

KARNATAK UNIVERSITY, DHARWAD

**Department of Journalism and Mass Communication**

Percentage (58%) of Revision of Syllabus

Paper	Syllabus 2010-2011	Course Code and Name	Syllabus 2018- 2019
1.1 Introduction to Mass Communication	Unit- 1 Introductions Mass Communication Introduction to Journalism- nature, scope and of Journalism- Journalism profession.	PG47 T101: Introductions to Communication	Unit - I Communication- definitions. Nature and scope, kinds of communications-Intra, Inter personal, Group and Mass communication, verbal and non-verbal communication public and mass communication. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics.
	Unit- 2 Qualification, duties and responsibilities of a Journalist Journalistic terms, characteristics mass media, newspaper, magazines, Radio, New Media		Unit - II Introduction to Journalism- nature, scope and role of Journalism- Journalism as a profession.
	Unit- 3 Four theories Press-Recent trends in Journalism, Types of Journalism Online, Business. Community, Magazine, sting operations etc		Unit - III Growth and development of radio - Evolution and growth of radio in India- Commercial radio, organizational structure of radio, Present status of radio in India, impact and reach of radio.
	Unit- 4 Communication- definitions Nature and scope kinds of communications Inter-personal, and Mass Communication, Verbal Non-verbal communication		Unit - IV Private radio channels in India Community radio, satellite radio. Major radio networks in India.
	Unit- 5 Role of Mass Communication in Society media activism agenda setting, cultural imperialism, infotainment.		Unit - V Television in India: SITE, Organizational structure of Doordarshan, Emergence of cable and satellite channels, news and entertainment networks, National and regional channels.

<b>1.2 Reporting</b>	<p>Unit-1 Reporting: Definition, Nature, functions Qualifications Reporter, General principles Reporting.</p>	<b>PG47T102:News Reporting and Writing</b>	<p>Unit - I The news: Meaning, Principles of News: Changing value of news. Are the five W's And 1 H News Value. News writing techniques; lead and body, organizing story, sources, Reporter qualifications &amp; responsibilities.</p>
	<p>Unit-2 News- Definition, Elements and Principles: Writing News-sources news structure news story.</p>		<p>Unit - II Routine Reporting: Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.</p>
	<p>Unit-3 Types of news stories simple and complex stories speeches, Meeting, conferences, crime, sports, judiciary, Executive, legislature, foreign, lobby.</p>		<p>Unit - III Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.</p>
	<p>Unit- 4 Specialized reporting Depth, Economics, Environment, Education, Science, Arts, Culture. Intervening techniques Media Conference.</p>		<p>Unit - IV Sources of news: Traditional sources, media sources, cross media sources including - radio, T.V, and internet. News is what newspaper man makes it- Gate keeping and news making process.</p>
	<p>Unit 5: Theories Reporting: Objectivity Reporting Interpretative Reporting, Investigative Reporting Advocacy reporting Development Reporting.</p>		<p>Unit - V News reporting professionalism: Some constrains defining objectivity, internal-external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting</p>

<b>1.3 History of Indian Journalism</b>	Unit -1 - A brief history of British and American Journalism- Benjamin Franklin. Benjamin Harris- Penny press- Yellow Journalism.	<b>PG47T103 :News Processing And Editing</b>	Unit - I Editorial department setup : Role and functions of editor, Chief sub - editor, sub - editors, News editors and other staff.
	Unit 2: Origin, growth and development of Press in India - Contributions of Christian missionaries to the development of printing. Early newspapers in India publications of Hicky, Buckingham and Rajaram Mohan Roy and language journalism.		Unit - II Principles of editing : <b>Editing Process Checking facts, correcting language, rewriting news stories, condensing stories, editing agency copies,</b> Rewriting different copies, Computer editing, style sheet.
	Unit 3: Role of newspapers during freedom struggle-publications Nehru of Tilak, Gandhiji and Neharu		Unit - III Techniques of headline Writing: News and Feature Headlines, Types and functions of headlines, polishing headlines.
	Unit 4: Growth of newspapers in post independent India- Chain and Group publications Magazine boom in 1970's- Contemporary trends of India press		Unit - IV Editorials: Function Principles types, Letters to the editor, Edit page analysis- articles edits, letters, middles, Newsletters.
	Unit - 5: A brief history of Kannada press- publications of Venkatakrishniah, P.Ramiah, TT.Sharma and B.N.Gupta - Kannada press after independence- Characteristics of contemporary Kannada dailies and magazines.		Unit - V Newspaper Design and layout : Design of inside pages, Designing newspaper special supplements, Computer page make up.

