



# **SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, (AUTONOMOUS), UJIRE-574240**

**(Re-Accredited at A++ Grade by NAAC)**



## **Department of PG Studies and Research in Journalism & Mass Communication MA DEGREE PROGRAMME**

### **SYLLABUS CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER SCHEME**

**Approved by the BOS meeting held on 18-08-2023**

**Approved in Academic council meeting held on 23-03-2024**

**I SEMESTER HARD CORE PAPERS**  
**JMHT 501 DEVELOPMENT OF MEDIA**  
**Teaching Hours : 5hrs per week**

**Rationale /Learning Objectives:**

- *To familiarize the students with the basic information about all the media*
- *Help the students to understand the importance of Media in the contemporary era*
- *Gain practical knowledge about different medias*
- *Develop a coherent framework to know the prominence of media in national context*

**UNIT - I**

**Evolution of Printing:** *Advent of Printing in India, Early Efforts in Publishing Newspapers; James Augustus Hickey, Early British Newspapers; The Calcutta Gazette, The Bombay Samachar, The Madras Courier, The Bombay Herald, Birth of the Indian Language Press; Raja Ram Mohan Roy.*

**UNIT - II**

**The Indian Press and The Freedom Movement:** *Indian First War of Independence and Press, Role of Press in Freedom Movement, Bal Gangadhar Tilak, Annie Besant, Mahatma Gandhi.*

**UNIT - III**

**Development of Broadcasting:** *Early Days of Broadcasting in India, Growth of AIR, Growth of Radio in Karnataka, Prasara Bharthi, FM Radio, Community Radio, Digital Radio.*



## UNIT - IV

**Evolution of TV Broadcasting:** *Origin and Development of Television in India, Growth and Development of Private Television Channels, Development of Television in Karnataka, Development and Growth of Cable TV in India and Its Impact on Society.*

## UNIT - V

**Evolution of Films:** *Growth and Development of Films in India: Silent Era, Talkies, Commercial Cinema, New Wave Films.*

### Books for Reference:

1. *ASA Brics & Peter Burke (2009), Social History of Media, 3<sup>rd</sup> Edition, Polity Press Cambridge, UK.*
2. *Divakar Sharma (2004), Mass Communication: Theory and Practice in 20<sup>th</sup> Century, Deep & Deep Publication Pvt Ltd, New Delhi*
3. *Mittikasingal Bhuyam (2015), Development of Media & Media Law, Adi Publications, Jaipur.*
4. *Muniruddin (2005), History of Journalism, Anmol Publication Pvt ltd, New Delhi.*
5. *Narendra Nigam (2004), Mass Media & Political Perception, Mangal Deep Publication.*



# JMHT 502 REPORTING FOR MEDIA

Teaching Hours : 5hrs per week

## Rationale /Learning Objectives:

- *To understand the role of the newspaper reporter and his duties*
- *To know how the newspaper newsroom operates.*
- *Helps to understand the sources of information available for newsgathering.*
- *To know news values and to develop proficiency in writing basic hard news leads using correct attribution.*

## UNIT - I

**News:** *Definitions, Elements, News Values, Sources of News, News Gathering Skills, Principles of News Writing, Significance of Accuracy, Objectivity.*

## UNIT - II

**Reporting Techniques:** *Lead, Types of Lead, Body; Interview Techniques; Types of Interviews - On The Spot, Planned, Telephone; Language Skills, Importance of Translation, Reporting Patterns For Print, Electronic and New Media*

## UNIT - III

**Types of Reporting:** *Speeches, Conferences, Events, Press Briefings, Press Notes; Investigative and Interpretive Reporting; Focused Areas– Education, Society, Politics, Parliamentary Affairs, Science, Technology, Crime, Legal Issues, Sports and Economics.*

## UNIT - IV

**Development Journalism:** *Concept of Development, Development Journalism in India, News Focus on Rural and Urban Segments, Sustainable Development, Contemporary Priorities, Civic Journalism.*



## UNIT - V

**Professional and Ethical Perspectives:** *Journalistic Codes and Ethics, Legal Aspects, Qualification of a Reporter, Role of Chief Reporter.*

### Books for Reference:

1. *DB Usman (2007), Writing and Reporting in Modern Journalism, Anmol Publication Pvt Ltd, New Delhi.*
2. *K M Shrivatsav (1987), News Editing and Reporting, Sturling Publishers Pvt Ltd.*
3. *Madhur Selvaraj (2005), News Editing and Reporting, Dominant Publishers and Distributors, New Delhi.*
4. *Reporting and Editing, Sikkim Manipal University, 2005.*
5. *S Kundar (2005), Reporting Method, Anmol Publication Pvt Ltd, New Delhi.*



# JMHT 503 EDITING AND DESIGN

Teaching Hours : 5hrs per week

## Rationale /Learning Objectives:

- *To understand the art of editing*
- *To help the students to acquire skills to make news attractive and readable*
- *To enable students to make page with unique patterns*
- *To understand the structure of newsroom culture and responsibilities*

## UNIT - 1

**Editing:** *Meaning, Functions and Techniques of Editing, Editorial Department Setup, Role and Functions of Editor, Sub-Editor, News Editor, Principles of Editing, Re - Writing, Computer Editing, Style Sheet.*

## UNIT - II

**Headlines:** *Techniques of Headline Writing, Types of Headlines, Polishing Headlines, Writing Sub-Heads, Jump Heads, Magazine Headlines, New Trends in Headlining, Typography.*

## UNIT - III

**Design and Make Up of Newspaper:** *Techniques of Page Make Up, Types of Layout, Dummy, Proof Reading, Style Sheet, Magazine Page Design; Types of Make Up, News Papers Special Supplements, Contemporary Newspaper Design.*

## UNIT - IV

**Editorial Page:** *Content Patterns, Editorial Definition, Structure and Functions of Editorial Writing, Types of Editorials, Editorial Writing Techniques, Translation Techniques.*



