns of media consumption, the role of algorithms, and content curation. Module 2: Digital Content Creation and Strategy Content Creation for Digital Media: Writing for the web, creating multimedia content, and storytelling techniques; Social Media Strategy: Developing, implementing, and evaluating social media campaigns; Search Engine Optimization (SEO): Techniques for optimizing content to improve visibility and engagement; Data Analytics and Metrics: Understanding digital media analytics, interpreting data, and using insights to inform strategy. Module 3: Digital Media Ethics and Law Ethical Issues in Digital Media: Privacy, misinformation, digital divide, and the impact on mental health; Copyright and Intellectual Property: Legal considerations in content creation and sharing; Cybersecurity and Digital Rights: Protecting personal data, understanding digital surveillance, and online harassment;	. 10 0110
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Copyright and Intellectual Property: Legal considerations in content creation and sharing; Cybersecurity and Digital Rights: Protecting personal data, understanding digital surveillance, and online harassment;	Hours
and Digital Rights: Protecting personal data, understanding digital surveillance, and online harassment;	
Regulatory Frameworks: National and international laws governing digital media, including GDPR and	
IT laws.	
Module 4: The Impact of Digital Media on Society and Culture	Hours
Digital Media and Society: The role of digital media in shaping public opinion, political engagement, and	
activism; Cultural Implications of Digital Media: Globalization, cultural exchange, and the digital	
preservation of cultural heritage; Digital Media and Identity: The construction of online identities, self-	
presentation, and the concept of digital citizenship; The Future of Digital Media: Emerging technologies	
like AI, VR, and AR, and their potential impact on communication.	

Course Outcomes (COs):

- Understand the evolution and current landscape of digital media.
- Analyse the impact of digital media on journalism, communication, and society.
- Develop and execute digital media strategies for various communication objectives.
- Address the ethical, legal, and cultural challenges posed by digital media.

Books for References:

- Castells, Manuel. The Rise of the Network Society.
- Jenkins, Henry. Convergence Culture: Where Old and New Media Collide.
- Gillmor, Dan. We the Media: Grassroots Journalism by the People, for the People.
- Van Dijck, José. The Culture of Connectivity: A Critical History of Social Media.

ProgramName	MA Journal	ism and Mass		Semester	2
	Communica	tion			
CourseTitle	SPORTS JOU	RNALISM			
CourseCode:	JMC core 2.6	.2		No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		30	Sum	mative Assessment Marks	70

Course Objectives:

- 1. To introduce the principles and techniques of sports journalism.
- 2. To develop skills in reporting, writing, and broadcasting sports events.
- 3. To understand the ethical, legal, and social responsibilities of sports journalists.
- 4. To explore the role of sports journalism in shaping public opinion and culture.

Contents	Hours
Module 1: Introduction to Sports Journalism	16 Hours
History and Evolution of Sports Journalism: From print to digital platforms; milestones in	
sports reporting; Types of Sports Journalism: Print, broadcast, digital, and social media	
coverage of sports; Role of Sports Journalism in Society: Influence of sports media on public	
opinion, culture, and national identity; Key Skills for Sports Journalists: Understanding	
Module 2 Sports Reporting and Writing	16 Hours
Fundamentals of Sports Writing: Crafting match reports, previews, reviews, features, and	
interviews; Live Sports Coverage: Techniques for live reporting and commentaries (radio,	
television, and social media); Ethics in Sports Journalism: Addressing issues of fairness,	
accuracy, bias, and responsible reporting; Profile Writing: Techniques for writing athlete	
profiles, interviews, and background stories.	
Module 3 Broadcasting and Multimedia in Sports Journalism	16 Hours
Sports Broadcasting: Overview of radio and TV sports coverage, commentary, and	
interviews; Role of Social Media in Sports Journalism: Live updates, fan interaction, athlete	
endorsements, and digital fan culture; Multimedia Storytelling: Integrating text, audio, video,	
and photos in sports stories; use of mobile journalism tools; Visual Sports Journalism:	
Photography and videography techniques for sports coverage.	
Module 4: Sports Journalism in Practice (Practical Component)	16 Hours
Covering a Live Sports Event: Students will attend and report on a live sports event,	
preparing a full match report for publication; Sports Interview Techniques: Conducting pre-	
and post-match interviews with players, coaches, and managers; Content Creation for	
Multiple Platforms: Writing reports, creating multimedia content (videos, images, social	
media posts), and designing layouts for sports websites or blogs; Case Studies in Sports	
Journalism: Analysis of major sports events and media coverage (Olympics, FIFA World	
Cup, IPL, etc.).	
Course Outcomes (COs):	

Course Outcomes (COs):

- CO1: Understand the evolution of sports journalism and its role in modern media.
- CO2: Develop core skills in sports reporting, writing, and broadcasting across different platforms.
- CO3: Apply ethical and professional standards when covering sports events.
- CO4: Produce multimedia sports content for print, online, and social media platforms.

Books for References:

- Steen, R. (2014). Sports Journalism: A Multimedia Primer.
- Schultz, B., &Sheffer, M. L. (2015). Sport and Journalism: An Introduction to Reporting and Writing.
- Rowe, D. (2004). Sport, Culture and the Media: The Unruly Trinity.
- Boyle, R. (2006). Sports Journalism: Context and Issues.
- Andrews, D. L. (2001). Sport-Commerce-Culture: Essays on Sport in Late Capitalist America.
- Pedersen, P. M., Miloch, K. S., &Laucella, P. C. (2007). Strategic Sport Communication.
- Schultz, B. (2012). Sports Media: Reporting, Producing, and Planning.

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ProgramName	MA Journalism and Mass	Semester	3
	Communication		
CourseTitle	COMMUNICATION RESEARCH	METHODS	
CourseCode:	JMC core 3.1	No. of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Summative Assessment Marks	70

Course Objectives:

- To understand the significance of research in communication studies.
- To develop skills in designing and conducting communication research.
- To explore qualitative and quantitative research methodologies.
- To critically analyze research findings and apply them to real-world communication issues.