<b>1.4 Feature Journalism</b>	<p>Unit -1 :</p> <p>Writing for media, principles, methods types skills, feature writing: Definition, functions, nature, scope. Types of Features: Humanist News, Travel, Historical, Article writing searching for various sources columns- Syndicated columns. How-to-do it, Biographical.</p>	<b>PG47T 104 - Title : Indian Journalism And Contemporary Issues in Media</b>	<p>Unit - I</p> <p>A brief history of British and American journalism Benjamin Franklin, Benjamin Harris -Penny press - Yellow Journalism.</p>
	<p>Unit -2 :</p> <p>Article writing- searching for various sources and columns, Analysis of prominent Indian columnists. Foundations of photography, graphics and art.</p>		<p>Unit - II</p> <p>Origin, growth and development of Press in India - Contribution of Christian missionaries to the development of printing. Early newspapers in India- publications of Hicky, Buckingham and Raja Ram Mohan Roy and language journalism, Role of newspaper during freedom struggle publication of Balagangadhar Tilak, Mahatma Gandhiji and Javaharlal Neharu.</p>
	<p>Unit -3 :</p> <p>Critical writing for mass media, How to appreciate- Arts, Cinema, Folk Arts, Theatre, Music, Books. Principles and methods of writhing Reviews.</p>		<p>Unit - III</p> <p>A brief history of Kannada Journalism, Herman mogling, M Venktakrishaniah, T T Sharma, DVG, B.N.Gupta, <b>Mohare Hanumantharaya</b>, Kannada dailies and Magazines.</p>
	<p>Unit -4 :</p> <p>Freelancing- Importance, types and procedures, advantage and pitfalls of Freelancing. Marketing of Articles, Features, Photographs.</p>		<p>Unit - IV</p> <p>Contemporary Issues in Media</p>
	<p>Unit -5:</p> <p>Writing for News Media, contain writing for new media fundamentals of Technical writing</p>		<p>Unit - V</p> <p>Contemporary Issues in Media</p>

1.5 Contemporary Issues in Media	Unit 1: The syllabus will be framed by the concerned teacher based on the political, economic, social, scientific, cultural, crime and sports issues widely reported. discussed and debated in the mainstream media consisting of print, electronic and new media during the semester	PG47T 105 - Title : Media Law And Ethics	Unit - I Salient features of Indian Constitution, Fundamental Rights, Freedom of Speech and Expression, Directive Principles of State Policy, Parliamentary Privileges.
	Unit 2 : The examiners for the theory examination of this paper shall confine only to the issues that are prescribed and discussed during that semester.		Unit - II Defamation, Sedition, Obscenity, Censorship, Case studies.
	Unit - III Right to Information Act 2005, Right to Privacy, Official Secrecy, The copyright Act, The Press Council, The contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act.		
	Unit - IV Press Commission, Law related to Broadcasting, Telecasting and Advertising in India.		
	Unit - V Media Ethics Related to ownership of media, Yellow journalism, media ombudsman, cyber laws in India. IT Act 2000.		

