

Karnatak University, Dharwad



Syllabus for

Regulations and Syllabus for two year Programme

In

Master of Arts in Journalism and Mass Communication

(Course Code: PG 47)

Under CBCS Scheme



W.e.f 2018-19 and onwards

**KARNATAK UNIVERSITY DHARAWAD
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

Rules and regulation for two year programme in MA in Mass Communication and Journalism under CBCS scheme from 2018 -19 onwards.

Programme Specific Outcomes (PO's):

After successful completion of the M.A. Journalism and Mass Communication course graduates are able to:

- 1) Be proficient in theories and practices of the Journalism and Mass Communication.
- 2) Ready to get recruited in the media houses around the globe.
- 3) Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media, Television media, Radio media, New media, Public Relations, Corporate communication, Advertising, Digital media, Event Management, Graphics and Animation and Computer applications.
- 4) Understanding the media writing skills like translation, reporting, feature writing, script writing, writing special stories, writing editorials, caption writing, headline writing, column writing, article writing, advertising copy writing, writing for multimedia, writing for blogs/web, content writing, writing news bulletin for radio, television and digital media.
- 5) Understand the social responsibilities of media, practice of ethics in mass media along with understanding various media laws and cyber laws.

Eligibility for Admission

A graduate in any discipline with 45 percentage of marks in aggregate(40 percentage of marks for SC/ ST and category-I students)from this University or any other University recognized as equivalent is eligible for the course.

A candidate shall have scored minimum of 45% of marks in the concerned equal important subject /cognate in the qualifying examination(40% percent marks for SC/ ST category-I students)

The intake for the course shall be 30 including all provisions/ categories. out of 30 ,Five seats will be allotted under Enhanced fee schemes.

The admission is based on the Entrance Test.

The Entrance Test shall consist of objective type questions on mass media and Communication Technology for 100 marks. The duration of the test shall be 2 hours.

Selection of the candidate shall be made on the basis of marks obtained in the Entrance Test and marks scored in the Degree Examination (marks scored in the language and cognate subject)50% of the marks obtained in the Degree Examination and 50% of the marks scored in the Entrance Test shall be taken for the finalising the merit list. Admission shall the made in accordance with the government order on reservation.

2 Duration

2.1 The program shall be of 4 semesters of 16 weeks each.

3 Numbers of Papers

3.1 Each semester will have 5 theory papers and two practical papers with practice journal.

3.2 Medium of instruction shall be in English however a candidate is permitted to write the examination in Kannada also.

4 . Attendance

4.1. Each semester shall be taken as a unit for the purpose of calculating attendance.

4.2 A student shall obtain 75% of attendance as per the university regulation.

4.3 A student who does not satisfy the above requirement of attendance shall not be eligible to appear for the examination and should seek fresh admission to the semester.

5. Scheme of Examination

5.1 There shall be University examination at the end of each semester. Each semester examination will have five papers as the each paper will carry 75 marks.

5.2. The composition of the marks shall be as under

- a) Each theory course/ paper will have 75 marks for the semester examination and 25 marks for internal assessment.
- b) Duration of the theory examination shall be of 2 hours for 50 marks course/ paper and 3 hours for 75 marks.
- c) The Question Paper format shall be as follows
The question paper will consist of 8 questions of which 5 have to be answered including question number 8 which is compulsory.

6. Internal Assessment marks

6.1. Each course will have 25 marks for Internal Assessment .The award for Internal Assessment mark shall be based on two class test conducted.

6.2 . No minimum marks is prescribed for internal assessment.

6.3 .Internal assessment marks once awarded will hold good even if a candidate reappears for the examination.

7 Practice journals

7.1. Student admitted to course shall take active part in the publication of the Practice Journal brought out by the department.

7.2 .The number of issues per semester shall be decided by the department council.

7.3. Students are also required to work for any other publication to be brought out by the department.

a) Practice Journal shall carry 25marks in each semester.

b) There shall be continues assessment of student contribution to the Practice Journal in all the semester,

c) Each student shall be assessed on the basis of articles /reports published in the Practice Journal.

7.4 No minimum marks is Prescribed for Practice Journal.

8 Internship

8.1. The internship is compulsory for students. They shall work in any recognized media institution as an Internee for a period of four weeks immediately after the completion of the fourth semester examination.

8.2. The internship is a compulsory academic obligation. A student shall submit a Certificate to the Chairmen of the Department, for having successfully completed four weeks of Internship from recognized media institution.

