

**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 of*

**Masters Degree in  
JOURNALISM & MASS COMMUNICATION**

**(CREDIT BASED SEMESTER SCHEME)  
2021- 2022 onwards.**

**Approved by the BOS meeting held on 14<sup>th</sup> August 2020  
Approved by the Academic Council meeting, held on 10-11-2020**

# **JOURNALISM & MASS COMMUNICATION AS A DISCIPLINE**

## **Preamble:**

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.

## **Faculty of PG Studies in Journalism and Mass Communication: PGJOUR027**

### **Programme Specific Outcomes:**

PSO1:Be equipped with adequate knowledge of mass communication and journalism

PSO2: Be prepared for communication research, teaching and media profession.

PSO3: Show familiarity with evaluation of the emerging communication technology.

PSO4:Exhibit social consciousness and concern through media as their profession.

PSO5: Be able to arrange discourses on mass media and their experiments.

PSO6:Show an ability to inculcate pioneering academic proficiency.

PSO7:Show the familiarity with improved communication skills.

## **Academic Obligations**

### **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 JMC O E 2.1: Communication Skills, JMC O E 2.2: News Reading & Anchoring, JMC O E 2.3: Writing for Wikipedia I in second semester and JMC O E 3.1: Writing for Media, JMC O E 3.2: Radio Jockey, JMC O E 3.3 Writing for Wikipedia II in third semester carrying 3 credits in the Second and Third Semester.

**JMC Students:**

The Journalism and Mass Communication students will be offered Certificate Course Paper JMC CC: Writing for Wikipedia in First and Second 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.

## PAPER DESCRIPTION

SEMESTER	TYPE OF PAPER	PAPER CODE	PAPER TITLE
<b>First Semester</b>	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
Certificate Course	JMC CC	Writing for Wikipedia	
<b>Second Semester</b>	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
	Certificate Course	JMC CC	Writing for Wikipedia
	Open Elective	JMC O E 2.1	Communication Skills
		JMC O E 2.2	News Reading & Anchoring
		JMC O E 2.3	Writing for Wikipedia I
<b>Third Semester</b>	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	JMC O E 3.1	Writing for Media
		JMC O E 3.2	Radio Jockey
JMC O E 3.3		Writing for Wikipedia II	
<b>Fourth Semester</b>	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
<b>I Semester Hard Core Papers</b>							
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	
<b>I Semester Soft Core Papers</b>							
JMC S 1.1	Advertising	70	30	100	3	0	2X3=06
JMC S 1.2	Introduction to Journalism	70	30	100	3	0	
<b>Certificate Course</b>							
JMC CC: Writing for Wikipedia							
<b>Total</b>				<b>500</b>	<b>Total Credits</b>		<b>21</b>
<b>II Semester Hard Core Papers</b>							
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	
<b>II Semester Soft Core Papers</b>							
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	

<b>Certificate Course</b>							
JMC CC: Writing for Wikipedia							
<b>II Semester Open Elective Paper</b>							
JMC O E 2.1	Communication Skills	70	30	100	3	0	1X3=03
JMC O E 2.2	News Reading & Anchoring	70	30	100	3	0	
JMC O E 2.3	Writing for Wikipedia I	70	30	100	3	0	
<b>Total</b>				<b>600</b>	<b>Total Credits</b>		<b>21+3</b>
<b>III Semester Hard Core Papers</b>							
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	
<b>III Semester Soft Core Papers</b>							
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	
<b>III Semester Open Elective Papers</b>							
JMC O E 3.1	Writing for Media	70	30	100	3	0	1X3=03
JMC O E 3.2	Radio Jockey	70	30	100	3	0	
JMC O E 3.3	Writing for Wikipedia II	70	30	100	3	0	
<b>Total</b>				<b>600</b>	<b>Total Credits</b>		<b>19+3</b>

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
<b>Total</b>				<b>700</b>	<b>Total Credits</b>		<b>24</b>
<b>Total</b>				<b>2400</b>	<b>Total Credits</b>		<b>85+6*</b>

**\*Not included for CGPA**



**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

**Course Outcomes:**

CO1: Disseminate with the basic information about all the media.