		<b>Paper Code : PG47P 106 - Title : Reporting &amp; Editing Practical</b>	Reporting Practical: News Reporting, events, speeches, accidents, sports, Interviews and profiles. Reporting practical examination <hr/> Editing Practical : <hr/> Newspaper layout: front page-inside page make up. (Using In design software)
		<b>PG47P 107 - Title : Lab Journal &amp; Media Activities</b>	Vidya Samachar fortnightly practice journal Media Activities – Communication Club activities
<b>2.1 Theories of Communication</b>	Unit 1: The nature of Theories: Hypothesis, theories in communication; definition, Nature, Scope, Importance. Evolution of communication theories, Indian Communication theories. Fundamental Concept in communication- Models of communication.	<b>PG47T 201 - Title : Theories Of Communication</b>	Unit - I The nature of Theories: Theories in communication; definition, Nature, Scope, Importance. Indian communication theories. Models of communication.
	Unit 2: Normative theories of media: Four theories of media, Development Media theories, Democratic participatory theory. A review of important theories of media effects theories of learning, perception, Dissonance, Attention.		Unit - II Normative theories of media: Four theories of media, Development Media theories. Democratic participatory theory. A review of important theories of media effects theories of learning, perception, Dissonance, Attention.
	Unit 3: Cultural Theories of Media: Theories of H.A. Innis, Marshall M'cluhan. Information Theory, persuasion propaganda theory, Marxist Theories of Media, Theories of political, Economics of Media.		Unit - III Cultural Theories of Media: Theories of H.A. Innis, Marshall M'cluhan. Information Theory, persuasion- propaganda theory, Marxist Theories of Media, Theories of political, Economics of Media.
	Unit 4: Diffusion of innovation theories, uses and gratification theories, Agenda setting theories, theories of Media convergence, Emerging theories of communication.		Unit - IV Diffusion of innovation theories, uses and gratification theories, Agenda setting theories theories of Media convergence. Emerging theories of communication.

			Unit - V Media and audiences: Uses and gratification theory, Marshall Mcluhan, Harold Innis, Agenda setting.
<b>2.2 Editing</b>	Unit 1: Editorial department setup: Role and functions of Editor, Chief Sub-editor, Sub-editors, News editors and other staff	<b>PG47T 202 - Title : Introduction to Digital Media</b>	Unit - I Introduction to Digital media: Definitions, nature and scope, Web Design And Web Development, Image enhancing Tools Dreamweaver, Flash, Final Cut Pro AVID- Publishing Your Own Webpage and Security Issues.
	Unit 2: Principles of Editing: Rewriting different copies, Computer editing, Style Sheet		Unit - II Introduction to various Digital Platforms - Website; Facebook; Twitter; YouTube; Instagram, Digital images – pixels and resolutions, digital image characteristics, JPEG, GIF, PNG, TIFF Storage and memory issues of digital images.
	Unit 3: Techniques of headline writing: News and Feature Headlines, Types and functions of headline, polishing headlines.		Unit - III Digital video and audio equipments, their types and their usage. Video & Audio capturing, amplifying, transmitting and recording devices. Types of video and audio formats, WAV, MP3, MP4 audio storage media and types. Audio mixers. component video, composite video. PAL video, Scan video. Types of video formats, MPEG, FLV, AVI, WMV.
	Unit 4: Editorials: Function, Principles types, Letters to the editor, Edit articles edits, letters, middles, Newsletters		Unit - IV Writing For The Web Multimedia - Adopting writing techniques to suit Digital Media platforms. The elements of digital content: news & views, web Advertising, computer assisted research, web casting.