Contents	Hours
Module-1:	16 Hours
Nature and Scope of Research – Scientific Research – Types of Research – Pure and Applied - Types	
of Communication Research - Print and Electronic Media Research-newspaper and magazine	
research. Types - readership research, circulation research, newspaper management research,	
readability research, website usability research. Research in Electronic media- Types - Ratings and	
non-ratings research Advertising research	
Module-2:	16 Hours
Review of Literature – Defining Research Problem – Research Objectives- Hypothesis,	
Characteristics and Importance – Research Design-Sampling: Types of Sampling Probability and	4
Non-Probability –Types of Probability Sampling.	
Module-3:	16 Hours
Types of Research -Survey Research, Content Analysis, Historical Research, Experimental	
Research, Case Study, Field Study.	
Module-4:	16 Hours
Data Collection- Questionnaire, Interview Guide, Observation Methods, Rating Scales. Data	
Analysis. Research Report Writing and Techniques-Statistical Analysis, Ethics of Research.	

Course Outcomes (COs):

- Understand the key principles of feature journalism and differentiate it from news reporting.
- Write engaging feature stories, profiles, and human interest articles.
- Demonstrate proficiency in various journalistic writing styles, adapting them to different media platforms Analyse and critique journalistic works with a focus on style, structure, and ethics.

Books for References:

- Arthur Asa Berger, (2005) Media Analysis Techniques, Sage Publication.
- Broota K D., (2006) Experimental Design in Behavioral Research, New Age International
- John W Best, James V Khan, (2005) Research in Education, 10th Edition, Pearson
- Joshi Aggarwal, (1986) Communication Research for Development The ISRO Experience, Concept Publishing Company, New Delhi.
- Kothari C R, (2004) Research Methodology: Methods and Techniques, New Age International
- Pauline V Young, (1966) Scientific Social Surveys and Research, prentice –Hall
- Robert Ross, (1974) Research: An Introduction, Barnes y Noble Books
- Singh A K, (1984) Mass Media and Rural Development: A Study of Village Communication in Bihar, Concept Publishing Company, New Delhi.
- Thomas R Lindlof, (2010) Qualitative Communication Research Methods, SAGE publications, Inc; Third Edition.
- Berger, Arthur Asa (2014). Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches. New Dlehi: Sage
- Hansen, A., & Machin, D. (2019). Media and communication research methods. London: Red Globe Press.
- Merrigan, G. & Huston, C.L. (2019). Communication research methods. Oxford. Oxford University Press.
- Ruddock, A. (2017). Exploring media research: Theories, practice and purpose. New Delhi: Sage.
- Sathish Kumar (2021). Samooha Madhyama Samshodhane (Mass Media Research). Bangalore: Sneha Enterprises

ProgramName	MA Journalism and Mass	Semester	3
	Communication		
CourseTitle	TRANSLATION AND JOURNAL	LISTIC WRITING	1
CourseCode:	JMC core 3.2	No.of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Summative Assessment Marks	70

Course Objectives:

- To develop skills in translation across different genres, focusing on journalism.
- To understand the nuances of writing for diverse audiences in various languages.
- To explore the challenges and techniques of translating journalistic content.
- To enhance critical thinking and writing skills applicable to journalism.

Contents	Hours
Module 1: Fundamentals of Translation	16 Hours
Introduction to Translation: Definition, scope, and importance of translation in journalism and	10 110 415
communication; Translation Theories: Overview of key theories, including formal equivalence,	
dynamic equivalence, and translation strategies; Translation Techniques: Literal vs. free translation,	
transcreation, and adaptation; Cultural Sensitivity in Translation: Handling idioms, metaphors, and	
culturally-specific content.	
Module 2: Advanced Translation Practices	16 Hours
Media Translation: Challenges in translating news, features, and audiovisual content; Literary	
Translation: Techniques for translating literary works, poetry, and creative texts; Legal and	
Technical Translation: Translating legal documents, contracts, and technical manuals; Machine	
Translation and Post-Editing: Understanding machine translation tools, limitations, and the role of	
Module 3: Introduction to Technical Writing	16 Hours
Fundamentals of Technical Writing: Definition, scope, and significance in various industries;	10 110 015
Audience Analysis: Understanding the needs of the target audience and writing accordingly;	
Document Structure: Writing clear and structured technical documents, including user manuals,	
reports, and guides; Technical Writing Tools: Overview of tools like MS Word, Adobe	
FrameMaker, and LaTeX	
Module 4: Advanced Technical Writing and Documentation	16 Hours
Writing for the Web: Techniques for writing web content, including SEO, clarity, and conciseness;	
Technical Reports and Proposals: Crafting detailed technical reports, research papers, and project	
proposals; Visuals in Technical Writing: Integrating diagrams, charts, and tables into technical	
documents; Ethical Issues in Technical Writing: Plagiarism, accuracy, and responsible	
communication.	

Course Outcomes (COs):

- Understand and apply key theories and practices of translation in various contexts.
- Demonstrate proficiency in translating texts across different media and for diverse audiences.
- Develop and deliver technical documents that are clear, concise, and audience-appropriate.
- Understand the ethical and practical considerations in both translation and technical writing

Books for References:

- Newmark, Peter. A Textbook of Translation.
- Baker, Mona. In Other Words: A Course book on Translation.
- Hackos, JoAnn T. Managing Your Documentation Projects.
- Brusaw, Charles T., et al. The Handbook of Technical Writing.

ProgramName	MA Journal	ism and Mass		Semester	3
	Communica	tion			
CourseTitle	PHOTO JOUR	RNALISM			
CourseCode:	JMC core 3.3			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		30	Sum	mative Assessment Marks	70

Course Objectives:

- To provide an understanding of the principles, ethics, and techniques of photojournalism.
- To develop skills in capturing and editing images for news and feature stories.
- To explore the role of visual storytelling in media and its impact on audiences.
- To critically assess the ethical and legal aspects of photojournalism.

Contents	Hours
	16
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.	16 Hours
Module 2: Camera-parts of Camera-Types of Camera-Types of lenses and their functions use of filters –Focal length, Depth of field-Types Films and their use, Processing and printing of color, black & white films, digital Photography.	16 Hours
Module 3: Techniques of composing picture –Technical and aesthetic aspects –exposure, aperture and shutter speed Lighting in photography-studio lighting –outdoor lighting equipment and accessories, attributes of a good picture.	16 Hours
Module 4:	16 Hours
Branches of photography-nature, architecture, portraiture, landscape, wild life, sports, environment, portraiture, aerial. Travel. Industry, fashion and glamour, advertising, press photography.	
Module 4:	
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.	