## UNIT - V

**Evolution of Printing:** *Printing in India, New Techniques in Printing; Types of Printing; Letter Press, Lithography, Intaglio/Gravure, Serigraphy, Photo Composition.*

### Books for Reference:

1. *Butecher, Judith (1992), Copy Editing, Cambridge University Press.*
2. *HY Shrada Prasad (2001), Editors on Editing, National Book Trust India, New Delhi.*
3. *K M .Shrivastava (2003), News Reporting and Editing, Sterling Pvt Ltd, New Delhi.*
4. *Nayyar Shamsi (2005), Journalism Editing, Anmol Publication Pvt Ltd, New Delhi.*
5. *T.J.S George (1989), Editing, Indian Institute of Mass Communication, New Delhi.*



## I SEMESTER SOFT CORE PAPERS

### JMST 501 ADVERTISING

Teaching Hours : 3hrs per week

#### Rationale /Learning Objectives:

- *To understand the model of advertising communication*
- *To describe the different ways of classifying audiences for advertising*
- *To explain the key roles of advertising as a business process*
- *To understand the role of advertising plays in the process.*

#### UNIT - I

**Origin and Development of Advertising:** *Definition and Nature of Advertising, Role of Advertising in Society and Business, Socio-Economic Effects of Advertising, National and Global Advertising Scene, Marketing Mix.*

#### UNIT - II

**Structure and Function of Advertising Agency:** *Structure and Functions, Top Advertising Agencies in the World and in India, Advertising Copy, Elements of Advertising; Headline, Slogans, Body, Colour, Trademarks, Illustrations, Logo, Visualization, Themes and Appeals.*

#### UNIT - III

**Kinds of Advertisements:** *Product, Service, Institutional, Industrial, Public Service and Public Awareness Advertisements, Retail Advertising, Corporate Advertising, Political Advertising, Classified, Outdoor, Social Marketing.*

#### UNIT - IV

**Advertising Campaign:** *Principles and Techniques of Advertising Campaigns, Producing Advertisements; For Print, Radio, Television and Online, Media Selection; Media Mix, Media Planning, Professional Organisations in Advertising.*





### Books for Reference:

1. *Ahuja B.N and Chhabra (1989), Advertising, Surjeeth Publication, New Delhi.*
2. *ChunnaWalla (1993), Advertising Theory and Practice, Himalaya Publishing House, Bombay.*
3. *ChuunaWalla, Sethia K C (2002), Foundations of Advertising Theory and Practice, Himalaya Publishing House, New Delhi.*
4. *Gupta (2005), Advertising in India Trends and Impact, Kalpaz Publication, Delhi.*
5. *Telis (2004), Effective Advertising, Response Books Division, Sage Publications, Delhi.*



# JMST 502 INTRODUCTION TO JOURNALISM

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To learn the prime focus on history of Kannada journalism*
- *To understand the contributions of renowned journalists*
- *To make basic information about contemporary trends of Kannada journalism*
- *To learn the various Kannada newspapers and magazines history*

## UNIT - I

**Journalism:** *Definition, Nature & Scope of Journalism, Principles and Functions of Journalism, Duties and Responsibilities of Journalist, Types of Journalism, Journalism as a Profession.*

## UNIT - II

**Unique Identity of Kannada Press:** *Growth of Kannada Journalism, Role of Kannada Press in Freedom Movement, Unification of Karnataka.*

## UNIT - III

**Prominent Journalists of Kannada Press:** *Harman Moghley, Venkata Krishnaiah, D.V Gundappa, P.R Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Nanjanagudu Tirumalamba, T.T Sharma, T.S Ramachandra Rao, Khadri Shamanna, Y.N Krishnamurthy, Shamarao.*

## UNIT - IV

**Kannada Newspapers and Magazines:** *History and Contemporary Trends, Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka, Sudha, Karmaveera, Taranga, Mayura, Kasturi, Mallige.*



## Books for Reference:

1. *Black, Jay, Jennings Bryant & Susan Thompson. (1997). Introduction to Media Communication (5<sup>th</sup> Ed). New Delhi: McGraw-Hill.*
2. *Briggs, Asa & Peter Burke. (2005). A Social History of The Media: From Gutenberg to the Internet. Cambridge: Polity Press.*
3. *Kamath, M V (1980). Professional Journalism, Vikas Publishing House Pvt House, New Delhi.*
4. *K Sharma, Rajendra. (1990). Journalism as a Profession in India, Media Promoters and Publications Pvt Ltd, Mumbai.*
5. *Parthaswamy, Rangaswamy (1984). Basic Journalism, MacMillan India Pvt Ltd, Chennai.*



**II SEMESTER HARD CORE PAPERS**  
**JMHT 551 COMMUNICATION RESEARCH METHODS**  
**Teaching Hours : 5hrs per week**

**Rationale /Learning Objectives:**

- *To introduce students to the basic concept of research*
- *To make students understand the link and importance of research in media education*
- *To sensitize students to communication research*
- *To enable students to independently conceive and execute research projects*

**UNIT - I**

**Basic Concepts:** *Definition, Nature and Scope of Communication Research; Development of Mass Media Research, Characteristics of Research; Evaluation of Communication Research in India, Elements of Research, Research Process.*

**UNIT - II**

**Research Approaches:** *Qualitative Research Method; Field Observations, Focus Groups, Case Studies, Quantitative Methods; Content Analysis, Survey Research, Sample and Sampling Techniques, Reliability and Validity*

**UNIT - III**

**Tools of Data Collection:** *Questionnaire, Interview Schedule, Levels of Measurement, Measures of Central Tendencies, Tests of Significance.*

**UNIT - IV**

**Data Analysis Techniques:** *Coding and Tabulation, Non-Statistical Methods, Descriptive, Historical, Statistical Analysis, Parametric and Non-Parametric, Tests of Significance, Rating Scales, SPSS and Other Statistical Packages.*



## UNIT - V

**Preparation of Research Reports:** *Ethical Perspective of Mass Media Research, Trends in Communication Research, Abstract Writing, Manuscript, Writing a Research Report, Concluding the Research Report, Bibliography and References, Research Journals.*