8.3. The award of degree shall be with held if the candidate fails to submit the internship certificate.

9. Miscellaneous

9.1 Students are required to take active part in the research / survey programmes arranged by the department.

9.2 Students are required to learn Typing and computer applications.

9.3 Students shall visit leading media house within the state including print and electronic media.

10 Practical batches

10. 2.6B Digital Media Production Practicals, 3.6A Radio and TV Practicals, 4.6A TV Production Practical, making two batches containing fifteen (15) students in each batch for practical training.

(CBCS)
First Semester

Sem/Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T101	Introduction to communication	04	3hrs	25	75	100	04
PG47T102	News Reporting and Writing	04	3hrs	25	75	100	04
PG47T103	News Processing and Editing	04	3hrs	25	75	100	04
PG47T104	Indian Journalism and Contemporary Issues	04	3hrs	25	75	100	04
PG47T105	Media Law and Ethics	04	3hrs	25	75	100	04
PG47P106	Reporting and Editing Practical	(04)2	1hrs	15	35(PR)	50	02
PG47P107	Lab Journal/ Media Activities	(04)2		15	35(PR)	50	02
						600	24

Second Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T201	Theories Of Communication	04	2hrs	25	75	100	04
PG47T202	Introduction To Digital Media	04	3hrs	25	75	100	04
PG47T203	Feature writing and Photo Journalism	04	2hrs	25	75	100	04
PG47T204	Advertising and Corporate Communication	04	3hrs	25	75	100	04
PG47T205O	Communication Skills (OEC)	04	3hrs	25	75	100	04
PG47P206	Translation and Writing skills Practicals	(04)2	1hrs	15	35(PR)	50	02
PG47P207	Digital Media Production Practicals	(04)2	1hrs	15	35(PR)	50	02
PG47P208	Lab Journal/ Media Activities	(04)2		15	35	50	02
						650	26

Third Semester

Sem/Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T301	Communication For Development	04	3hrs	25	75	100	04
PG47T302	Media Research Methods	04	3hrs	25	75	100	04
PG47T303	Writing For Radio	04	3hrs	25	75	100	04
PG47T304	Content Creation for TV	04	3hrs	25	75	100	04
PG47T305 O	Radio and Television (OEC)	04	3hrs	25	75	100	04
PG47P306	Radio and TV Practical	04(2)	1hrs	15	35(PR)	50	02
PG47P307	Lab Journal & Media Activities	04(2)		15	35(PR)	50	02
						600	24

Fourth Semester

Sem/ Code	Paper Title	Week/ Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T401	Introduction To Film Studies	04	3hrs	25	75	100	04
PG47T402	Advance Television Production Techniques	04	3hrs	25	75	100	04
PG47T403	Media Management and Marketing	04	3hrs	25	75	100	04
PG47T404	Folk Media	04	3hrs	25	75	100	04
PG47T405	Dissertation	04	3hrs	25 Viva	75 Thesis	100	04
PG47P406	TV Production Practical	04(2)	1hrs	15	35(PR)	50	02
PG47P407	Lab Journal and Media Activities	04(2)		15	35(PR)	50	02
						Total Credits - 24	
Internship		One Months Compulsory Internship In Reputed Media Organizations					

KARNATAK UNIVERSITY, D

All Semester Total Marks= 2450
All Semester Total Credits= 98

DEPT. OF JOURNALISM AND MASS COMMUNICATION
SYLLABUS - 2018-19

First Semester

Paper Code : PG47T 101 - Title : Introduction To Communication

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Get the knowledge about the process of Communication.
CO-2 Understand various dimensions of Journalism profession
CO-3 Patterns in the changing media scenario in contemporary society.
CO-4 Understand the effective communication skills
CO-5 Get improves the communication skills in their personal life and professional life.
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- 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 - II** Introduction to Journalism- nature, scope and role of Journalism- Journalism as a profession.
- 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 - IV** Private radio channels in India :Community radio, satellite radio. Major radio networks in India.
- Unit - V** Television in India: SITE, Organizational structure of Doordarshan, Emergence of cable and satellite channels, news and entertainment networks, National and regional channels.