Course Outcomes (COs):

- Understand the power of images in shaping perception and attitudes.
- Motivating viewers to take action, make a difference and create positive change

Books for 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: McGrw-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.

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ProgramName	MA Journal	ism and Mass	Semester	3
	Communica	tion		
CourseTitle	RADIO BROA	DCASTING AND 1	PROGRAMME PRODUCTION	
CourseCode:	JMC core 3.4		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Summative Assessment Marks	70	

Course Objectives:

- To understand the principles and practices of radio and broadcasting production.
- To develop skills in scripting, producing, and presenting radio programs.
- To explore the technical aspects of radio broadcasting, including sound recording and editing.

• To analyze the role of radio in media landscapes and its impact on audiences.

Contents	Hours
Module-1:	16 Hours
Evolution and development of radio in India- Present status; radio as a medium of communication;	
broadcasting formats.	
Module-2:	16 Hours
Formats of radio programmes - Talks, interviews, group discussions and dramas programmes,	
specialised audience Interview for Radio - Planning and Preparation - telephone interview, on the spot	
interview	
Module-3:	16 Hours
Model communication policy in India; discourse on privatization of radio broadcasting, FM radio-	
state and private initiatives, Satellite radio; Community radio.	
Module-4:	16 Hours
Principles of writing for radio, Writing Radio News Reports - Techniques, 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.	

Course Outcomes (COs):

- To make students understand the radio as mass media and various radio program formats and reach of radio.
- To enable student to understand process of radio and TV program production.

Books for References:

- Esta, Fossard De. (2005). Writing & producing radio dramas. New Delhi: Sage Publications.
- Gibson, L Martin. (1991). Editing in the electronic era. 3rd Ed. Iowa: Iowa State University Printers.
- Hubermiles, David & Runstein E Robert. (2005). Modern recording techniques. Oxford: Elsevier.
- Orlik, B Peter. (2003). The electronic media. New Delhi: Surject Publications.
- Robert L. Hilliard, L Robert. (2007). Writing for television, radio, and new media Connecticut: Wadsworth.
- Erta D Fossard, 2005. Writing And Producing Radio Dremas, New Delhi, Sage
- Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.of India.
- Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums,
- Paris UNESCO.
- D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD. Evans Radio and Guide to Broadcasting Techniques, Barrie and Jenkins Robert Hellard, Writing for TV and Radio.

ProgramName	MA Journal	ism and Mass		Semester	3
	Communica	tion			
CourseTitle	INTRODUCTION TO TV PROGRAMME PRODUCTION				
CourseCode:	JMC core 3.5			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assess	ment Marks	30	Sum	mative Assessment Marks	70

Course Objectives:

- To introduce the fundamental concepts and techniques of television programme production.
- To develop practical skills in planning, producing, and directing television content.
- To understand the various roles and functions involved in TV production.
- To critically analyze the creative and technical aspects of television programming.

Contents	Hours
Module 1: Overview of Television Production	16 Hours
History and Evolution of Television Broadcasting; Types of Television Programmes: News, Talk	10 110 115
Shows, Documentaries, Drama, and Reality Shows; Stages of Television Programme Production: Pre-	
production, Production, and Post-production; TV Production Crew: Roles and Responsibilities of	
Producers, Directors, Camera Operators, Sound Engineers, and Editors; Ethical and Legal	
Considerations in Television Broadcasting: Copyright, Censorship, and Standards	
Module 2: Pre-Production Planning	16 Hours
Conceptualization and Scriptwriting for Television Programmes; Storyboarding and Visualization	
Techniques; Budgeting and Resource Allocation for TV Productions; Casting, Location Scouting, and	
Set Design; Scheduling and Production Management: Creating a Production Plan	
Module 3: Television Production Techniques	16 Hours
Camera Techniques and Operations: Shots, Angles, and Movements; Lighting for Television: Basic	
Lighting Setups and Techniques; Audio in TV Production: Microphones, Sound Design, and Mixing;	
Multi-camera Setup and Live Production Techniques; Directing for Television: Shot Composition,	
Framing, and Continuity	
Module 4: Post-Production and Broadcast	16 Hours
Editing Techniques: Linear and Non-linear Editing; Visual Effects and Graphics in Television	
Programmes; Sound Editing and Audio Post-production: Syncing, Dubbing, and Mixing; Colour	
Grading and Correction in Post-production; Broadcasting and Distribution: Linear TV vs Streaming	
Platforms, Regulations, and Audience Analytics	

Course Outcomes (COs):

- To introduce the fundamental concepts and techniques of television programme production
- To develop practical skills in planning, producing, and directing television content
- To understand the various roles and functions involved in TV production
- To critically analyze the creative and technical aspects of television programming.

Books for References:

- Zettl, Herbert. Television Production Handbook. Cengage Learning, 2017.
- Millerson, Gerald, and Owens, Jim. Television Production. Focal Press, 2012.
- Thompson, Roy. Grammar of the Shot. Focal Press, 2013.
- Utterback, Ann S. Broadcast Voice Handbook: How to Polish Your On-Air Delivery. Wadswort Publishing, 2007.
- Rabiger, Michael. *Directing: Film Techniques and Aesthetics*. Focal Press, 2014.

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ProgramName	MA Journalism and Mass		Semester	3
	Communication			
CourseTitle	INTERNATIONAL COMMUNIC	CATIO	N	
CourseCode:	JMCElec3.6.1		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks 30	Sumr	native Assessment Marks	70

Course Objectives:

- To understand the theories and practices of communication in a global context.
- To analyze the impact of globalization on media and communication.
- To explore the role of international organizations in shaping global communication.
- To develop critical thinking skills regarding cross-cultural communication and media representation.