### Books for Reference:

1. *Anders Hanyen, Simon Cottle, Ralph Negrine, Chris Newbold (1998), Mass Communication Research Method, Macmillan Press Ltd.*
2. *Earl Babbie, The Practice of Social Research, 7th Edition, WadsWorth Publishing Company.*
3. *K Mittal (2012), Perspectives on Media Research Methodology, Vista International Publishing House, Delhi.*
4. *Ram Ahuja (2001), Research Method, Ravth Publications.*
5. *SK Sikka (2009), Media Research & Methodology, Cyber Tech Publication.*



# JMHT 552 MEDIA LAW AND ETHICS

Teaching Hours : 5hrs per week

## Rationale /Learning Objectives:

- *To familiarize the students with the basic principles underlying Indian Constitution and Media law*
- *Help the students to understand the importance of Media law in the contemporary era*
- *Gain practical knowledge about different laws*
- *Develop a coherent framework to know the prominence of media law in national context*

## UNIT - I

**Significance of Indian Constitution:** *Introduction to Indian Constitution; Salient Features, Directive Principles of State Policy, Fundamental Rights and Duties.*

## UNIT - II

**Constitutional Provisions for Media:** *Judicial System in India, Constitutional Provisions for Freedom of Speech and Expressions, Article 19(1)(A), Reasonable Restrictions Article 19(2), Freedom of The Press In India, Supreme Court Cases Related to Article 19.*

## UNIT - III

**Acts Related to Media:** *Law of Defamation, Obscenity, Cinematography Act Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act, Right to Information Act 2005*



## UNIT - IV

**Media Regulations:** *AIR and DD Codes for Commercial Advertising, Prasara Bharathi Act, Cable TV Network Act, Intellectual Property Rights, , Human Rights, Cyber Laws, Right to Privacy, Issues Relating FDI, Case Studies.*

## UNIT - V

**Media Self-Constitutional Sensibility:** *Recommendation of First and Second Press Commission, Press Council of India, Structure and Functions of PCI, Professional Code of Conduct for Media Persons. Pressures on Media - Political, Corporate, Social, Religious, Advertisers: Lobbies*

### Books for Reference:

1. *Ajay Das (2015), Media Law and Ethics, Astha Publishers and Distributers, New Delhi.*
2. *Hakemulder (2003), Media Ethics and Law, Anmol Publishers, New Delhi.*
3. *Kundra. S (2015), Media Laws and Constitution, Anmol Publications, New Delhi.*
4. *Miltika Signal Bhushan (2014), Development of Media and Media Law, Adi Publications, Jaipur.*
5. *Patak, Jumi.P (2014), Introduction to Media Laws and Ethics, Shipra Publication, New Delhi.*



# JMHT 553 THEORIES OF MASS COMMUNICATION

Teaching Hours : 5hrs per week

## Rationale /Learning Objectives:

- *To make the students to aware of Communication Process, Patterns in the Changing situation*
- *To expose students to the well developed body of media theory and analysis*
- *To prepare students to examine the validity of theories in future*
- *To foster analytical skills that will allow them to view the media critically*

## UNIT - I

**Introduction to Communication:** *Definition, Meaning, Scope, Communication Process, Types Of Communication; Intra - Personal, Inter -Personal, Group Communication, Mass Communication and Its Types, Non- Verbal Communication, Levels of Communication.*

## UNIT - II

**Models of Communication:** *Aristotle Model, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, HUB Model. Theodore New Combs.*

## UNIT - III

**Introduction to Mass Communication Theory:** *Mass Society Theory, Hypodermic Needle Theory. Paradigm Shift in Communication Theory. Normative Theories: Four Theories of the Press: Authoritarian, Libertarian, Social Responsibility and Soviet Media Theory.*





## UNIT - IV

**Limited Effects Theories:** *Two Step Flow; Multi-Step Flow; Attitude Change Theories; Selective Process; Information Flow Theory; Functional Analysis Approach, Diffusion Theory, Klapper's Phenomenistic Theory.*

## UNIT - V

**Media and Audiences:** *Uses and Gratifications, Reception Studies, Framing Analysis, Knowledge Gap, Agenda Setting, The Spiral of Silence, Cultivation Analysis, Catharsis, Social Learning Theory.*

### Books for Reference:

1. *B.N Ahvja & S.S Chalhbra (1989), Communications, Surjeeth Publication, New Delhi.*
2. *C.S Ravuda (1997), Communication, The Malaya Publication, Mumbai & Delhi.*
3. *K, Shivarama (2012), Communication Skill, APH Publishing Corporation, New Delhi.*
4. *Mckay (2003), Communication Skill, Health Has Money, Delhi.*
5. *Ravi Aggarwad (2003), Effective Communication Skills, Sublime Publications, Jaipur.*



**II SEMESTER SOFT CORE PAPERS**  
**JMST 551 PHOTO JOURNALISM**  
Teaching Hours : 3hrs per week

**Rationale /Learning Objectives:**

- *To development a sense of photography*
- *To help how to use camera and its applications*
- *To expose the photography techniques*
- *To encourage the students to consider photography as a profession*

**UNIT - I**

**Introduction to Photography:** *Nature and Scope of Photography, Evolution of Photography, Photography as an Art Form, Elements of Camera, Types of Camera, Digital Photography, Types of Lenses, Filters, Lighting Devices, Photo Processing and Editing Software's.*

**UNIT - II**

**Techniques of Photography:** *Composition and Camera Control Devices, ISO, Aperture and Shutter Speed, Attributes of a Good Picture, Black and White And Colour Photography.*

**UNIT - III**

**Branches of Photography:** *Life, Landscape, Wildlife, Sports, Environment, Portraiture, Travel, Press Photography, Wedding and Candid Photography.*

**UNIT - IV**

**Photo Journalism:** *Definition, Nature and Scope of Photo Journalism, Evolution of Press Photography, Source of News Photographs, News/Photo Agencies, Caption Writing, Legal and Ethical Aspects of Photography.*



