

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240

(Autonomous)

(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

SYLLABUS

(With effect from 2019-20)



SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240

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DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Syllabus of
**Masters Degree in
JOURNALISM & MASS COMMUNICATION
(CREDIT BASED SEMESTER SCHEME)
2019- 2020 onwards.**

Approved by the :BOS meeting held on 20th August 2018

Academic Council meeting, held on 13-10-2018



JOURNALISM & MASS COMMUNICATION AS A DISCIPLINE

In view of the growing demand for creative and competent talent in the fast growing media industry, the P.G Department of JMC has initiated a two year full time course in “Mass Communication & Journalism”. The course is designed to train students equally in academics as well as practical aspects of working for the media and groom the students to be professionals and fit to survive in the current market scenario.

Course Objectives:

- To provide students with adequate knowledge of Mass Communication and Journalism.
- To train students for communication research, teaching and media profession.
- To create awareness among the students about the emerging communication technology.
- To prepare the students to become socially conscious and concerned with media profession.
- To provide more opportunities to ambitious rural students to become post graduate in Mass Communication & Journalism.



PAPER DESCRIPTION

| SEMESTER | TYPE OF PAPER | PAPER CODE | PAPER TITLE |
|-----------------|----------------------------|-------------|--|
| First Semester | Hard Core | JMC H 1.1 | Development of Media |
| | | JMC H 1.2 | Reporting for Media |
| | | JMC H 1.3 | Editing and Design |
| | Soft Core | JMC S 1.1 | Advertising |
| | | JMC S 1.2 | Introduction to Journalism |
| Second Semester | Hard Core | JMC H 2.1 | Communication Research Methods |
| | | JMC H 2.2 | Media Law and Ethics |
| | | JMC H 2.3 | Theories of Mass Communication |
| | Soft Core | JMC S 2.1 | Photo Journalism |
| | | JMC S 2.2 | Non-Fiction Writing |
| | Open Elective | JMC O E 2.1 | Communication Skills |
| Third Semester | Hard Core | JMC H 3.1 | Corporate Communication |
| | | JMC H 3.2 | Film Direction and Production |
| | Soft Core | JMC S 3.1 | Media Marketing |
| | | JMC S 3.2 | Business Journalism |
| | | JMC S 3.3 | Media and Environment |
| | Open Elective (Any One) | JMC O E 3.1 | Writing for Media |
| | | JMC O E 3.2 | India - EU: How We Perceive Each Other |
| Fourth Semester | Hard Core | JMC H 4.1 | New Media Technology |
| | Soft Core | JMC S 4.1 | Media Management |
| | | JMC S 4.2 | Radio Broadcasting |
| | | JMC S 4.3 | Television Production |
| | | JMC S 4.4 | Folk Media Communication |
| | | JMC S 4.5 | Development Communication |
| | Project | JMC P 4.1 | Project |