Contents	Hours
Module-1: International Communication- Nature, Importance, Scope and Dimensions, Factors Affecting the Flow of Information, International media Institutions and professional organizations.	16 Hours
Module-2: Problems and Perspectives of International Communication; Survey of International Communications- Media, Newspapers, Magazines, Cinema, Satellite International Media Networks, International Conflict Resolutions and Diplomacy.	16 Hours
Module-3: UNESCO Mass Media Declaration-Mac Bride Commission's report, cultural imperialism – criticisms; violence against media persons; Globalization and effects on media systems, Private Monopoly of Media.	16 Hours
Module-4: Impact of new communication technology on media – International telecommunication and regulatory organizations— information super highway–UNO's Universal Declaration of Human Rights	16 Hours

Course Outcomes (COs):

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

Books for References:

- Henry, National and International Systems of Broadcasting.
- Kaarlenordenctreng and Tapic Van, Television Traffic a One way Street.
- Dissanayake, The Role of News Media in National and International Conflict, Westview Press.
- Herbert Schiller, Communication and Cultural Domination, M.E. Sharpe
- Progser and Kordenstreng, The Mass Media Declaration of UNESCO Prager.
- Joseph Klapper, The Effects of Mass Communication, Free Press
- Saraswathi T.S, Cross Culture Perspective in human Development saga Publications Ltd.
- Raymond Cohen(1997) Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA.
- Sean Mac Bride Commission (1982) Many Voices, One World, UNESCO, Paris.
- Wolfgang Donsbach(2008) The International Encyclopaedia of Communication, Wiley-Blackwell, New York.
- Erik Barnouw (1989)International encyclopaedia of communications, Annenburg School Communications, University of Pennsylvania

ProgramName	MA Journal	ism and Mass		Semester	3
	Communica	tion			
CourseTitle	MEDIA AND	ENVIRONMENT			
CourseCode:	JMCElec 3.6.	2		No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks	30	Sumi	mative Assessment Marks	70

Course Objectives:

- To understand the role of media in shaping public perception and discourse on environmental issues.
- To critically analyze media coverage of environmental events, policies, and movements.
- To examine the intersection of media, communication strategies, and environmental advocacy.
- To explore the challenges faced by journalists and communicators in reporting environmental crises and climate change.

Contents	Hours
Module-1:	16 Hours
Environmentalism: Environmental Movements Environmental Movement in India Environmental	10 110 415
Movement in Karnataka. Development Vs Environment debate.	4
Module-2:	16 Hours
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:	16 Hours
Major environmental issues: Climate change and global warming acid rain, ozone layer depletion,	
big dams, air and water pollution, Special Economic Zones.	
Module-4:	16 Hours
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.	

Course Outcomes (COs):

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

Books for References:

- Chapman, Graham, Kumar, Keval, J., Fraser, Coroline. & Gaber, Ivor. (1997). Environmentalism and the mass media: The North-South divide. London: Routledge.
- Cox, Robert. (2010). Environmental communication and the public sphere (2nd Ed.). Thousand Oaks: Sage Publications
- Foster, John, Bellamy. (2009). The ecological revolution. Making peace with the Planet. New York: Monthly Review Press.
- Gadgil, Madhava., & Guha, Rramachandra.. (1995). Ecology and equity. New Delhi: Penguin.
- Guha, Ramachandra. (2000). Environmentalism: A global history. New Delhi: Oxford University Press.
- Guha, Ramachandra. (2006). How much should a person consume? Thinking Through the Environment. Berkley: Permanent Black.
- Khanna, G.N. (1993). Global environmental crisis and management. New Delhi. Ashis Publishing House.
- Krishna, S. (1996). Environmental politics. New Delhi. Sage.
- <u>Neuzil</u>, Mark Train, <u>Russell E.</u> (2005). The environment and the press: from adventure writing to advocacy. New York: Oxford University Press.
- Rangarajan, Mahesh. (2007). Environmental issues in India. New Delhi: Dorling Kindersley
- Bucchi, Massimiano. (2002). Science and the media. New York: Routledge.

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ProgramName	MA Journalism and Mass	Semester	3
	Communication		
CourseTitle	HEALTH JOURNALISM		
CourseCode:	JMCElec. 3.6.3	No.of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks 30	Summative Assessment Marks	70

Course Objectives:

- To understand the theories and principles of health communication.
- To explore the role of media in health education, promotion, and behavior change.
- To analyze the impact of health communication campaigns at the local, national, and global levels.
- To develop communication strategies for addressing public health issues through various media platforms.

Hours
16 Hours
16 Hours
16 Hours
16 Hours
_

Course Outcomes (COs):

- To make students aware of the communication and its affecting promoting maintain health and wellness for all individuals.
- Utilize knowledge gained in reporting and writing on health & lifestyle issues

Books for References:

- . Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.
- 2. Mass Communication and Public Health: Complexities and Conflicts, Charles Atkin
- & Larry Wallack (Eds.)
- 3. Communicating about health: Current issues and perspectives, 4th ed. New York:
- Oxford University Press. duPré, A. (2014).
- Mass Media and Health Communication in India Paperback 1 January 2017 by
- MekamMaheshwar
- The Power of the Media in Health Communication By Valentina Marinescu 2016
- Encyclopedia of Health Communication Three Volume Set Edited by: Teresa L.
- Thompson University of Dayton, USA
- Communicating Health Strategies for Health Promotion Edited by: Nova Corcoran -
- University of South Wales, UK
- 8. Media and Health Clive Seale University of London, UK, Brunel University, UK

THIRD SEMESTER

ProgramName	MA Journalism and Mass		Semester	3
	Communication			
CourseTitle	AGRICULTURE JOURNALISM	1		
CourseCode:	JMC Elec. 3.6.4		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks 30	Sum	native Assessment Marks	70

Course Objectives:

- To understand the importance of communication in agriculture and rural development.
- To analyze communication strategies and tools used in agricultural messaging.
- To explore the role of media in promoting sustainable agricultural practices.
- To develop skills in creating effective communication campaigns for agricultural audiences.