## Books for Reference:

1. *Frank P hoy (1993), Photojournalism: The Visual Approach, Prentice Hall*
2. *Kenneth Kobre (2016), Photojournalism: The professional's Approach, Taylor and Francis Group.*
3. *Lifton C Edom (2003), Photo Journalism Principles & Practice, WMC Blown Company, New Delhi.*
4. *National Press Photographers Association (1980), Best of photojournalism, University of Missouri Press,*
5. *Paul Lester (2016), PhotoJOurnalism: An Ethical Approach, Routledge Library Edition.*



# JMST 552 NON-FICTION WRITING

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To understand the characteristics of feature stories*
- *To understand how to tailor ideas to audience*
- *To use a variety of research techniques while gathering information*
- *To publish stories in newspapers, magazines or web*

## UNIT - I

**Features:** *Definition, Feature Leads, Types of Features; Differences between Features and News Story, Features and Articles.*

## UNIT - II

**Magazines:** *An overview of Magazine Scene in India, Types of Magazines; General Interest Magazines, Special Audience Magazines, Trade Magazines.*

## UNIT - III

**Basic Writings:** *Writing Feature Stories, Articles, Profiles, Obituaries, Reviews, Trends in Features Writing.*

## UNIT - IV

**Columns:** *Meaning, Types of Columns, Columnists', Cartoons, Comic Strips, Feature Syndicates.*



### Books for Reference:

1. Alexandar (1987), *Beyond the Facts*, Surje Publications, New Delhi.
2. David WaninWright (1972), *Journalism Made Simple by Arrangement*, London.
3. Gc Banic (1990), *A Guide to Public Relation & Journalism*, Progressive Writers, Lousis Combine, Bombay.
4. Mehta (1979), *Mass Communication and Journalism in India*, Alliea Publishers, New Delhi.
5. Puri (G.K) (1990), *Complete Guide to Journalism*. Indian Institute of Mass Communication, New Delhi.



## II SEMESTER OPEN ELECTIVE PAPER JMOE 551 COMMUNICATION SKILLS (CBCS)

Teaching Hours : 3hrs per week

### Rationale /Learning Objectives:

- *To demonstrate competency in communication skills related to production and presentation of messages in multiple formats.*
- *To demonstrate competency in critical thinking skills related to the analysis, interpretation, and criticism of messages.*
- *To study the multiple theoretical perspectives and diverse intellectual traditions in Communication.*
- *To create competency in the analysis and practice of ethical communication*

### UNIT - I

**Fundamentals of Communication:** *Meaning of communication, features, importance, patterns. Techniques of communication; formal/ informal, verbal/written, downward & upward. Barriers of Communication, Essentials of Communication, 7 C's of Communication.*

### UNIT - II

**Communication Process and Forms of Communication.** *Transmission of ideas, Elements of communication process, Factors affecting process of communication. Forms of Communication. Intrapersonal communication, interpersonal communication, group communication mass communication, non-verbal communication, body language.*

### UNIT - III

**Models of Communication;** *Basic models - Aristotle Model, Shannon and Weaver Model. Communication Skills - Professional significance of Group*



*Discussion, Government and Private organizational requirements. Strategic approaches to face interviews to grab job opportunities.*

### **Books for Reference:**

1. *Dutt, P Kiranmai (2007), Basic Communication Skill, Foundation Books, Bangalore.*
2. *Hollings Worth (2003), A Course in Communication Skills, Continuum Publishers, New York.*
3. *Makay, Mathew (2003), Communication Skill, Health Haromny N.D, New Delhi.*
4. *Peter Simon (2010), Communication Skills, Alok Kumar Gupta, New Delhi.*
5. *Shaikh L.M (1996), A Text Book of Communication Skill, Pune.*



# JMOE 552 BASICS OF JOURNALISM

Teaching Hours: 3hrs per week

## Rationale /Learning Objectives:

- *The course aims to provide the basic understanding of the whole dynamics of Journalism*
- *It attempts to give a comprehensive understanding regarding the principles of mass media*
- *It will teach them basics of writing for media*
- *It helps the students to examine how various media exert influence on us as individuals and us as a collective society.*

## UNIT - I

**Basics of Journalism:** *Journalism, Definition, Nature, Scope and Significance of Journalism, History of Journalism*

## UNIT - II

**Journalistic Professionalism:** *Definition, Duties and Responsibilities of Journalist, Journalism as a Profession, Role of Press in Democracy, Code of Ethics of the Press, Current Issues in Journalism.*

## UNIT - III

**Modes of Journalism:** *Print; Types of Print Media, Writing Skills for Print Media. Radio; Types of Radio, Programme Pattern, Scripting for Radio. TV; Types of TV, Programme Pattern, Scripting for TV. New Media; Types of New Media, Characteristics of New Media, Writing for New Media*

## Books for Reference:

1. *Kamath, M.V.(2008). Professional Journalism. New Delhi: Vikas Publishing House.*





2. *Kumar, Keval.J. (2011). Mass Communication in India. Delhi: Jaico Publishing House.*
3. *Rani, Usha. (2006). Educational TV in India. New Delhi: Discovery Publishing House.*
4. *Saxena, Ambrish. (2007). Fundamentals of Reporting and Editing. New Delhi: Kanishka Publishers.*
5. *Shukla,A.S.(2008). Handbook of Journalism and Mass Communication. New Delhi: Rajat Publications.*



# JMOE 553 CITIZEN JOURNALISM

Teaching Hours: 3hrs per week

## Rationale /Learning Objectives:

1. *To teach basic digital content management to handle websites, social media platforms, smart phones, audiovisuals and photographs*
2. *Able to use various interactive features of multi media*
3. *Able to develop short-form, high-quality content*
4. *Students will develop and express their own ideas and perspectives on a range of issues that are important to young people today*

## UNIT- I

**Understanding Citizen Journalism:** *Citizen Journalism, concept and definitions. Characteristics of citizen journalism. Significance of citizen Journalism, merits and demerits of citizen journalism.*