	<p>Unit 5: Newspaper design and Layout: Design of inside pages, Designing page analysis newspaper special supplements, Latest trends in layout and graphic art. Computer page make up, Picture editing, Caption writing</p>		<p>Unit - V Blogging- Blogging sites, Content writing for digital Media.</p>
<p>2.3 Advertising</p>	<p>Unit 1: Nature of advertising: Evolution of advertising. Functions of advertising, Kinds of advertising</p>	<p>PG47T 203 - Title : Feature Writing and Photo Journalism</p>	<p>Unit - I Writing for Media, Principles, methods, types skills, feature writings, : Definitions, functions, nature, scope, Types of Feature: Humanist News, Travel, Historical and etc.</p>
	<p>Unit 2 : Marketing: Consumer behavior. Product identification. Media selection and Media mix.</p>		<p>Unit - II Article Writing - columns, Prominent Indian Columnists.</p>
	<p>Unit 3: Writing advertisements for newspapers: Radio, T.V and Film Commercials. Sales Promotion, Creative advertising, Copy layout, Visualization, Illustration, Colour, and graphic productions.</p>		<p>Unit - III Critical writing for mass media, How to appreciate - Art, Cinema, Folk Arts Theatre, Music, Books, Principles and Methods of writings Reviews. Freelancing, Importance, Types and Procedure, Fundamentals of Technical writing.</p>
	<p>Unit 4: Outdoor advertising: Hoardings, direct mail/order. Internet.</p>		<p>Unit - IV Evolution of cinematography, Basic elements of cinematography, Types of cameras, principles of camera, mounting equipment. Functions and, Camera Lens and types. Depth of field, Depth of focus, Hyper focal distance.</p>
	<p>Unit 5: Advertising agency: Structure and functions of Social advertising, Latest trends, Ethics and Professional organizations.</p>		<p>Unit - V Characteristics of photography and photo journalism: Sources of photographs, photo editing, caption writing analogue and digital photography. Basics of digital Cinematography. Foundation of Photography, graphics and art.</p>



<b>2.4 Public Relations</b>	<p>Unit 1: PR concept definition, nature and scope, Public Relations and publicity. development of PR in India- limitations of PR in India, relevance of PR in developing society.</p>	<b>PG47T 204 - Title: Advertising And Corporate Communication</b>	<p>Unit - I Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.</p>
	<p>Unit 2: Public Relations Process: PR Process; fact finding, planning, implementation, evaluation. Tools of PR; oral-print-electronic-photographs-exhibition-new media PR events strategies-communication crisis, crisis management-event management-planning in a crisis and PR strategies- PR writing: press release press conference.</p>		<p>Unit - II Advertising Agency- Types of agency, structure, functions &amp; scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.</p>
	<p>Unit 3: Types of PR: PR for external &amp; internal publics-community relations-consumer relations and PR for marketing-employee relations -PR for tourism-PR in public &amp; Private sector-PR in banking- PR for multinationals. PR for development.</p>		<p>Unit - III Corporate communication- definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.</p>
	<p>Unit 4: PR in Government: PR in Central Government- State Government -Local bodies. Professional organizations of PR: PRSI, PR consultancy.</p>		<p>Unit - IV Importance Of Corporate Communication - Nature ,Meaning Of Corporate Communication -Corporate Communication Practices- Organizing, Budgeting, Internal Communication Department.</p>
	<p>Unit 5: Present status PR education and training in India, Professional code of conduct &amp; ethics.</p>		<p>Unit - V Functions Of Corporate Communication ; Brand Strategy , Media Relations, Internet Communication, Corporate Advertising, Corporate Identity, Internet Communication, Marketing Communication, Ethics Code, Corporate Communication Practices. Government Relations, Corporate Culture, Corporate Philanthropy, Labor Relations Employee or Internal Communications, Reputation Management. press Conference, Press t-together, Press Meet, Press kit, PR and Media Relations. Event Management, CSR Corporate Social, Responsibility - PR code of ethics.</p>

<b>2.5 Communication Skill</b>	Unit1: Fundamentals of Communications : Process Of Communication, Acquiring Skills in Communications writing Skills ,Speech skills, Listening Skills.	<b>PG47T 205O - Title : Communication Skills (OEC)</b>	Unit - I Fundamentals of Communications : Process Of Communication, Acquiring Skills in Communications writing Skills ,Speech skills, Listening Skills.
	Unit2: Writing for News papers : News Features, Articles, Columns, Letters to the editor		Unit - II Writing for News papers : News Features, Articles, Columns, Letters to the editor.
	Unit 3: Newspaper Production Process: News Collection, News sources, channels of news flow, News agencies, newspaper printing process.		Unit - III Newspaper Production Process: News Collection, News sources, channels of news flow, News agencies, newspaper printing process.
	Unit 4: Magazine Productions: Types of magazines, magazine write-ups, Production Process.		Unit - IV Magazine Productions: Types of magazines, magazine write-ups, Production Process.
	Unit 5: Newspaper page makeup: Pagination, latest trends and writing career prospects.		Unit - V Newspaper page makeup: Pagination, latest trends and writing career prospects.