Contents	Hours
Module 1: Introduction to Agriculture Journalism	16 Hours
Overview of Agriculture Journalism: Importance, scope, and role in society; Basics of Agriculture:	
Key concepts in crop production, livestock management, and sustainable agriculture; Agricultural	
Terminology: Common terms and jargon used in the agriculture sector; Agricultural Media	
Landscape: Overview of agricultural newspapers, magazines, websites, and broadcasting channels.	
Module 2: Reporting Techniques in Agriculture Journalism	16 Hours
Field Reporting: Techniques for conducting interviews with farmers, agronomists, and agricultural	
experts; Data Collection and Analysis: Gathering and interpreting data related to crop yields, weather	
patterns, and market trends; Feature Writing: Crafting in-depth stories on agricultural innovations.	
success stories, and rural development; Multimedia Reporting: Using photos, videos, and	
infographics to enhance agricultural news reports.	
Module 3: Agricultural Policies and Their Impact	16 Hours
Agricultural Policies: Understanding national and international policies affecting agriculture, such as	
subsidies, trade agreements, and environmental regulations; Impact on Farmers and	
Commmoduleies: Analysing how policies influence farming practices, rural livelihoods, and local	
economies; Economic and Environmental Challenges: Reporting on issues like climate change,	
water scarcity, and soil degradation; Case Studies: Examining the effects of specific agricultural	
policies on different regions	
Module 4: Ethical and Practical Challenges in Agriculture Journalism	16 Hours
Ethical Reporting: Issues of bias, accuracy, and representation in agricultural reporting; Challenges	
in Agriculture Journalism: Addressing issues like limited access to information, misinformation, and	
the complexity of agricultural systems; Balancing Local and Global Perspectives: Reporting on local	
agricultural issues while considering global trends and implications; Future Trends in Agriculture	
Journalism: The role of digital media, data journalism, and citizen science in agriculture reporting.	

Course Outcomes (COs):

- Understand the fundamentals of agriculture and the agricultural sector.
- Develop the skills to report on agricultural issues with accuracy and depth.
- Analyse the impact of agricultural policies and practices on commmoduleies and economies.
- Address the ethical considerations and challenges in agriculture journalism.
- **Books for References:**
- Sinha, V.K. Agricultural Journalism.
- Bhatia, K.K. Principles of Agricultural Journalism.
- Singh, M. Agriculture and Rural Development: Reporting on Changing Landscapes

THIRD SEMESTER

ProgramName	MA Journalism and Mass	Semester	3
	Communication		
CourseTitle	MEDIA AND SOCIETY		ı
CourseCode:	JMC OE 3.7.1	No. of Credits	02
Contacthours	32	Duration of SEA/Exam	2 Hours
Formative Asse	essment Marks 10	Summative Assessment Marks	40

Course Objectives:

- To explore the relationship between media and societal dynamics.
- To analyze the impact of media on public opinion, culture, and social change.
- To understand the role of media in shaping and reflecting societal values and norms.
- To critically assess the influence of digital media on contemporary social issues.

Contents	Hours
Module-1:	8 Hours
Mass Communication-Characteristics of Mass Media, Radio, Television and Cinema as Mass Media. Freedom of Speech and Expression – Responsibilities of Media in a Democracy.	
Module-2:	8 Hours
National and International Issues of Censorship and Government Control, Political Ideologies and the Media System, Sensationalism in Media.	
Module-3:	8 Hours
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:	8 Hours
Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health	

Course Outcomes (COs):

- Understand the role of media in the democratic society.
- Exploring historical and contemporary examples of government control over the media and society.

Books for References:

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

ProgramName	MA Journalism and Mass		Semester	4
	Communication			
CourseTitle	MEDIA MANAGEMENT AND ENTERPRENEURSHIP			
CourseCode:	JMC core 4.1		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Sum	mative Assessment Marks	70

Course Objectives:

- To understand the principles of media management in various organizational contexts.
- To explore entrepreneurship within the media industry, focusing on innovation and sustainability.
- To develop skills in strategic planning, financial management, and marketing for media ventures. To analyze case studies of successful media enterprises and startups

Contents	Hours
Module-1:	16 Hours
Principles of Management: definitions, functions, Management Process Economic Media, FDI	
Influence on Indian Media, Committees to study the problems of the various media in India.	
Module-2:	16 Hours
Media Organization Structure: Organization Structure of Indian Media, Print and Electronic Media	
Ownership Patterns of Indian Media-Newspapers, Magazines Television, Radio Networks.	
Module-3:	16 Hours
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:	16 Hours
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, TAMand other retting systems	

Course Outcomes (COs):

- To make the students understand the principles of media management.
- To prepare the students identify the economics of media.

Books for References:

- Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
- James Redmind and Robert 2004: Trager 2004. Media Organization Management,
 London response books, Biztantra.
- Cabera, E.F &Bonache 1999. An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
- Halzer C 1991, Total quality Management, London Champra& Hall
- W.J. Stantton& Charles Futrell 2003. Fundamental & marketing, New Delhi MCGraw Hill
- Thons Gouldon, 1997. News Management, London, WillianHeiremamm Ltd.
- Kohli-Khandelkar Vanitha. (2006). The Indian media business. New Delhi: Sage.
- Chiranjeevi, Aravind. (2000). Electronic media management. New Delhi: Authors Press.
- Zachariah, Aruna. (1999). Media power. New Delhi: Kanishka Publishers.
- Varma, Adarsh Kumar. (2003). 12½ Management mantras of Journalism. New Delhi: Kanishka Publishers.
- Wicks, Robert H. (2003). Media management. Manwah, New Jersey: Lwarence Erlbaum Associates Inc. Publishers.
- Albarran, B Alan, Chan, M Sylvia& Wirth, O Michael. (2006). Handbook of Media Management and Economics. New Jercey: Lawrence Erlbaum Associates. Inc. Publishers.

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ProgramName	MA Journalism and Mass	Semester	4
	Communication		
CourseTitle	DEVELOPMENT COMMUNICA	TION	
CourseCode:	JMC core 4.2	No.of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Summative Assessment Marks	70

Course Objectives:

- To understand the role of communication in the process of development.
- To analyze the various models and theories of development communication.
- To explore the impact of media on social change and community empowerment.
- To develop skills for designing and implementing communication strategies for development projects.