CO2: Recognize the importance of media in the contemporary era.

CO3: Expand practical knowledge about different media.

CO4: Extend a rational 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 Bric & 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.

# **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.

## **Course Outcomes:**

CO1: Categorize the role of the newspaper reporter and his duties.

CO2: Distinguish how the newspaper newsroom operates.

CO3: Evaluate the sources of information presented for newsgathering.

CO4: Express the news values and to widen 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

## **Course Outcomes:**

CO1: Experiment with the art of editing

CO2: Practice to acquire skills to make news attractive and readable.

CO3: Record to make page with unique patterns.

CO4: Apply 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.

#### **Course Outcomes:**

CO1:Identify the model of advertising communication.

CO2: Recognize the different ways of classifying audiences for advertising.

CO3: Evaluate the key roles of advertising as a business process.

CO4: Experiment the role of advertise plays in its 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 Advertng, 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

## **Course Outcomes:**

CO1: Discuss the prime focus on history of Kannada journalism.

CO2: Illustrate the contributions of renowned journalists.

CO3: Record the basic information about contemporary trends of Kannada journalism.

CO4: Interpret 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.

# **CERTIFICATE COURSE**

## **JMC CC: WRITING FOR WIKIPEDIA**

**Teaching Hours : 40hrs Per Year**

### **Rationale /Learning Objectives:**

- To create awareness about Wikipedia
- To provide an opportunity in public writing
- To build up confidence and involved learners
- To make alert among students about preparations to be made and techniques to be learnt for writing for Wikipedia
- To make students are effective communicators

### **Unit 1**

The history of online encyclopaedias, Definition of Wikipedia, wikis, Wikipedia

### **Unit 2**

Wiki as part of Web 2.0 - the social and interactive web, relation between wikis, web content management systems (CMS), blogs, social networks, and other online encyclopaedias

### **Unit 3**

Basic wiki terminology, How to edit an article, Wikification: Intra-wiki links, headings, categorization and disposition Wikipedia Policies and guidelines, Legal Aspects, Tackling vandalism, Common templates, To add tables, references, photos and illustrations

### **Unit 4**

Wikipedia statistics, Understanding Wikipedia as phenomenon, Criticism, Wikipedia as a source, and quote Wikipedia, students, teachers, librarians and journalists use and relate to Wikipedia. Measure and improve Wikipedia quality, Wikipedia as a social community, Censorship, decision-making and voting procedures, Wikipedia ethics

## 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

#### **Course Outcomes:**

CO1: Analyze the basic concept of research.

CO2: Evaluate the importance of research in media education.

CO3: Sensitize the students to communication research.

CO4: Practice 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

### **Course Outcomes:**

CO1: Be acquainted with the basic principles underlying Indian Constitution and Media law.

CO2: Discuss the importance of Media law in the contemporary era.

CO3: Apply practical knowledge about different laws.

CO4: 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.

## **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

### **Course Outcomes:**

CO1: Apply communication process and its patterns in the changing situation.

CO2: Analyze the well developed body of media theory.

CO3: Evaluate the validity of theories in future.

CO4:Examine 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 Chalhabra (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 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

**Course Outcomes:**

CO1: Develop a sense of photography.

CO2: Use camera and know its applications.

CO3: Be familiar with the photography techniques.

CO4: Practice 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

### **Course Outcomes:**

CO1: Discuss the characteristics of feature stories.

CO2: Discover tailor ideas to audience.

CO3: Evaluate variety of research techniques in gathering information.

CO4: Prepare stories for 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*, Allicia Publishers, New Delhi.
5. Puri (G.K) (1990), *Complete Guide to Journalism*. Indian Institute of Mass Communication, New Delhi.