SCHEME OF EXAMINATION

| Paper Code | Paper Title | Marks | | Total Marks | Credits Pattern | | |
|---------------------------------|--------------------------------|--------|----|-------------|-----------------|----------|---------|
| | | Theory | IA | | Lecture | Tutorial | Credits |
| I Semester Hard Core Papers | | | | | | | |
| JMC H 1.1 | Development of Media | 70 | 30 | 100 | 4 | 1 | 3X5=15 |
| JMC H 1.2 | Reporting for Media | 70 | 30 | 100 | 4 | 1 | |
| JMC H 1.3 | Editing and Design | 70 | 30 | 100 | 4 | 1 | |
| I Semester Soft Core Papers | | | | | | | |
| JMC S 1.1 | Advertising | 70 | 30 | 100 | 3 | 0 | 2X3=06 |
| JMC S 1.2 | Introduction to Journalism | 70 | 30 | 100 | 3 | 0 | |
| Total | | | | 500 | Total Credits | | 21 |
| II Semester Hard Core Papers | | | | | | | |
| JMC H 2.1 | Communication Research Methods | 70 | 30 | 100 | 4 | 1 | 3X5=15 |
| JMC H 2.2 | Media Law and Ethics | 70 | 30 | 100 | 4 | 1 | |
| JMC H 2.3 | Theories of Communication | 70 | 30 | 100 | 4 | 1 | |
| II Semester Soft Core Papers | | | | | | | |
| JMC S 2.1 | Photo Journalism | 70 | 30 | 100 | 3 | 0 | 2X3=06 |
| JMC S 2.2 | Non-Fiction Writing | 70 | 30 | 100 | 3 | 0 | |
| II Semester Open Elective Paper | | | | | | | |
| JMC O E 2.1 | Communication Skills | 70 | 30 | 100 | 3 | 0 | 1X3=03 |
| Total | | | | 600 | Total Credits | | 21+3 |
| III Semester Hard Core Papers | | | | | | | |
| JMC H 3.1 | Corporate Communication | 70 | 30 | 100 | 4 | 1 | 2X5=10 |
| JMC H 3.2 | Film Direction and Production | 70 | 30 | 100 | 4 | 1 | |



| III Semester Soft Core Papers | | | | | | | |
|-----------------------------------|--|-----|----|------|---------------|---|--------|
| JMC S 3.1 | Media Marketing | 70 | 30 | 100 | 3 | 0 | 3X3=09 |
| JMC S 3.2 | Business Journalism | 70 | 30 | 100 | 3 | 0 | |
| JMC S 3.3 | Media and Environment | 70 | 30 | 100 | 3 | 0 | |
| III Semester Open Elective Papers | | | | | | | |
| JMC O E 3.1 | Writing for Media | 70 | 30 | 100 | 3 | 0 | 1X3=03 |
| JMC O E 3.2 | India – EU: How We Perceive Each Other | 70 | 30 | 100 | 3 | 0 | |
| Total | | | | 600 | Total Credits | | 19+3 |
| IV Semester Hard Core Paper | | | | | | | |
| JMC H 4.1 | New Media Technology | 70 | 30 | 100 | 4 | 1 | 1X5=05 |
| IV Semester Soft Core Papers | | | | | | | |
| JMC S 4.1 | Media Management | 70 | 30 | 100 | 3 | 0 | 5X3=15 |
| JMC S 4.2 | Radio Broadcasting | 70 | 30 | 100 | 3 | 0 | |
| JMC S 4.3 | Television Production | 70 | 30 | 100 | 3 | 0 | |
| JMC S 4.4 | Folk Media Communication | 70 | 30 | 100 | 3 | 0 | |
| JMC S 4.5 | Development Communication | 70 | 30 | 100 | 3 | 0 | |
| Project | | | | | | | |
| JMC P 4.1 | Project | 100 | | 100 | 4 | 0 | 1X4=04 |
| Total | | | | 700 | Total Credits | | 24 |
| Total | | | | 2400 | Total Credits | | 85+6* |

***Not included for CGPA**



ACADEMIC OBLIGATIONS

Learning Objectives:

1. To familiarize the students with the basic information about all the media
2. To help the students to understand the importance of Media in the contemporary era
3. To gain practical knowledge about different medias
4. Develop a coherent framework to know the prominence of media in national context
5. To study the different aspects of media

Student Learning Outcomes

At the end of this course students should be able to:

1. Identify the History part of Media
2. Understand importance of press
3. Understand the effects of Cinema
4. Know the Importance of New media technology
5. Know the basic elements of films
6. Know the job opportunity in different media
7. To imbibe skill components

Theory Papers:

The JMC programme consists of three hard core and three soft core papers in First semester, three hard core and three soft core papers and one open elective paper in Second Semester, two hard core and four soft cores and two Open elective papers in the third semester. Fourth semester includes one hard core and five soft core papers and one Dissertation in lieu of 1 theory paper. Five hours of theory for each hard core paper, one hour will be devoted to Seminar/Tutorial/Field Visit/Practical Assignment/Group Discussion. Three hours of theory teaching for each paper of soft and open elective papers.