Books for Reference:

- 1) Singhal Arvind and M. Rogers Everett. (2007) India's Communication Revolution- Sage Publication.
- 2) J. Kumar Keval. (2012) Mass Communication in India, Jaico publication. Mumbai.
- 3) Chatterjee P.C. (2018) Broadcasting in India, Sage Publication. New Delhi.
- 4) Hasan Seema. (2010) Principles of Mass communication, CBS Publishers & Distributors. New Delhi.
- 5) ಉಷಾರಾಣಿ, ಎನ್. (೨೦೧೫) ಸಂವಹನ ಕ್ರಿಯೆ-ಪ್ರಕ್ರಿಯೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

Paper Code : PG47T 102 - Title : News Reporting And Writing

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

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- CO-1 Introduce the writing skills for the various media.
CO-2 Get knowledge and inculcate specialized reporting skills.
CO-3 Understand the different types of news reporting
CO-4 Understand the various sources of news and their management.
CO-5 Know professional ethics in reporting for media.
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- 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 & responsibilities.
- 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.
- 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.
- Unit - IV** **Sources of news:** Traditional sources, media sources, cross media sources including - radio, T.V, and internet. News is what newspaper man make it- Gate keeping and news making process.
- 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

Reference books

- 1) Ahuja B. N and Chhabra S. S. (2013) News Reporting, Surjit publication. New Dehli
- 2) M Neal James & S Brown Suzanne (2014) News Writing and Reporting. Iowa state university press.
- 3) Williams P. N. (2014) Investigative Reporting and Editing.
- 4) Fedler F. (1993) Reporting for the Print Media - Thomson Learning.
- 5) V Charnley Mitchell. Reporting (1978)- Holt, Rinehart & Winston. Canada.
- 6) Copple Neal - Depth Reporting. Prentice-Hall publication
- 7) Stevall Glen James - Writing for the Mass Media. Pearson publication.
- 8) Kamath M. V. (2018) - Journalists Hand Book - S Chand publication.
- 9) Kamath M. V. (2018) Professional Journalism - S Chand publication.
- 10) Mirchandani G. G. (1975) Reporting India. Abhinav Publications.
- 11) Srivastava. K. M. (2015) News Reporting and Editing - Sterling Publishers.
- 12) ರಂಗನಾಥರಾವ್ ಜಿ.ಎನ್. ಪತ್ರಿಕೋದ್ಯಮ - ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- 13) ಡಾ. ಗುರುಪ್ರಸಾದ ಖ. ವಿ. ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 14) ಹೆಗಡೆ ಗೋಪಾಲಕೃಷ್ಣ, ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

Paper Code : PG47T 103 - Title : News Processing And Editing

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

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| CO-1 | Acquire editing skills to make news more attractive and readable. |
| CO-2 | Have the knowledge of news writing techniques. |
| CO-3 | Understand various types of headlines. |
| CO-4 | Make effective sense of language skills. |
| CO-5 | Train the students in news layout and page designing techniques. |
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- Unit - I** Editorial department setup: Role and functions of editor, Chief sub – editor, sub – editors, News editors and other staff.
- Unit - II** Principles of editing : Editing Process Checking facts, correcting language, rewriting news stories, condensing stories, editing agency copies, Rewriting different copies, Computer editing, style sheet.
- Unit - III** Techniques of headline Writing: News and Feature Headlines, Types and functions of headlines, polishing headlines.
- Unit - IV** Editorials: Function Principles types, Letters to the editor, Edit page analysis-articles edits, letters, middles, Newsletters.
- Unit - V** Newspaper Design and layout: Design of inside pages, Designing newspaper special supplements, Computer page make up.

Books for reference

- 1) Barzum Jacques. (2002) Simple & Direct, London Harpar And Row.
- 2) Ostnous John (2004) Better Paragraphs, London Harper And Row.
- 3) Basket, Scissors And Brooks (Eds)(2002). Book Of Art Editing, London,Harper And Row.
- 4) Joseph (2002) Outlines Of Editing, Amol Publication. New Delhi.
- 5) Desai M V & Nainan Sevanti (1996) Beyond Those Headlines. Bangalore Allied Publishers Limited.
- 6) Parthasarathy Rangaswamy (1984) Basic Journalism. Macillan India Ltd, New Delhi.
- 7) Jeorge (1998).TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 8) Quinn (1999). Digital Sub Editing & Design, New Delhi, Sage Publication.
- 9) K. Baskette and J.L.Sissors The Art of Editing.
- 10) Hides Michael: The Sub Editors Communications.
- 11) ಹಬ್ಬು ಅರುಣಕುಮಾರ, ಸುದ್ದಿ ಜಗದಗಲ-ಮುಗಿಲಗಲ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 12) ಕುಂದೂರು ಉಮೇಶಭಟ್, ವನ್ಯಜೀವಿ ಮತ್ತು ಮಾಧ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 13) ಚ ಹ, ರಘುನಾಥ, ಅಂಕಣ ವ್ಯಾಯೋಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 14) ಕಾಮತ್, ಎಂ ವಿ. ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 15) ಜೋಸೆಪ್ ಕೆ.ಜೆ. ಪತ್ರಿಕೋದ್ಯಮ ಪರಿಚಯ, ಪ್ರಸಾರಾಂಗ ಮೈಸೂರು ವಿ.ವಿ, ಮೈಸೂರು.
- 16) ಜೋಶಿ ಶಿವಾನಂದ, ಪತ್ರಿಕೋದ್ಯಮ: ವೃತ್ತಿ ಮಾರ್ಗದರ್ಶಿ, ಸವಿ ಸ್ನೇಹ ಪ್ರಕಾಶನ, ಹುಬ್ಬಳ್ಳಿ