Contents	Hours
Module-1:	16 Hours
Definition – Nature and Concept of Development – Old an News Paradigm of Development Indian	
Concept of Development - Characteristics of Developing Societies; Gap Between Developed and	
Developing Societies, Human Development. Development Models and Theories.	
Module-2:	16 Hours
Development Communication - Definition - Definition Origin - Role of Media in Development	
Communication – Strategies in Development Communication – Case Studies and Experience.	
	16 Hours
Module-3:	
Development Communication Planning Strategies and Action Plans - Decentralization. Panchayat	
Raj Institutions and Communication. Problems Faced by Governmental and non-Governmental	
Agencies in Development Communication – Diffusion of Innovation, Models In Agricultural	
Communication – Case Studies of Communication Support to Agriculture; Tribal Development.	
Module-4:	16 Hours
Writing Development Stories in Areas like Health and Family Welfare Agriculture and Rural	101100110
Environment Communication. Writing Development Messages for Rural Audience; Specific	
Requirements for Writing Development Stories for Media like Newspapers, Magazines Radio and	
Television.	

Course Outcomes (COs):

- Un Contributing to positive social change, such as improved health, education and economies
- Mobilizing people to take action and work together to address development challenge and promoting social change. Understand the role of media in the a democratic society
- Exploring historical and contemporary examples of government control over the media and society.

Books for References:

- Alan B. Albarran, (2009) Management of Electronic Media, Cengage Learning
- Andrej Vizjak and others, (2003) Media Management, Springer
- GaliEinav, (ED) (2010) Transitioned Media, Springer
- Halur C, Total Quality Management
- James Redmond and Robert, (2004) Media Organization Management
- Jan Wicks Leblanc and Others (2007) Media Management: A Casebook Approach, 4 edition, Routledge
- Meena Devi, (2009) Advertising and Media Management, Alfa publications
- Stanton and Charles F, (1986) Fundamental and Marketing, McGraw Hill Companies
- Suresh K. Media Management
- VanithKohliKandeka, (2006) The India Media Business

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ProgramName	MA Journalism and Mass	Semester	4
8-1	Communication		
CourseTitle	INTER CULTURAL COMMUNI	CATION	
CourseCode:	JMC core 4.3	No. of Credits	04
Contacthours	64	Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Summative Assessment Marks	70

Course Objectives:

- To explore the concepts and theories of intercultural communication.
- To understand the role of culture in shaping communication practices and perceptions.
- To develop skills for effective communication across cultural boundaries.
- To analyze the impact of globalization on intercultural interactions.

Contents	Hours
Module-1:	16 Hours
Culture Definition, Culture as a Social Institution -Value Systems; Primary & Secondary Culture,	
Easter & Western Perspectives.	
Module-2:	16 Hours
Inter-Cultural Communication -Definition, Process, Philosophical & Functional Dimensions-	
Cultural Symbols in Verbal & Non-Verbal Communication.	
Module-3:	16 Hours
Modern Mass Media as Vehicles of Inter-Cultural Communication Barriers- Religious, Political	4
& Economic Pressure, Conflicts.	
Module-4:	16 Hours
Impact of New-Technologies on Culture-Globalization Effects on Culture and Communication	
Mass Media as a Culture Manufacturing Industry, Communication & Folk Media – Character	
Context & Functions. UNESCO's efforts in the promotion of intercultural	

Course Outcomes (COs):

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

Books for References:

- Apte ML, Mass culture, Language & Arts in India, Sangam Book Ltd.
- Asante, Hand of Inter-Cultural Communication, SAGE Publication, Inc
- Banerjee S., Media, Culture and Communication
- Collins R, Media, Culture and Society -A critical Reader, SAGE
- Hiriyanna, An Outlines of Indian Philosophy, MotilalBanarsidass Publication
- Joseph Klapper, The Effects of Mass Communication, Free Press
- Joshi P, Culture, Communication and Social Change, Vikas Publication, New Delhi.
- Saraswathi T.S, Cross Culture Perspective in human Development saga Publications Ltd.
- Sitram K.S, Culture and Communication-A World View, Prasaranga Karnataka University.
- Martin, J.N. & Nakayama, T.K. (2007). Intercultural communication in contexts. 4th Edition. Mountain View, CA: Mayfield.
- Niemeier, Susanne, Charles P. Campbell, and Rene Dirven, eds. (1998). The cultural context in business communication. Amsterdam: John Benjamins.

ProgramName	MA Journal	ism and Mass		Semester	4
	Communica	tion			
CourseTitle	FILM STUDIES AND APPRECIATION				
CourseCode:	JMC core 4.	4		No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Assessment Marks 30		Sum	mative Assessment Marks	70	

Course Objectives:

- To understand the history and evolution of cinema as an art form.
- To analyze various film genres, techniques, and narrative structures.
- To develop critical viewing skills and appreciation for film as a medium of communication.
- To explore the cultural, social, and political contexts of films.

Contents	Hours
Module-1: Cinema: The Origin of Cinema – Entertainment – Association/Relations with Other Media such as Print/Radio and TV. Film and Other Arts. The Language of Cinema	16 Hours
Module-2: Film Culture, Film Movement's, Major Film Theories.	
Module-2: Film Culture, Film Movement's, Major Film Theories.	16 Hours
Module-3: Film Culture, Film Criticism, Film Society Movement, Film Festivals and Awards	16 Hours
Module-4: Major Film Makers: Satyajit Ray-Sham Benegal- Akira Kurosawa Vittorio De Sica, AdoorGopalakrishna, Girish Kasaravalli – Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Shyam Benegal	16 Hours

Course Outcomes (COs):

- Understand the historical and cultural context of film development and movements.
- Gain insights into cultures, societies and identities thourgh film representation and critique.

Books for References:

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

ProgramName	MA Journal	ism and Mass		Semester	4
	Communication				
CourseTitle	SCIENCE AND TECHNOLOGY COMMUNICATION				
CourseCode:	JMC Elec 4.6.1			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Asses	sment Marks	30	Sum	mative Assessment Marks	70

Course Objectives:

- To introduce students to the principles of science and technology communication.
- To develop an understanding of how science and technology are communicated to different audiences.
- To critically evaluate the role of media in shaping public understanding of science and technology.