CBCS Electives:

The Non-JMC students will be offered CBCS paper Communication Skills (JMC O E 2.1) in second semester and Writing for Media (JMC O E 3.1), India – EU: How We Perceive Each Other (JMC O E 3.2) in third semester carrying 3 credits in the Second and Third Semester.

Dissertation:

Students of JMC studying in the fourth semester are required to work on a dissertation related to communication and allied subjects. The allotment of guides to the students shall be made by the chairman in consultation with the department Council through lottery method in the presence of the students. The allotment shall be made within three weeks of the commencement of Third Semester.

The research proposal by the students shall be submitted to the chairman within 30 days from the date of allocation of guides. The students should submit their dissertations duly approved by their guides on or before the last working day of the Fourth Semester.

Internship:

Every student of JMC programme shall undergo an internship of six weeks in any of the recognized mass media institutions such as newspapers, magazines, radio stations, television stations, advertising and public relations agencies after the completion of fourth semester examination. The result of the student shall be declared only after the satisfactory completion of the internship.

Internal Assessment:

IA: Marks

The Internal Assessment (IA) for competent for each paper is as follows:

- A) Test – 10 Marks
- B) Assignment/Practical Assignment – 20 Marks

Total: 30 marks



Practical Work:

The practical work in media skills and practice such as news writing, editing, designing, production of print and electronic media contents etc., as decided by the department including Campus Courier/Practice Journal shall form an integral part of the programme and shall be continuously assessed throughout the semester.

JMC (CBCS)**Theory Question Paper pattern****Max Marks: 70**

| | | |
|------------------|-----------------|------------------------------|
| Section A | 30 Marks | 5X6=30 (Out of Seven) |
|------------------|-----------------|------------------------------|

1. Five questions with six marks each out of seven

| | | |
|------------------|-----------------|-----------------------------|
| Section B | 40 Marks | 4X10=40 (Out of Six) |
|------------------|-----------------|-----------------------------|

1. Four questions out of six questions for 10 marks each.



I SEMESTER HARD CORE PAPERS
JMC H 1.1 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, 3rd Edition, Polity Press Cambridge, UK.
2. Divakar Sharma (2004), Mass Communication: Theory and Practice in 20th 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.



JMC H 1.2 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 Kunder (2005), Reporting Method, Anmol Publication Pvt Ltd, New Delhi.



JMC H 1.3 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
JMC S 1.1 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.



JMC S 1.2 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 (5th 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
JMC H 2.1 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.



JMC H 2.2 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 Distributors, 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.



JMC H 2.3 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 Ahuja & S.S Chahabra (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

JMC S 2.1 PHOTO JOURNALISM

Teaching Hours : 3hrs per week

Rationale/Learning Objectives:

- To develop 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.



JMC S 2.2 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
JMC O E 2.1 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

Communication: Definition, Scope and Functions of Communication, Communication Process, Elements of Communication; Source, Message, Channel, Receiver, Noise, Feedback and Effect.

Unit - II

Types of Communication: Intrapersonal, Interpersonal, Group, Mass Communication, Levels of Communication; Verbal and Nonverbal Communication, Seven C's for Effective Communication, Barriers to Communication; Models of Communication: Aristotle Model, Harold Lasswell, Shannon and Weaver, Gate Keeping.

UNIT - III

Radio Medium: Radio as a Mass Media, Origin and Growth of Radio Broadcasting, Characteristic of Radio, Different Types of Radio Stations; Public, Private and Community Radio, Online Broadcasting.



UNIT - IV

Audio-visual media: Television and Cinema, Mass Media Characteristics:
Television Channels and their Content, Significance of Cinema Medium

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.



III SEMESTER HARD CORE PAPERS
JMC H 3.1 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.