		<b>PG47P 206 - Title : Translation Practical</b>	Students shall translate five (item) exercises on practical examination.
		<b>PG47P 207 - Title : Digital Media Production Practical</b>	Students should perform following exercise on practical examination
		<b>PG47P 208 Lab Journal &amp; Media Activities</b>	Vidya Samachar fortnightly practice journal
			Media Activities - Communication Club activities
<b>3.1 Radio Programme Production</b>	Unit1: Evolution of Radio: Growth of Rabo Broadcasting in India. Organizational structure of AIR	<b>PG47T 301 - Title : Communication For Development</b>	Unit - I Concepts of development: definition, nature, concept, process and models of development - theories - origin- approaches to development and indicators of development. Modernization, problems and issues in development, Economic growth theories.
	Unit2: AIR Presar Bharti Act Privatization of Radio, Private FM Stations, Community Radio, Code of Ethics for Broadcasting. Interactive Radio Programmes, Phone-in Programmes, Rad Cominsercials and Marketing		Unit - II Development communication: Definition, development communication policies and practices in India. Indian media and development, Sustainable development concepts. Social change; Role of communication in social change, Diffusion of innovation concept of modernization. Role of folk and ICT in development.
	Unit3: Types of Radio Programmes News, Features, Music Based Programmes Radio Jacky Nature of Sound, Voice Modulation, Pronunciation, Radio Announcement, Sound effects, Editing		Unit - III Alternative Theories of Communication for Development: Strategies for participatory communication; Ethical perspective, Need for alternative communication.
	Unit4: Structure and Operation of Broadcast Studio: Types of Microphones, Digital Sound Recording. Types of Recording Equipment, Radio Production Software's		Unit - IV TV and development: Family planning, national integration, education, environment and ecology, health hygiene and nutrition, Development support communication: population and family welfare - health - education and society - environment and development, Developmental and rural extension agencies: governmental, semi- government, nongovernmental organizations.

	<p>Unit5: Structure and Operation of Broadcast Studio: Types of Microphones, Digital Sound Recording. Types of Recording Equipment, Radio Production Software's Writing For Radio News writing. Feature programmes, Documentary, writing commercial, Story Board, Production techniques of Radio News and weather Bulletin, Phone-in-Programme, Music, Interview, Special Interest Programmes.</p>		<p>Unit - V : Development and Society: Media and agricultural development programmes, rural journalism, Panchayat Raj, Agricultural communication and rural development</p>
3.2 Television Programme Production	<p>Unit1: Evolution of Television Growth of Television in India, Organizational Structure of Doordarshana, Satellite TV Channels</p>	PG47T 302 - Title : Media Research Methods	<p>Unit - I Definition - elements of research - scientific approach - research and communication theories - role - function - scope and importance of communication research - basic and applied research.</p>
	<p>Unit2: Types of TV Programmes: Anchoring. Technique of Interviewing. Commentary and Narration, TV News presentation techniques.</p>		<p>Unit - II Research design components - experimental, bench mark, longitudinal studies - panel studies. Hypothesis and Objectives Methods of communication research - census method, survey method, observation method, clinical studies - case studies - content analysis.</p>
	<p>Unit3: Types of Camera: Lence. Types of Shots, visual composition, Single and multi camera production. Basics of Sound, Sound effects, Lighting, Light sources, Lighting effects, Types lighting equipments.</p>		<p>Unit - III Tools of data collection: sources, media source books, questionnaire and schedules, diary method, field studies, telephone surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.</p>
	<p>Unit4: Writing for TV: Script Writing and Treatment, Stages of TV Programme Production. Documentary, Idea, Research.</p>		<p>Unit - IV Media research - evaluation, feedback - public opinion surveys - pre-election studies and exit polls. Report writing - data analysis techniques - coding and tabulation - non-statistical methods- descriptive - historical - statistical analysis - tests of reliability and validity - SPSS and other statistical packages.</p>
	<p>Unit5: Stages of News Production Preparing News Bulletins, Techniques of News Interview, News Anchoring, Sound Bytes, Using Still, Video, Graphic elements in News.</p>		<p>Unit - V Preparation of research reports / project reports / dissertations / thesis.</p>