Paper Code : PG47T 104 - Title : Indian Journalism And Contemporary Issues in Media

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

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|-------------|---|
| CO-1 | Introduce students about contemporary issues of media. |
| CO_2 | critically analyze the Contemporary issues published in media. |
| CO_3 | Understand the importance of history Indian Journalism |
| CO_4 | Know the eminent journalists and their contributions to the journalism. |
| CO_5 | Understand the history of Kannada Journalism. |
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Unit - I A brief history of British and American journalism Benjamin Franklin, Benjamin Harris -Penny press - Yellow Journalism.

Unit - II 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 Jawaharlal Neharu.

Unit - III A brief history of Kannada Journalism, Herman mogling, M Venktakrishaniah, T T Sharma, DVG, B.N.Gupta, Mohare Hanumantharaya, Kannada dailies and Magazines.

Unit - IV Contemporary Issues in Media

Unit - V Contemporary Issues in Media

The Contemporary Issues in Media syllabus will be framed by the Department council (DC) 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. The examiners for the theory examinations of this Unit shall confine only to the issues that are prescribed and discussed during the semester,

Books for reference

- 1) Natarajan S - History of Press in India.
- 2) Krishnamurthy Nadig - Indian Journalism.
- 3) Parthasarthy P - Journalism in India.
- 4) Jeffery Robin - India's News Paper Revolution.
- 5) ಮಂಗಳಾ ಸಿ ಜೆ, ಕನ್ನಡ ಪತ್ರಿಕಾಲೋಕ ಮಹಿಳೆ ಹೆಜ್ಜೆ ಗುರುತು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 6) ಮಂಗಳಾ ಕೆ ಅರ್, ಪತ್ರಿಕೋದ್ಯಮದ ಬಾಗಿಲು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 7) ಡಾ. ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯ, ಎ. ಎಸ್, ಎಂ ಎ ಜರ್ನಲಿಜಂ ನಂತರ ಮುಂದೇನು? ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 8) ಡಾ. ರವಿ, ಬಿ ಕೆ. ಕನ್ನಡ ಜರ್ನಲಿಸಂ & ಟಿ ಎಸ್ ಅರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 9) ಡಾ. ಚಂದುನವರ ಜೆ. ಎಂ, ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹಣಮಂತರಾಯ : ಒಂದು ಅಧ್ಯಯನ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ.
- 10) ಡಿ ವಿ ಜಿ, ವೃತ್ತ ಪತ್ರಿಕೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

Paper Code : PG47T 105 - Title : Media Law And Ethics

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Understand the responsibilities of media and the ethical dimensions of media creations, provisions and consumption.
 - CO-2** Learn the ethical obligations that media providers have towards society.
 - CO-3** Make ethical decisions regarding media, whether as providers or consumers, professionals or non-professionals, or as mere users of social media.
 - CO-4** Understand the context and effect of relevant laws, guidelines, policies and codes of journalistic practice.
 - CO-5** Aware of power and privileges of media laws and ethics in media fields.
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- Unit - I** Salient features of Indian Constitution, Fundamental Rights, Freedom of Speech and Expression, Directive Principles of State Policy, Parliamentary Privileges.
- 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 - VI** 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.