JMC H 3.2 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 Flim 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
JMC S 3.1 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.



JMC S 3.2 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. Anjanee 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.



JMC S 3.3 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. Kiran B. Chhokar, Mamata Pandya and Meena Ragunathan (Eds.) 1999. Understanding Environment, New Delhi Sage Publication.
2. Kanchon Chopra & S.C. Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001 New Delhi. Sage Publications.
3. Dhawal Paramjeet Singh, Environmental Journalism, Anmol Publications, New Delhi.
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
JMC O E 3.1 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: Radio as a Medium of Communication, Types of Radio Programmes, News, Features, Documentaries, Music Programs, Radio Talk, Radio Program Production.

UNIT - III

Scripting for Television and cinema: Television as a Medium of Communication, Types of TV Programs; News and Fictions, Interviews, Music Programs, Soap Operas, Reality Shows, Documentaries, scripting creativity and cinema



UNIT - IV

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. Om Guptha (2002), Basic Aspects of Media Writing, Kanishka Publication, New Delhi.
4. Jan R Hakemulder, Fay Ac De Jonge, Pp Signh: News Reporting & Editing, Anmol Publications Pvt Ltd.
5. Jan R Hakemulder, Fay Ac De Jonge: Print Media Communication, Anmol Publications Pvt Ltd.



JMC O E 3.2 INDIA – EU: HOW WE PERCEIVE EACH OTHER

Teaching Hours : 3hrs per week

Rationale/Learning Objectives:

- To introduce students of Science and Social Science to some basic knowledge about Europe and the European Union
- To examine whether current perceptions of India are rooted in the past of India-Europe relations
- To consider the significance of understanding cultural difference to effective policies on diversity management
- To examine some issues raised in relation to Indians resident in the EU

UNIT – I

The Way We See Each Other – Our Past: India's Early Pre-Colonial Contact with Europe, The Colonial Era, The EU Era

UNIT – II

Status of Women: India's Reputation on the Issue, Global Attention on Rape as a Case Study, Roots of Current Perception in the Reform Era.

UNIT III

Religious Intolerance: European Framework – Toleration and Secularism as Solutions to Religious Intolerance, Communalism – A Phenomenon Unique to India?, Examining Whether Secularism is Relevant in India.

UNIT IV

The Way We See Each Other – Our Future: Implications of European Parliament Call for EU Policy on Caste Discrimination, Cultural Difference – A Stumbling Block to India - EU Relations?, Can the Common Goal of Preserving Cultural Diversity form a Bridge?



Books for Reference:

1. S.N. Balagangadhara, 'Comparing India and the West', *Asia Network Exchange* Vol. XVI, No. 1, Fall 2008
2. Jakob De Roover, 'Rape of a Country' (2015, Niticentral.Com, <http://www.niticentral.com/2015/03/11/indias-daughter-and-bbc-belgian-professor-speaks-out-306333.html>)
3. Jakob De Roover, 'Introduction' *Europe, India and the Limits of Secularism* (2016, Oxford University Press, New Delhi)
4. Ed. Gavan Titley and Alana Lentin. *The Politics of Diversity in Europe* (2008)
5. S.N. Balagangadhara, 'Introduction' and 'Chapter 2 - The Future of the Present: Rethinking the Post-Colonial Project' from *Reconceptualizing India Studies* (2012, Oxford University Press, New Delhi)



IV SEMESTER HARD CORE PAPERS
JMC H 4.1 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), 27th All India Veterinary Conference Chennai, New Delhi.



IV SEMESTER SOFT CORE PAPERS
JMC S 4.1 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.



JMC S 4.2 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.

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.



JMC S 4.3 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.



JMC S 4.4 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: Prasaranga, 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



JMC S 4.5 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. Srinivas Melkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India.
2. Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States.
3. 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.
4. Bella Mody (1991). Designing Message for Development, Sage Publications, USA.