## UNIT - II

**Historical Perspective:** *Evolution of citizen journalism. Old citizen journalism, Modern citizen journalism, Citizen Journalist, Essential skills of a citizen journalist, Challenges in Citizen Journalism Reporting,*

## UNIT-III

**Tools and Techniques:** *Types of citizen journalism. Citizen journalism vs. mainstream journalism. Role of information and communication technologies in proliferating citizen journalism. Prominent cases of citizen journalism., Ethical Issues in Citizen Journalism*



## Books for Reference:

1. Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen Journalism: Global Perspectives*. New York: Peter Lang Publishing, Inc.
2. Campbell, W. J. (2001). *Yellow Journalism: Puncturing the Myths, Defining the Legacies*. USA: Praeger Publishers.
3. Prasad, K. (Ed.). (2009). *e-Journalism: New Media and News Media*. Delhi: BR Publishing.
4. Tremayne, M. (Ed.). (2007). *Blogging, Citizenship, and the Future of Media*. London, New York: Routledge.



**III SEMESTER HARD CORE PAPERS**  
**JMHT 601 CORPORATE COMMUNICATION**  
Teaching Hours : 5hrs per week

**Rationale /Learning Objectives:**

- *Prime focus on the structural identity and professional facet of the corporate world*
- *Strategic circumstantial expertise in framing perfect communication plan*
- *Good command over organizational communication skilful techniques*
- *Competence to grab professional opportunities in various fields*

**UNIT - I**

**Organisational Structure and Communication Process:** *Organizational Structure and Characteristics, Leadership, Decision-Making Process, Communication Functions, Factors Influencing Communication, Flow of Communication in an Organization, Communication Barriers.*

**UNIT - II**

**Public Relations:** *Definitions, PR as a Management Function, Historical Perspectives, Public Opinion, Differences between Publicity, Propaganda and PR, Corporate Culture and PR.*

**UNIT - III**

**Process of PR:** *Four Stages - Fact Finding, Planning, Implementation, Evaluation, Internal and External Publics, Ethics in PR, Handling Pressure Groups, PR Counselling.*



## UNIT - IV

**PR Tools:** *Mass Media, Radio, TV, Cinema, Exhibitions, Events and Other Media for PR Exercises, House Journals and their Contents, Crisis Management, Event Management, Community Relations*

## UNIT - V

**Ethical Professional Significance:** *Corporate Social Responsibility (CSR), PR Strategies for Organizational and Individual Objectives, PRSI and its Activities, Problems and Prospects of PR, PR in the Era of Globalization.*

### Books for Reference:

1. Argenti, Paul A. (2008). *Corporate Communication*. New York. McGraw-Hill Irwin
2. Bond J. William. (1992). *Home-based Newsletters Publishing*. New York: McGraw-Hill Inc.
3. Dolphin Richard. (1998). *Fundamentals of Corporate Communications*. Amsterdam: Elsevier Publishers.
4. Fernandez, Joseph. (2004). *Corporate Communications*. Chennai: Sage.
5. Sardana, C.K. (2000) *Applied Public Relations in the Indian Context*. New Delhi: Harananda Publications.



# JMHT 602 FILM DIRECTION AND PRODUCTION

Teaching Hours : 5hrs per week

## Rationale /Learning Objectives:

- *To understand an extensive body of amateur work.*
- *To enable proficient in production and postproduction skills*
- *To study the rudiments of narrative filmmaking in the short forms*
- *To apply various skills in cinematic practice*

## UNIT - I

**Fundamentals of Cinema:** *Visual Language, Types of Films; Documentary, Animation Film, Feature Film, Short Films, Newsreels, Advertisement Films, Stages of Film Production; Pre-Production, Production and Post-Production, Censorship, Marketing and Distribution.*

## UNIT - II

**Elements of Films:** *Camera; Shots, Composition Rules, The Line and Continuity, Photographic Lights, Sound, Colour, Dubbing, Mixing, Editing Elements.*

## UNIT - III

**Screen Play Writing:** *Basic Structure and Format of Screen Plays, Story, Research, Plot Development,, Dialogue Writing, The Screen Play as a Blueprint for Production, Shooting Script and Story Board.*

## UNIT - IV

**Film Significance:** *Literature and Cinema, New Cinematic Trends, Reading a Film, Technical Advancement - Production and Screening.*



## UNIT - V

**Film Significance:** *World and Indian Cinema, Popular Culture, New Wave Cinema, Kannada and Other Regional Movies.*

### Books for Reference:

1. Amy Villarejo (2007), *The Basic Film Studies*, Routledge, New Delhi.
2. Dr. Jan R. Hakemulder (1998), *Mass Media*, Anomal Publication Pvt Ltd, New Delhi.
3. Keval J Kumar (2010), *Mass Communication in India*, Jaico Publishing House, Mumbai.
4. Uma Joshi (1999), *Text Book of Mass Communication and Media*, Anmol Publication Pvt Ltd, New Delhi.
5. Vidhya Bhavan (2011), *Careers in Mass Media*, Students Aid Publication, New Delhi.



### III SEMESTER SOFT CORE PAPERS

### JMST 601 MEDIA MARKETING

Teaching Hours : 3hrs per week

#### Rationale /Learning Objectives:

- *To identify core concepts of media marketing and*
- *To study the role of media marketing in business and society.*
- *To gain the knowledge of social, legal, ethical and technological forces on media marketing decision-making.*
- *To appreciation for the global nature of media marketing and appropriate measures to operate effectively in international settings.*

#### UNIT - I

**Media:** *Definition, Scope, Characteristics of Media Organizations, Marketing Trends, Contemporary Strategies, Multi - Dimensional Identity of Media Marketing.*

#### UNIT - II

**Media Industrial Perspectives:** *Print Media, Television, Film Industry, Radio, Infotainment, Content - Commodity; News, Articles, Popular Programmes, Films.*

#### UNIT - III

**Media Market:** *Identifying Target Mass, Research Approach, Mass Media and Marketing Strategies, Competition; Price War, TRP, Ads V/s Media Marketing.*