Contents	Hours
Module-1:	16 Hours
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:	16 Hours
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:	16 Hours
Aims and Objectives of Science Coverage in Media, Types of News Stories in Mass Media. Sources	
of Science News.	
Module-4:	16 Hours
Writing Science Stories- Articles, Articles, Features and Investigative Reports, Policies, Ideas.	
Writing Science Stories and Promoting Scientific Temper though Media, Emerging Trends.	

Course Outcomes (COs):

- Increase public understanding and awareness of scientific and technical concepts and issues.
- Encourage consideration of ethical implication and responsible innovation in science and technology.

Books for References:

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

ProgramName	MA Journalism and Mass		Semester	4
	Communication			
CourseTitle	FOLK MEDIA			
CourseCode:	JMC Elec 4.6.2		No. of Credits	04
Contacthours	64		Duration of SEA/Exam	3 Hours
Formative Asses	ssment Marks 30	Summa	ative Assessment Marks	70

Course Objectives:

- To understand the role of folk media in cultural expression and communication.
- To analyze various forms of folk media and their significance in local communities.
- To explore the use of folk media for development and social change.
- To develop skills in creating and utilizing folk media for communication purposes.

Contents	Hours
Module 1: Introduction to Folk Media	16 11
Definition and Concept: Understanding folk media as traditional and indigenous communication	16 Hours
forms; Characteristics of Folk Media: Oral transmission, participatory nature, rural base, and use of	
local language: Historical Evolution: The origins and historical devolutions of College 11 in the College Indiana and historical devolutions and historical devolutions are considered in the College Indiana and historical devolutions are considered in the College Indiana and historical devolutions are considered in the College Indiana and In	
local language; Historical Evolution: The origins and historical development of folk media in India;	
Types of Folk Media: Folk songs, dances, theatre, storytelling, puppetry, and festivals; Importance in	
Society: The role of folk media in community bonding, education, and cultural preservation.	
Module 2: Folk Media as a Tool for Development Communication	16 Hours
Role in Rural Development: Using folk media to convey messages related to health, agriculture,	
education, and social change; Successful Case Studies: Government Initiatives: Role of governmental	
programs in promoting folk media for development communication; Folk Media and Social Issues:	
Addressing gender equality, caste discrimination, environmental awareness, and health campaigns	
through folk media;	
Module 3: Integration of Folk Media with Mass Media	16 Hours
Folk Media in Modern Platforms: How folk traditions are being adapted for television, radio, and	
digital platforms; Folk Performances in Popular Culture: Integration of folk media in films,	
advertisements, and social media campaigns; Hybrid Media Forms: Blending folk media with new	
media technologies for wider reach; Folk Media and Journalism: The potential of using folk traditions	
in journalistic storytelling and public awareness campaigns; Impact of Globalization: Examining the	
impact of global mass media on traditional folk media practices.	
Module 4: Preservation, Promotion, and Future of Folk Media	16 Hours
Preservation Efforts: Initiatives to preserve and revitalize endangered folk media traditions;	
Government and NGO Roles: Policies and programs supporting folk media and indigenous	
communication; Folk Media in the Digital Age: The opportunities and challenges presented by digital	
platforms in preserving and promoting folk media; Sustainability and Commercialization: Future of	
Folk Media: Exploring new trends and possibilities in the continued relevance of folk media in	
contemporary society.	

Course Outcomes (COs):

- Understand the historical and cultural significance of traditional and folk media.
- Identify and analyze various forms of traditional and folk media across different regions.
- Evaluate the role of traditional and folk media in contemporary communication strategies.

Books for References:

- Curre D, Complete Book on Puppetry In India
- Daniel Lerner, (2011) The Passing of Traditional Society, Temple University Press
- Nulk Raj Anand, The Indian Theatre
- Ranganath H K., (1980) Folk Media & Communication, ChinthanaPraakashana
- ShyamParmar, (1975) Traditional Folk Media in India, Gekha Books
- ShyamParmar, (1978) Traditinal Folk Songs, Communication Publications

• Usha Rani N., (1996) Folk Media for Development, Karnataka Book Publishers.

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ProgramName	MA Journalis	sm and Mass		Semester	4
	Communicati	ion		4	
CourseTitle	KANNADA JO	URNALISM			
CourseCode:	JMC Elec 4.6.3			No. of Credits	04
Contacthours	64			Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks	30	Sum	mative Assessment Marks	70

Course Objectives:

- To understand the history and evolution of Kannada journalism.
- To analyze the role of Kannada media in shaping public discourse and cultural identity.
- To develop skills in reporting, writing, and editing in Kannada.
- To explore contemporary challenges and opportunities in Kannada journalism.

Contents	Hours
Module-1: History and Evolution of Kannada Journalism:	16 Hours
Introduction to Kannada Journalism: Early beginnings, key milestones, and major publications; Pioneers of Kannada Journalism: Contributions of early journalists and editors in shaping Kannada media; Development of Kannada Newspapers and Magazines: Growth, challenges, and the role in the independence movement; Contemporary Kannada Media: Current trends, major Kannada newspapers, magazines, television channels, and online portals.	
Module-2: Writing and Reporting in Kannada:	16 Hours
Language and Style in Kannada Journalism: Understanding the nuances of Kannada language usage, vocabulary, and syntax; News Reporting in Kannada: Techniques for gathering, verifying, and writing news stories; Feature Writing and Opinion Pieces: Crafting in-depth articles, editorials, and columns in Kannada; Broadcast and Digital Journalism in Kannada: Writing for radio, television, and online platforms, including social media	
Module-3: Editing and Ethics in Kannada Journalism:	16Hours
Editing Practices: Techniques for editing news stories, articles, and broadcasts in Kannada; Headline Writing: Crafting effective and engaging headlines in Kannada; Ethical Issues in Kannada Journalism: Objectivity, fairness, accuracy, and the impact of cultural sensitivities; Case Studies: Analysis of ethical dilemmas and editorial decisions in Kannada media.	
Module-4: The Role of Kannada Journalism in Society:	16 Hours
Kannada Journalism and Politics: The media's influence on politics and governance in Karnataka; Cultural and Social Impact: How Kannada journalism shapes and reflects cultural and social issues; Kannada Media and Public Opinion: The role of Kannada journalism in shaping public discourse and opinion; Future of Kannada Journalism: Challenges and opportunities in the digital age, including language preservation and adaptation.	