# **CERTIFICATE COURSE**

## **JMC CC: WRITING FOR WIKIPEDIA**

**Teaching Hours : 40hrs Per Year**

### **Rationale /Learning Objectives:**

- To create awareness about Wikipedia
- To provide an opportunity in public writing
- To build up confidence and involved learners
- To make alert among students about preparations to be made and techniques to be learnt for writing for Wikipedia
- To make students are effective communicators

### **Unit 1**

The history of online encyclopaedias, Definition of Wikipedia, wikis, Wikipedia

### **Unit 2**

Wiki as part of Web 2.0 - the social and interactive web, relation between wikis, web content management systems (CMS), blogs, social networks, and other online encyclopaedias

### **Unit 3**

Basic wiki terminology, How to edit an article, Wikification: Intra-wiki links, headings, categorization and disposition Wikipedia Policies and guidelines, Legal Aspects, Tackling vandalism, Common templates, To add tables, references, photos and illustrations

### **Unit 4**

Wikipedia statistics, Understanding Wikipedia as phenomenon, Criticism, Wikipedia as a source, and quote Wikipedia, students, teachers, librarians and journalists use and relate to Wikipedia. Measure and improve Wikipedia quality, Wikipedia as a social community, Censorship, decision-making and voting procedures, Wikipedia ethics

**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

**Course Outcomes:**

CO1: Demonstrate competency in communication skills related to production and presentation of messages in multiple formats.

CO2: Demonstrate competency in critical thinking skills related to the analysis, interpretation, and criticism of messages.

CO3: Analyse multiple theoretical perspectives and diverse intellectual traditions in Communication.

CO4: 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**

**Audio-visual media:** Radio as a Mass Media, Different Types of Radio Stations, Online Broadcasting, Visual 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.



## **JMC O E 2.2 NEWS READING AND ANCHORING**

**Teaching Hours: 3hrs per week**

### **Rationale /Learning Objectives:**

- To create awareness about news reading and anchoring
- To inform about various types of anchoring
- To build up confidence among students about anchoring
- To make alert among students about preparations to be made and techniques to be learnt for news reading
- To imbibe ethical and moral aspects in anchoring

### **Course Outcomes:**

CO1: Expertise on anchoring skills, sensibilities and challenges of anchoring

CO2: Strong mindset among students to face the challenges of anchoring

CO3: Idea about need of spontaneous skills

CO4: Idea on ethical and moral aspects in anchoring

### **Unit 1**

Introduction : Anchoring Basics, tips, techniques , challenges and qualities

### **Unit 2**

Building a foundation: Functioning of a TV news channel, Types and formats of news stories

### **Unit 3**

Anchoring Techniques: Understanding your voice, tips and techniques for voice grooming, Program anchoring, News anchoring, dress code and makeup



## **JMC O E 2.3 WRITING FOR WIKIPEDIA I**

**Teaching Hours : 3hrs per week**

### **Rationale /Learning Objectives:**

- To create awareness about Wikipedia
- To provide an opportunity in public writing
- To build up confidence and involved learners
- To make alert among students about preparations to be made and techniques to be learnt for writing for Wikipedia
- To make students are effective communicators

### **Unit 1**

The history of online encyclopaedias, Definition of Wikipedia, wikis, Wikipedia

### **Unit 2**

Wiki as part of Web 2.0 - the social and interactive web, relation between wikis, web content management systems (CMS), blogs, social networks, and other online encyclopaedias

### **Unit 3**

Basic wiki terminology, How to edit an article, Wikification: Intra-wiki links, headings, categorization and disposition

**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

**Course Outcomes:**

CO1: Describe the structural identity and professional facet of the corporate world.

CO2: Exhibit strategic circumstantial expertise in framing perfect communication plan.

CO3: Develop good command over organizational communication skillful techniques.

CO4: Create 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

### **Course Outcomes:**

CO1: Operate an extensive body of amateur work.