#### UNIT - IV

**Issues in Media:** *Media Economics, Global Market Place, Social Media Marketing, Social Network, Social Marketing Plan.*





### **Books for Reference:**

1. *Foundations of Advertising Theory & Practice, Himalaya Publishing House, New Delhi, 1985.*
2. *Gopal Bhargava (2004), Mass Media & Public Issues, Delhi – 110033.*
3. *Kamlesh Mahasion (1990), Communication & Society, B.K Janesa, New delhi*
4. *Mitika Singal (2014), Media Management, Random Publications, New Delhi.*



# JMST 602 BUSINESS JOURNALISM

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To gain the basic knowledge of economic system and media coverage*
- *To become proficiency in analyzing economic issues and industrial aspects*
- *To become efficiency in understanding basic features of business journalism*
- *To understand various economic issues covered by media*

## UNIT - I

**Business Journalism:** *Definition and Scope, Principles of Business Reporting, Qualifications of a Business Reporter, Sources of Business Reporting.*

## UNIT - II

**Tools of Business Communication:** *Video and Web Conferencing, Social Networking Sites, House Journals, Trade Journals, Annual Reports.*

## UNIT - III

**Types of Business Reporting:** *Financial Reporting, Budget Reporting, Market Reporting, Chamber Of Commerce, Foreign Direct Investment.*

## UNIT - IV

**Business Newspapers:** *Economic Times, Business Line, Financial Express, Business Pages and Supplements of Major Newspapers, Leading Business Magazines – Business India, Business World, Business Today, Outlook Business Magazine, Ethics in Business Journalism.*



### **Books for Reference:**

1. *Anjane Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.*
2. *Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.*
3. *R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.*
4. *P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.*
5. *Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.*



# JMST 603 MEDIA AND ENVIRONMENT

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *Professional sensibility to unveil anti-environment phenomena of the world*
- *Basic information about environment related issues*
- *Prime focus on global trends related to environment sector*
- *Proficiency in scripting creativity for media to safeguard environment*

## UNIT - I

**The Significance of Environment:** *Environmental Consciousness, Environmental Movements in India and Karnataka, Environmental Pollution, Development V/s Environment Debate, Consciousness and Concerns of Media Professionals*

## UNIT - II

**Environmental Issues:** *International, Regional and National Environmental Agreements, Earth Summits, Environmental Policies and Laws, Major Global, Regional and Local Environmental Issues - Climate Change, Global Warming.*

## UNIT - III

**Mass Media Content on Environment:** *Environmental News Writing - Print, Electronic and New Media, Environmental News Sources, Advocacy in Environmental Reporting, Environmental Movements and Mass Media, Science and Environmental Journalism.*

## UNIT - IV

**Ethical Perspectives of Environmental Journalism:** *Code of Ethics for Environmental News Coverage, Environmental Journalists' Organizations, Media Focus on Special Economic Zones (SEZs), Environmental Campaigns.*



## Books for Reference:

1. *Dhawal Paramjeet Singh, Environmental Journalism, Anmol Publications, New Delhi.*
2. *Kanchon Chopra & S.C. Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001 New Delhi. Sage Publications.*
3. *Kiran B. Chhokar, Mamata Pandya and Meena Ragunathan (Eds.) 1999. Understanding Environment, New Delhi Sage Publication.*
4. *Panigrahi A K (2014), Media Advertisement in Social Change, Advance Learner Press, New Delhi.*
5. *Shymali Bhattacharjee (2005), Media and Mass Communication: An Introduction, Kanishka Publication, Jaipur.*



**III SEMESTER OPEN ELECTIVE**  
**JMOE 601 WRITING FOR MEDIA**  
**Teaching Hours : 3hrs per week**

**Rationale /Learning Objectives:**

- *To practise core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms*
- *To employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.*
- *To communicate the idea to the readers with professional effective manner.*
- *To understand the subject and to use different narrative styles to present the story with best possible clarity.*

**UNIT - I**

**Print Media:** *Characteristics of Print Media, Types of Print Media, Letters to the Editor, Reporting, Types of Reporting, Interview Techniques, Feature Writing, Types of Feature, Article, Editorials, Book Review, Film Review, Freelancing.*

**UNIT - II**

**Scripting for Radio & TV :** *Scripting and Types of Radio Programmes, Scripting and Types of TV Programs*

**UNIT - III**

**New Media:** *Emergence of New Media, Characteristics of New Media, Online Newspapers, Online Magazines, Writing for Web, Reporting.*



### **Books for Reference:**

1. *Ahemed (2006), Media and Learning, Anmol Publication, New Delhi.*
2. *Harper Collins (1974), An Imprint of Harper Collins Publications Pvt Ltd, New Delhi.*
3. *Jan R Hakemulder, Fay Ac De Jonge, Pp Signh: News Reporting & Editing, Anmol Publications Pvt Ltd.*
4. *Jan R Hakemulder, Fay Ac De Jonge: Print Media Communication, Anmol Publications Pvt Ltd.*
5. *Om Guptha (2002), Basic Aspects of Media Writing, Kanishka Publication, New Delhi.*



# JMOE 602 RADIO JOCKEY

Teaching Hours: 3hrs per week

## Rationale /Learning Objectives:

- *To educate the basic terms and concepts of Radio Jockey*
- *To know various categories of Radio Jockey*
- *To give an overview of pre-requisites of Radio Jockey*
- *To get knowledge on technicalities of RJ*

## Unit 1

*Introduction: Radio Jockey or Radio Speaker Basics, tips and techniques*

## Unit 2

*Foundation: Functioning of a Radio Jockey or Radio Speaker, Types and formats of stories*

## Unit 3

*RJ styling: Understanding your voice, tips and techniques for voice grooming, RJ code for men and women, what to speak and present, How to better your RJ's skills.*