Books for References

- 1) Basu, D.D. Laws of Press in India.
- 2) Venkateshwaran K S, Media laws and Regulations in India
- 3) Padhy K S, Mass Media and Freedom of press in India.
- 4) Grover A.N, Press and the Law
- 5) Agarwal S. K, Media and Ethics.
- 6) ದೇವ ಅರ್ಜುನ್, ಎನ್. ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು
- 7) ರಂಗನಾಥರಾವ್, ಜಿ.ಎನ್. ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- 8) ಡಾ. ಅಂಡಿಂಜೆ ಸತೀಶ ಕುಮಾರ, ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕಾನೂನುಗಳು ಮತ್ತು ನೀತಿ ಸಂಹಿತೆ, ಸ್ನೇಹಾ ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್, ಬೆಂಗಳೂರು

Practical

Paper Code : PG47P 106 - Title : Reporting & Editing Practical

15+20 =35Marks

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the techniques of reporting.
 - CO-2 Learn the process of editing.
 - CO-3 Improve the skills to report various events happening in society.
 - CO-4 Understand the practice of various software's involving in page design.
 - CO-5 Get overall practical knowledge about reporting and editing of newspaper.
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Reporting Practical: News Reporting, events, speeches, accidents, sports, Interviews and profiles.

Reporting practical examination 15 Marks

Editing Practical 20 Marks

Newspaper layout: front page-inside page make up. (Using In design software)

Note: Reporting practical details should be recorded in the practical record book and submit the same at the semester end.

Paper Code : PG47P 107 - Title : Lab Journal & Media Activities

25+10=35Marks

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the techniques of reporting.
 - CO-2 Learn the process of editing.
 - CO-3 Improve the skills to report various events happening in university campus.
 - CO-4 Understand the practice of various software's involving in page design.
 - CO-5 Get overall practical knowledge about reporting and editing for vidya samachar.
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Vidya Samachar fortnightly practice journal 25 Marks

Media Activities - Communication Club activities 10 Marks

SECOND SEMESTER

Paper Code : PG47T 201 - Title : Theories Of Communication

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Expose to the classical theories of communication.
 - CO-2** Understand various theories of foreign and Indian context.
 - CO-3** Explain the contemporary theories of communication
 - CO-4** Understand the concepts theoretical perspective communication.
 - CO-5** Find the various dimensions of communication models
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- Unit - I** The nature of Theories: Theories in communication; definition, Nature, Scope, Importance. Indian communication theories. Models of communication.
- 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 - 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 - IV** Diffusion of innovation theories, uses and gratification theories, Agenda setting theories theories of Media convergence.
- Unit - V** Media and audiences : Uses and gratification theory, Marshall Mcluhan, Harold Innis, Agenda setting.

Books for reference:

- 1) Mcquail Denis - Mass communication theory : An introduction
- 2) Schramm Wilbur - The process and effects of mass communication
- 3) Schramm Wilbur - Meaning, messages and media
- 4) Klapper Joseph - The effects of mass communication
- 5) J.Baran Stanley and K.Davis Dennis - Mass communication theory
- 6) Mcquail Denis (2004) Mass Communication Theory, Sage publication New Delhi.
- 7) Baran Stanley S. and Davis Dennis K (1999), Mass Communication Theory : Foundations Ferment and future, Singapore.
- 8) Caporaso J. and Lenine D. (1992) : Theories of political economy, Cambridge University, Press Cambridge.
- 9) Severin W and Tankard J. (2000) Communication Theories, New York,
- 10) Baran S.J. & Davis D.K. (2001) Mass communication theory-

Paper Code : PG47T 202 - Title : Introduction to Digital Media

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn and understand the basics of digital media.
 - CO-2 Identify various storage devices of digital media
 - CO-3 Have knowledge about various digital media platforms
 - CO-4 Capable to create a digital presentation using multimedia elements.
 - CO-5 Produce digital media content.
-

- 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 - 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 - 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 - 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.
- Unit - V** Blogging- Blogging sites, Content writing for digital Media. .

Books for References

- 1) Whittaker Jason (2000) Producing for the Web.
- 2) Garrard Timothy, Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.
- 3) Pite Stepen - The digital Designer, 101 Graphics Design Project for Print, The web Multimedia, Motion graphics.
- 4) Miller Michel - Absolute beginners guide to computer basics.
- 5) Gray Shelly B (2007) - Thomas J Cashman and Misty E vermat, Discovering computers.
- 6) Walsh Bob - Clear Blogging.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

-
- CO-1 Understand the importance of feature writing.
 - CO-2 Gain the knowledge in photography for news and feature.
 - CO-3 Identify the concept of different features for writing stories.
 - CO-4 Get to know about editing skills of digital photography with different software's.
 - CO-5 Follow the ethics in photo journalism.
-

- Unit - I** Writing for Media, Principles, methods, types skills, feature writings; Definitions, functions, nature, scope, Types of Feature: Humanist News, Travel, Historical and etc.
- Unit - II** Article Writing - columns, Prominent Indian Columnists.
- 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.
- 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.
- 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.