3.3 Media Laws	<p>Unit1: Salient features of Indian Constitution: Fundamental Rights, Freedom of speech and expression, Directive Principles of State Policy, Parliamentary Privileges.</p>	PG47T 303 - Title : Writing For Radio	<p>Unit - I Evolution of Radio Growth of Radio Broadcasting in India, Organizational structure of A.I.R.</p>
	<p>Unit2: Defamation: Sediton, Obscenity, Censorship, Case studies.</p>		<p>Unit - II Prasar Bharati Act: Privatization of Radio, Private FM station, Community Radio, Code of Ethics for Broadcasting, Interactive Radio Programmes, Phone in programs, Radio commercial and Marketing</p>
	<p>Unit3: Right to Information Act 2005: Right to Privacy, Official Secrecy, The Copyright Act, The Press Council, The Contempt of Court Act. The Press and Registration) of Books Act, Working Journalists Act, Newspaper registration process.</p>		<p>Unit - III Types of Radio program, News, Features , Music based programs, Radio jockey ,Nature of sound, Voice Modulation, Pronunciation , Radio Announcement ,Sound Effect, Editing.</p>
	<p>Unit4: Press Commission: Law relating to Broadcasting, Telecasting and Advertising in India.</p>		<p>Unit - IV Structure and operation of broadcast studio: Types Of Microphones, Digital Sound Recording, Types Of Recording Equipments, Radio Production Software's.</p>
	<p>Unit5: Media ethics: Related to ownership of media, biased reporting, yellow journalism, media ombudsman, cyber law in India.</p>		<p>Unit - V Writing for Radio: News Writing, Feature Programs, Documentary, Writing Commercial Story Board, Production Techniques Of Radio News And Weather Bulletin, Phone In Programme, Music Interview Special Interest Programs.</p>

3.4 Communication Research	<p><b>Unit1:</b>  Definition and elements of research: scientific approach, research and communication theories, role, function, scope and importance of communication research, basic and applied research. Research design components, experimental, quasi- experimental, bench mark, longitudinal studies, simulation, panel studies, correlation designs.</p>	PG47T 304 - Title : Content Creation For TV	<p><b>Unit - I</b>  Content Writing Process : Concept, Outline, Gathering information, Prewriting, Research, Drafting, Review, Copy Editing, Rough edit, Re- Editing, Proof reading, Final edit, Publishing, Promoting.</p>
	<p><b>Unit2:</b>  Methods of communication research: census, survey, observation, clinical studies, case studies, content analysis, historical research</p>		<p><b>Unit - II</b>  Fundamentals of Writing: Writing as an essential communication skill. , Vocabulary, usages, grammar, spellings, punctuation and syntax, Sentence construction and structure: Clarity, emphasis, rhythm and length, Paragraph writing. , The Process of Writing- Composition, Comprehension, Precise writing.</p>
	<p><b>Unit3:</b>  Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, field studies, logistic groups, telephone surveys, online polls, Sampling methods, media research, feedback, media habits, public opinion surveys, pre-election studies and exit polls.</p>		<p><b>Unit - III</b>  Writing for Television: Writing to visuals: Reference writing, story board and visualization, Writing TV production scripts: features, Soap operas, documentaries and commercials, Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs.</p>
	<p><b>Unit4:</b>  Data analysis techniques: coding tabulation, non statistical methods, descriptive, statistical analysis, levels of measurement, central tendency, tests of reliability and validity, SPSS and other statistical packages.</p>		<p><b>Unit - IV</b>  Television as a medium of communication- changing trends in television production. Script writing to story boarding - concept story, Screenplay - construction of sequences- scenes. script writer, storyboard writer, art director etc.</p>
	<p><b>Unit5:</b>  Preparation of research reports, project reports, Ethical perspectives of media research.</p>		<p><b>Unit - V</b>  Television program formats - styles and genres, news, entertainment and infotainment programs. Introduction to stages of production: pre production, production and post production.</p>