# JMOE 603 NEW MEDIA - AN INTRODUCTION

Teaching Hours: 3hrs per week

## Rationale /Learning Objectives:

- *To develop in students an understanding of New Media and enable them to appreciate potential and limitations of New Media.*
- *To encourage students to appreciate and participate in New Media researches.*
- *To develop skills to encourage the production of media messages using variety of digital tools.*
- *To introduce students to various career opportunities in New Media.*

## UNIT - I

**Introduction to New Media:** *Definitions and Concept, Characteristics of New Media, History of New Media, New vs Old Media. Challenges of New Media, Ethics in New Media*

## UNIT - II

**Online Journalism:** *Definition and meaning, Online Journalism in India. Types of Online Journalism; e-papers, e-zines, news portals, Opportunities in Online media.*

## UNIT - III

**Social Media:** *Definition and meaning, Characteristics of Social Media, Types of Social Media, SNS (Social Networking Sites), Social Media as a Career, News Trends in Social Media, Blogs and Micro Blogging.*



## Books for Reference:

1. Athique, A. (2013). *Digital media and society: An introduction*. John Wiley & Sons.
2. Buckingham, D. (2007). *Youth, identity, and digital media* (p. 216). The MIT Press.
3. Dewdney, A., & Ride, P. (2006). *The Digital Media Handbook*. Routledge.
4. Feldman, T. (2003). *An introduction to digital media*. Routledge.
5. Lindgren, S. (2017). *Digital media and society*. Sage.



**IV SEMESTER HARD CORE PAPERS**  
**JMHT 651 NEW MEDIA TECHNOLOGY**  
**Teaching Hours : 5hrs per week**

**Rationale /Learning Objectives:**

- *To development a sense of new technological innovations*
- *To help new technologies and its application*
- *To expose the new software's in media studies*
- *To encourage the conduct of research in ICT*

**UNIT - I**

**Introduction:** *Emergence of New Communication Technologies, Characteristics, Global Village, Globalization, Satellite Television.*

**UNIT - II**

**Applications of ICT:** *ARPANET, Internet, Search Engines, Web Radio and TV, Technological Convergence, ICT and Information Society; Factors Influencing Information Society, Theories of Information Society, Knowledge Society, WSIS Summit on Information Society.*

**UNIT - III**

**Issues in New Media Technology:** *Electronic Governance, Information Super-Highway, Leaf Frogging, Digital Divide, ICT Grass-Roots Initiatives, New Technology Innovations, Case Studies.*

**UNIT - IV**

**Forms of New Media:** *Web Journalism, Journalists and the Internet, Electronic Publishing, Virtual Reality, Information Technology Act 2000.*



## UNIT - V

**Content Developing for Internet Medium:** *Web - Designing, Web Page, HTTP, HTML, Software Applications; Photoshop, MS Windows Application, Page Maker, In-Design.*

### **Books for Reference:**

1. *A.Afaq Shamsi (2006), Media and Information Technology, Anmol Publications Pvt Ltd, New Delhi.*
2. *Oberoi, Gaurav (2009), 27<sup>th</sup> All India Veterinary Conference Chennai, New Delhi.*



**IV SEMESTER SOFT CORE PAPERS**  
**JMST 651 MEDIA MANAGEMENT**  
Teaching Hours : 3hrs per week

**Rationale /Learning Objectives:**

- *Basic knowledge over contemporary media organizational structures*
- *Systematic understanding of contemporary media management mechanism*
- *Prime focus on problems of newspaper organizations, TV channels and film industry*
- *Knowledge about marketing strategies of media organizations*

**UNIT - I**

**Management Concept:** *Principles of Management, Factors Influencing Management, Characteristics of Media Organizations - Newspapers, Magazines, Radio, Television, Cinema, News Agencies and Syndicates.*

**UNIT - II**

**Industrial Perspectives of Media:** *Ownership Patterns of Media Industries - Merits and Demerits, Economics of News Media - Advertising v/s Circulation, Management Problems of Small, Medium, Large Newspapers, Trade Unionism.*

**UNIT - III**

**Media Professionalism:** *Professionalism, Private and Government - Owned Media, Market - Driven Media, Social Commitment v/s Profit Making, Social Responsibility of Media Professionals, Media Diversity, Committees to Study Media Problems.*



## UNIT - IV

**Film Industry:** *Creativity, Production, Marketing, Distribution, Exhibition, Ownership v/s Piracy.*

### Books for Reference:

1. *Arya, Narendra (2011), Media Management, Anmol Publication, Daryagaj, New Delhi.*
2. *Chaturvedi B K (2009), Media Management, Global Vision Publication, New Delhi.*
3. *Kundra (2005), Media Management, Anmol Publication, Daryagaj, New Delhi.*
4. *Singhal Mittika (2014), Media Management, Random Publisher S A, South Africa.*



# JMST 652 RADIO BROADCASTING

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To make students aware of the importance of Radio Broadcasting in India*
- *To educate the basic terms and concepts of Broadcasting*
- *To give an overview of the structure and functioning of the broadcast industry*
- *Working on radio will be expected to act in a professional manner*

## UNIT - I

**Radio Broadcasting:** *World Broadcast Models, Types of Radio Programmes, Home Service, External Service and Commercial Service, AM, FM, DAB, Satellite Digital Broadcasting, Community Radio, Educational Broadcasting, FM Stations, Private Radio Stations.*

## UNIT - II

**Broadcasting Techniques:** *Sound Recording, Studio Based Programmes, Types of Microphones, Audio Editing Procedures, Commercial Services; AIR Other Private Channels, Vividh Bharathi Service, Listenership Studies and Evaluation, Podcasting Techniques, Opportunities, Case studies.*

## UNIT - III

**Principles of Writing for Radio Programmes:** *Reporting for Radio, News Writing Techniques, Structure and Types of News and Current Affairs Programme, Interview Techniques, Radio Play,*



## UNIT - IV

**Radio Genres/Formats:** *Spoken Word Programmes; Radio Talks, Features, Discussion, and Interviews, Musical Programmes; Vocal and Instrumental, Classical, Semi Classical, Folk, Western, Special Audience Programmes; Rural, Youths, Women and Children, Public Service Programmes; Health, Educational, Environment, Scientific Programmes, Interactive/Phone In Programmes.*