Course Outcomes (COs):

- Understand the historical development and current landscape of Kannada journalism.
- Master the techniques of writing, reporting, and editing in Kannada.
- Analyse the role of Kannada journalism in society, including its impact on culture, politics, and public opinion.
- Develop and execute journalistic projects in Kannada across various media platforms

Recommended Reading:

- Niranjana Vanalli. Kannada Patrikodyama Charitre.
- T. S. R. Kannada Patrikodyama: Ondu Adhyayana.
- G. P. Rajaratnam. Patrike Patrikodyama: Kannada Patrikodyam Charithre.
- Ravi Belagere. Hai Bangalore: Ondu Adhyayana

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Program Name	MA Journalism and Mass		Semester	4
	Communication			
Course Title	SOCIAL MEDIA MANAGEME	ŊT		
Course Code:	JMC Elec 4.6.4		No. of Credits	04
Contact hours	64		Duration of SEA/Exam	3 Hours
Formative Asse	ssment Marks 30	Summ	native Assessment Marks	70

Course Objectives:

- To introduce students to the principles and techniques of social media management.
- To develop skills in creating, curating, and managing content across social media platforms.
- To explore the impact of social media on journalism, communication, and public relations.
- To understand the ethical, analytical, and strategic aspects of social media management

To distribute the entired, and strategic aspects of social media manageme	111
Contents	Hours
Module 1: Fundamentals of Social Media Management:	
Evolution of Social Media: History, Types, and Characteristics of Social Media Platforms;	16
Role of Social Media in Journalism and Mass Communication: Democratization of News,	Hours
Citizen Journalism; Social Media Platforms Overview: Facebook, Twitter, Instagram,	
LinkedIn, YouTube, TikTok; Social Media Trends: Influencer Marketing, Viral Content.	
User-Generated Content; Social Media Metrics: Engagement, Reach, Impressions, and	
Follower Growth	
Module 2: Social Media Content Creation and Curation:	
Content Strategy: Types of Content (Text, Video, Images, Infographics) and Audience	16
Targeting; Writing for Social Media: Crafting Engaging Posts, Hashtags, and Call-to-Action	Hours
(CTA); Visual Storytelling on Social Media: Creating Compelling Graphics, Short Videos,	
and Livestreams; Content Calendar and Scheduling: Tools like Hootsuite, Buffer, and Later;	
Trends in Content Curation: User Engagement, Brand Consistency, and Cross-Platform	
Posting	
Module 3: Social Media Analytics and Campaign Management:	
Tools for Social Media Analytics: Google Analytics, Facebook Insights, Twitter Analytics	16
;Measuring Social Media Performance: KPIs, ROI, and Conversion Tracking; Managing	Hours
Social Media Campaigns: Goal Setting, Planning, Budgeting, and Execution; Paid	
Advertising on Social Media: Facebook Ads, Instagram Ads, and Twitter Promoted Content;	
Crisis Management and Reputation Management on Social Media	
Module 4: Ethics, Law, and Emerging Trends in Social Media:	16
Ethics in Social Media Management: Transparency, Authenticity, and Misinformation;	Hours
Social Media Policies for Journalists and Organizations: Best Practices and Guidelines;	
Legal Issues: Copyright, Privacy, and Data Protection in Social Media Use; The Role of	
Social Media in Shaping Public Opinion and Movements; Emerging Technologies in Social	
Media: AI, Chatbots, Augmented Reality (AR), and Virtual Reality (VR).	
Course Outcomes (COs)	

Course Outcomes (COs):

- To introduce students to the principles and techniques of social media management.
- To develop skills in creating, curating, and managing content across social media platforms.
- To understand the ethical, analytical, and strategic aspects of social media management.

Books for References:

Tuten, Tracy L., and Solomon, Michael R. *Social Media Marketing*. Sage Publications, 2020. Qualman, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. Wiley, 2010.

Safko, Lon. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success.* Wiley, 2012. Lipshultz, Jeremy Harris. *Social Media Communication: Concepts, Practices, Data, Law and Ethics.* Chair Routledge, 2017.

Berger, Jonah. Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster, 2013

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Question Paper Pattern

a) For Major Papers

First semester M.A. Degree Examination, 2024

	Subject	
	Paper:	
	Time: 3 Hours	(Max.Marks-70)
	Section- A	
1	Answer any five of the following questions	(F ₁ ,2-40)
	ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಎರಡು	(5x2=10) ಅಂಕಗಳು
	N. C.	
a		
b		
С		
ď		
e)		
f)		
g)		
h)		
·		
	Section- B	
Ans	wer any Four of the following Fach question coming The	EN Marks (4x5-20)
ಕೆಳಗಿನ	ನ ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಐದು ಅಂ	EN Marks. (4x5=20) ਹਰੰਜಳು
	•	
2. 3.		
3. 4.		
5.		
6.		
. 7.		
	Section- C	
A	nswer any Four of the following.	44.45
	_	(4x10=40)
0 011(0	ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ಹತ್ತು ಅಂಕಗಳು	
8.		
9.		
10.		
11.		
12.		
13.		
	Suchitra.s (1)	A
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	Faculty of Arts Davangere University	ept. of Journalism and Mass Communication
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	Shivagangotri, Davangere-07	Davangere University nivegangetri, DAVANGERE - 577 007

Model Question Paper

First Semester M. A. Degree Examination, February 2025 (CBCS)

	Paper: (OE)	
Time: 2 Hours		Max. Marks: 40
	SECTION-A	
1. Answer any F	FIVE of following. Each question carries TWO marks.	$(2 \times 5 = 10)$
a. b. c. d. e.		
f. g. h.		
	SECTION-B	
Answer any FO	UR of the following. Each question carries FIVE marks	$(5 \times 4 = 20)$
2. 3. 4. 5. 6. 7.		
	SECTION-C	
Answer any ON	NE of the following. Each question carries TEN marks.	(10 X 1= 10)
9.		
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