3.5 Radio and Television (OEC)	Unit1: Brief introduction to Radio: Origin and growth, characterization of Radio.	PG47T 305 - Title : Radio and Television (OEC)	Unit - I Brief Introduction To Radio: Origin And Growth, Characterization Of Radio.
	Unit2: Brief introduction to TV: Origin and growth, characterization of TV.		Unit - II Brief Introduction To TV: Origin And Growth, Characterization Of TV.
	Unit3: Writing for Radio: Different Radio Programs, Radio formats- talks, discussion, interview, documentary, phone-in programs features, commercial, Radio program production stages.		Unit - III. Writing for Radio : Different Radio Programmes, Radio - Talks ,Discussion, Interview Documentary ,Phone In Programs, Features, Commercial Radio Programmes, Production Stages.
	Unit4: Writing for TV: Different TV programs; producing TV programs-Talk shows, panel discussion, Interview, Infotainment programs - TV program production process		Unit - IV. Writing for TV: Different TV programs ; producing TV programs Talk shows, panel discussion, interview, Infotainment programs - TV program production process.
	Unit5: Characteristics of photography and photo Journalism: Sources of photographs, Photo Editing- Caption writing- Analogue and digital photography.		Unit - V Recent trends in TV and Radio programmes
		<b>Paper Code : PG47P 306 - Title : Radio &amp; TV: Practical</b>	<b>Radio Production</b> 1) Prepare short Radio talk by selecting appropriate topic and giving suitable title. The duration of the talk 5 minutes. <b>15 marks</b> 2) Prepare 5 minutes duration news bulletin for radio local broadcast and make presentation. <b>OR</b> Prepare As a radio Jockey present 15 minutes program interspersed with songs. <b>Television Production</b> 1) Prepare a television News bulletin production(one) based on high quality visual which includes narration, anchoring, editing- duration (5- 6 minutes) <b>OR</b> Prepare a television special News bulletin with PTC (3to 5 minutes)

<b>4.1 Development Communication</b>		<b>PG47P 307 - Title : Lab Journal &amp; Media Activities</b>	Vidya Samachar fortnightly practice journal Media Activities - Communication Club activities
	Unit1: Development: meaning, concept, process, models of development, theories, concept of human development.	<b>PG47T 401 - Title : Introduction To Film Studies</b>	Unit - I The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.
	Unit2: Western and eastern perspective of development. Sustainable development Role of N.G.O's in development		Unit - II Film genres, film movement: Expressionism, Italian neorealism, Soviet montage, French new Wave, great masters of cinema: D W Griffith, Eisenstein, Vittorio De Sica, Godard, Bergman, Kurosawa.
	Unit3: Role of Role of communication in the development. Panchant raj. Planing at nation and state N.G.O's in development.		Unit - III Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema, Satyajit Ray - Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Giresh Kasaravalli, - awards and film festivals.
	Unit4: Development support communication. Diffusion of innovation. Communication for and regional level rural development, folk media and development		Unit - IV Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.
	Unit5: Development news in print and electronic media. Writing development messages for audience, with special reference to radio and television.		Unit - V Growth and Structure of Documentaries, Television and Documentary films. Problems and prospects of Indian cinema, criticism, appreciation, film certification- film society movement in India- censorship.



4.2 Media Management	<p>Unit - 1: Principles of Management and their application in news paper industry: Professional approaches to newspaper publishing.</p>	PG47T 402 - Title : Advance Television Production Techniques	<p>Unit - I Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quix and emerging formats.</p>
	<p>Unit - 2: Organizational aspects of news paper major units, Coordination among various units</p>		<p>Unit - II Production Process: Production process, pre-production stage- conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation- editing and mixing.</p>
	<p>Unit - 3: Production process of newspapers: Raw materials, Production costs, Modern Printing machines.</p>		<p>Unit - III Multi-camera studio production and Working principles of Electronic Field Production (EFP) - team members and their roles. Studio equipment. Floor plan, sound design, lighting design, set and props design.</p>
	<p>Unit - 4 : Circulation of newspapers: Circulation department, pricing, marketing, Brand production, NRS Survey.</p>		<p>Unit - IV Basic Television news production techniques: production of news magazine, Electronic News Gathering, PTC, Sound byte, Current affair programs, news interviews, Production Control room.</p>
	<p>Unit - 5: Registration process of newspapers in India. RNI and its role- Role of LNS, AINEC, ABC, PII and ILNA.</p>		<p>Unit - V Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, Documentary.</p>