### Books for Reference :

1. *Dr. H.O Srivastava (2000), Broadcast Journalism, Gyan Publishing House, New Delhi.*
2. *H. R. Luthra (1986), Indian Broadcasting, Director, Publications Division, New Delhi.*
3. *K Parameswaran (2012), Radio Broadcasting, Authors, Jaipur, New Delhi.*
4. *P C Chatterji (1991), Broadcasting in India, Sage Publications, New Delhi.*
5. *S C Bhatt (1993), Broadcast Journalism, Har Anand Publications, New Delhi.*





# JMST 653 TELEVISION PRODUCTION

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To understand the technological aspects of television production*
- *To know the intension of different modes of broadcasting*
- *To study the basics of television as an effective medium to reach the people*
- *To understand the difference between variety of editing techniques*

## UNIT - I

**Production Techniques:** *Fundamentals of TV Production Techniques, TV Telecasting Types; Terrestrial and Satellite, Community Antenna TV, Pay and Subscription TV, Cable TV, DTH Services.*

## UNIT - II

**Components of Camera:** *Lens, Viewfinder, CCD/CMOS, Storage, Basic Shots and Its Composition, Sound and Lighting, Types of Editing; Linear and Non – Linear, Video Editing Software and Basic Editing Techniques.*

## UNIT - III

**Stages of TV Programs:** *Pre-production, Rehearsal, Production and Post-Production, Genres of TV Programmes; News - ENG, DSNG and OB: Documentaries, Talk Shows, Quiz, Current Affairs, Sports and Reality Shows, Panel Discussion, Phone-In Programmes, Special Audience Programmes; Women, Children and Youth.*

## UNIT - IV

**Content for Television:** *Concept and Execution; Fictional and Non-Fictional Programs, Types of TV Channels and their Priorities. Educational TV Programmes (E-TV) in India, Consortia for Educational Television; Gyan Darshan*



*and Gyan Vani, Commercialization of TV, Market Forces; Audience Research, TRP and Advertisement.*

### **Books for Reference:**

1. *An Indian Personality for Television (1907), Publication Division. Ministry.*
2. *Dr. Janardan Jha (2005), Television News Manipal Universal Learning Pvt Ltd, Manipal*
3. *Keval J Kumar (2010), Mass Communication in India, Jaico Publishing House, Mumbai*
4. *Uma Joshi (1999), Text Book of Mass Communication and Media, Anmol Publication.*
5. *Vidhya Bhavan (2011), Careers in Mass Media, Students Aid Publication, New Delhi.*



# JMST 654 FOLK MEDIA COMMUNICATION

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To understand the relevance of folk media in modern society*
- *To gain proficiency in various folk media communication*
- *To recognize various folk art forms in Karnataka*
- *To study problems and prospect of folk artists*

## UNIT - I

**Introduction to Folk Media:** *Origin and Meaning of Folk Media, Characteristics of Folk Media, Historical Background of Folk Media Studies, Relevance of Folk Media in Modern Society.*

## UNIT - II

**Folk Media Forms:** *Folk Theatre, Folk Songs, Folk Dance, Folk Games, Folk Tales, Folk Proverbs and Idioms: Impact of Mass Media on Folk Media, Popular Folk Arts in Karnataka and India.*

## UNIT - III

**Contemporary Significance of Folk Art:** *Folk Art Forms for Development Communication, Folk Media in Cinema, Television, Internet and Advertising, Problems and Prospect of Folk Artists*

## UNIT - IV

**Supportive Framework for Folk Media:** *Efforts of Song and Drama Division, Department of Information and Public Relations to Preserve Folk Culture, Karnataka Janapada Academy, Karnataka Yakshagana Academy.*



### Books for Reference:

1. Boralingaih, H.C. (1996). *Janapada Kalegala Kosha*. Hampi: Prasaraanga, Kannada University.
2. Chawla, N.L. (ed.). (1981). *Communication and Traditional Media*. New Delhi: IIMC.
3. Das, Varsha. (1991). *Potentials of Traditional Performing Arts for Inculcating Scientific Temper in Masses*. Hyderabad: Osmania University.
4. Gupta, V.S. (2000). *Communication and Development*. New Delhi: Concept Publication Company.
5. Usharani, N. (1996). *Folk Media for Development: A Study of Karnataka's Traditional Media*. Bangalore: Karnataka Book Publishers



# JMST 655 DEVELOPMENT COMMUNICATION

Teaching Hours : 3hrs per week

## Rationale /Learning Objectives:

- *To upgrade the skills of journalists and to theoretically equip them to deal with the challenges they face in communicating about development and economic issues.*
- *To illuminate the linkages between development and communication.*
- *To enable students get an appreciation of the role of information, communication and the media in development*
- *To facilitate students' appreciation of the dimensions of development and introduce the development policy frame works.*

## UNIT - I

**Development:** *Meaning, Concept, Process and Models of Development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramm. Approaches to Development, Characteristics of Developing Societies.*

## UNIT - II

**Development Communication:** *Concept, Definition, Process, Strategies and Action Plans, Democratic Decentralization, Panchayat Raj. Agricultural Communication: Diffusion of Innovation, Agricultural Extension, Communication for Rural Development.*

## UNIT - III

**Development Support Communication:** *Population and Family Welfare, Health, Education and Society, Issues of Empowerment.*



## UNIT - IV

**Case Studies of Experiments in Development Communication:** *Chatera, Udayavani and Jhabua Experiments; Uses of Folk Media and Alternative Media for Development.*

### Books for Reference:

1. *Bella Mody (1991). Designing Message for Development, Sage Publications, USA.*
2. *Sinha and Arvind K (1985). Mass Media and Rural Development, concept publishing company, New Delhi Arvind Singhal and E.M. Rogers (1989). India's Information Revolution, Sage Publications, USA.*
3. *Srinivas Melkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India.*
4. *Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States.*