CO2: Apply production and postproduction skills.

CO3: Appraise the rudiments of narrative filmmaking in the short forms.

CO4: Evaluate 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

### 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.

#### Course Outcomes:

CO1: Explain the core concepts of media marketing.

CO2: Evaluate the role of media marketing in business and society.

CO3: Interpret the knowledge of social, legal, ethical and technological forces on media marketing decision-making.

CO4: Appraise 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

### **Course Outcomes:**

CO1: Explain the basic knowledge of economic system and media coverage.

CO2: Be skilled in analyzing economic issues and industrial aspects.

CO3: Apply efficiency in understanding basic features of business journalism.

CO4: Evaluate 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. Anjaneet 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

### **Course Outcomes:**

CO1: Be able to criticize anti-environment phenomena of the world.

CO2: Generate basic information about environment related issues.

CO3: Identify prime focus on global trends related to environment sector.

CO4: Exhibit creativity in 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.

**Course Outcomes:**

CO1: Practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms.

CO2: Employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.

CO3: Communicate the idea to the readers with professional effective manner.

CO4: Interpret 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. 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 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

## **Course Outcomes:**

CO1: Practical knowledge on Radio Jockey

CO2: Confidence in handling RJ Process

CO3: Knowledge on technicalities of RJ

CO4: The capability of inculcating voice modulation

## **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.





## **JMC O E 3.3 WRITING FOR WIKIPEDIA II**

**Teaching Hours: 3hrs per week**

### **Rationale /Learning Objectives:**

- To create awareness about Wikipedia
- To provide an opportunity in public writing
- To build up confidence and involved learners
- To make alert among students about preparations to be made and techniques to be learnt for writing for Wikipedia
- To make students are effective communicators

### **Unit 1**

Wikipedia Policies and guidelines, Legal Aspects, Tackling vandalism, Common templates, To add tables, references, photos and illustrations

### **Unit 2**

Wikipedia statistics, Understanding Wikipedia as phenomenon, Criticism, Wikipedia as a source, and quote Wikipedia, students, teachers, librarians and journalists use and relate to Wikipedia.

### **Unit 3**

Measure and improve Wikipedia quality, Wikipedia as a social community, Censorship, decision-making and voting procedures, Wikipedia ethics

**IV SEMESTER HARD CORE PAPERS**  
**JMC H 4.1 NEW MEDIA TECHNOLOGY**

**Teaching Hours : 5hrs per week**

**Rationale /Learning Objectives:**

- To develop 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

**Course Outcomes:**

CO1: Develop a sense of new technological innovations.

CO2: Identify new technologies and its application.

CO3: Show the ability to support the new software's in media studies.

CO4: Be able to support 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.Afaqe Shamsi (2006), Media and Information Technology, Anmol Publications Pvt Ltd, New Delhi.
2. Oberoi, Gauraw (2009), 27<sup>th</sup> 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

**Course Outcomes:**

CO1: Discuss basic knowledge over contemporary media organizational structures.

CO2: Systematic understanding of contemporary media management mechanism.

CO3: Identify prime focus on problems of newspaper organizations, TV channels and film industry.

CO4: Evaluate 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

### **Course Outcomes:**

CO1: Discuss the importance of Radio Broadcasting in India.

CO2: Explain the basic terms and concepts of Broadcasting.

CO3: Illustrate the structure and functioning of the broadcast industry.

CO4:Exhibit professional manners.

### **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.



## **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

### **Course Outcomes:**

CO1: Discuss the technological aspects of television production.

CO2: Identify the different modes of broadcasting.

CO3: Evaluate the basics of television as an effective medium to reach the people.

CO4: Categorize 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

### **Course Outcomes:**

CO1: Recall the relevance of folk media in modern society.

CO2: Acquire expertise in various folk media communication.

CO3: Distinguish various folk-art forms in Karnataka.

CO4: Identify the 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.