<b>4.3 Web Media</b>	<p>Unit 1: Basics of computers Hardware and Software, Modem, Hard disk, CDROM Control Panel, CPU, Internet Explore, Email-Search Engines; Google, Netscape and others</p>	<b>PG47T 403 - Title : Media Management &amp; Marketing</b>	<p>Unit - I Management: Definition, Nature and Scope, Principles, Process.</p>
	<p>Unit 2: Internet: History and Structure, Internet Explorer, Email-Search Engines; Yahoo, Netscape and others: -HTML basics Web Design and Web -Web DREAMWEAVER, Flash, Final Cut Pro,AVID Publishing your own web page</p>		<p>Unit - II Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises, transnational ownership.</p>
	<p>Unit 3: Online Journalism: Writing for web-multimedia, writing-world wide writing, newspapers, journalism, web information design, interactive media, the elements of digital The elements storytelling</p>		<p>Unit - III Principles of media Management and their significance- media as an industry and profession, Different Media organizational structure, delegation, decentralization, motivation, control and co-ordination.</p>
	<p>Unit 4: The elements digital storytelling : Web Advertising, Computer assisted research, Reporting and the Internet, Web casting, Pod Casting</p>		<p>Unit - IV Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers.</p>
	<p>Unit 5: Blogging Blogging software and Technique. The Public Sphere the Difference between Blogger, Journalist, Pundit Intellectual, Emergence of Citizen Journalism, Cyber Laws of India, Code of Ethics in Web</p>		<p>Unit - V Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.</p>

<b>4.4 Corporate Communication</b>	<p>Unit 1 : Organizational communication: Nature, Meaning Human Communication Process: Nature, Meaning- Theories of Organizational Communication: Classical Theory, Human Relations Theory</p>	<b>PG47T 404 - Title : Political Communication</b>	<p><b>Unit - I</b> Introduction to Political Communication: The democratic process, the media in modern times, media shape public perceptions</p>
	<p>Unit2: Importance of Corporate Communication- Nature, Meaning of Corporate Communication Corporate communication practices- organizing, budgeting and using your internal communications department</p>		<p><b>Unit - II</b> Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.</p>
	<p>Unit 3: Functions of Corporate Communication: brand strategy, media relations, internet communication, corporate advertising, corporate identity, intranet communication. marketing communication, ethics code, corporate communication practices</p>		<p><b>Unit - III</b> Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies</p>
	<p>Unit4: Govt relations, corporate culture, corporate philanthropy, labor relations, employee or internal communication, reputation management.</p>		<p><b>Unit - IV</b> Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.</p>
	<p>Unit 5: CSR focuses us and practices: environmental conservation, energy conservation, disaster relief. workplace health and safety, consumer rights advocacy, community development.</p>		<p><b>Unit - V</b> Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.</p>

<b>4.5 Dissertation</b>	Students shall select a media related topic of his/her choice with the consultation of his/her guide.	<b>PG47T 405 - Title : Dissertation</b>	<p>I. Identifying the research topic about print, electronic media, new media. Selection and finalize the topic for dissertation (First two weeks of the semester)</p> <p>II. Review of literature for the research topics (three weeks)</p> <p>III. Adopting methodology for research topics and preparing questionnaires</p> <p>IV. Field work and data collection, Data tabulation (three weeks) Preparation of report and Submission (three weeks)</p> <p>V. Preparation of report and Submission (three weeks)</p>
		<b>PG47P 408 - Title : Lab Journal &amp; Media Activities</b>	<p>Vidya Samachar fortnightly practice journal Media Activities - Communication Club activities</p>