Books For References:

- 1) Gunning Robert - Techniques of clear writing.
- 2) Stonell J.G - Writing for MassMedia.
- 3) Sheenfield C.A - Effective Feature Writing.
- 4) Nelson R.P - Article Writing.
- 5) Stewart Harral - The Feature Writers Handbook.
- 6) Brain Nicholls - Features with Flair.
- 7) J Alfred Gerald and Others - Handbook of Technical Writing.
- 8) Jacobs Mark: Photography in Focus
- 9) Langford M J: Basic photography.
- 10) Millerson Gerald: Video Camera Techniques, Focal Press.
- 11) Peter John: Techniques of TV Cameraman.
- 12) Lyver Des : Graham Swainson, Basics of Video Lighting, Focal Press.
- 13) ಆಸ್ಟೋಮೋಹನ್, ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 14) ಕಟ್ಟಿಮನಿ ಆರ್.ವಿ, ಚಿತ್ರ ಜಗತ್ತು. ಸೋನು.ಎಂಟಪ್ರೆಸ್‌ಸಿಸ್, ಬೆಂಗಳೂರು.

Paper Code: PG47T 204 - Title: Advertising And Corporate Communication

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the aims and objectives of advertising.
 - CO-2 Design and develop advertisement for modern media.
 - CO-3 Handle the challenges of corporate world.
 - CO-4 Have the knowledge about the creative writing for advertising.
 - CO-5 To understand the financial factors of corporate communication.
-

- Unit - I** Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.
- Unit - II** Advertising Agency- Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.
- Unit - III** Corporate communication- definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.
- Unit - IV** Importance Of Corporate Communication - Nature ,Meaning Of Corporate Communication -Corporate Communication Practices- Organising, Budgeting, Internal Communication Department.
- 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 together, Press Meet, Press kit, PR and Media Relations. Event Management, CSR Corporate Social ,Responsibility - PR code of ethics.

Books For References:

1. Agarwal C.D : Media and Advertising, Mohit publication.
2. Ulmar S.S : Effective Crisis Communication, Sage publication.
3. Batra Rajiv : Advertising Management, Prentice publication
4. Paul A Argenti : Corporate Communication, Irwin Publication.
5. Al Ries & Laora Ries : The Fall of Advertising and the Rise of PR, Harper Business Publication.
6. Clow and Baack : Integrated Advertising Promotion and Marketing communication.

Paper Code : PG47T 205O - Title : Communication Skills (OEC)

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Aware of Communication Process.
 - CO -2 To understand the various dimensions of Journalism Profession
 - CO-3 Understands the techniques of reporting for newspapers.
 - CO-4 Gain the technical knowledge about page design.
 - CO-5 Understand the responsibilities of journalist.
-

Unit - I Fundamentals of Communications : Process Of Communication, Acquiring Skills in Communications writing Skills ,Speech skills, Listening Skills.

Unit - II Writing for News papers : News Features, Articles, Columns, Letters to the editor.

Unit - III Newspaper Production Process: News Collection, News sources, channels of news flow, News agencies, newspaper printing process.

Unit - IV Magazine Productions: Types of magazines, magazine write-ups, Production Process.

Unit - V Newspaper page makeup: Pagination, latest trends and writing career prospects.

Books for References

- 1) Peterson,T - Magazines in the twentieth century.
- 2) Williamson - Feature writing for News Paper.
- 3) Willsand Walter - Technical Writing.
- 4) Birjan Nicholuson - Feature with Flair.
- 5) William Rivers - News in Print Writing and Reporting.

Paper Code : PG47P 206 - Title : Translation Practical

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Translate news item in to English to Kannada and Kannada to English language.
- CO-2 Learn the grammar and translation technique.
- CO-3 Gain practical knowledge translation application software's.
- CO-4 Understand the glossary of journalism.
- CO-5 Gain the knowledge about technical words.

35 marks

Students shall translate five (item) exercises on practical examination.

Paper Code : PG47P 207 - Title : Digital Media Production Practical

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn the image and text scanning and image resolutions for different production.
- CO-2 Learn the different applications of digital photo editing.
- CO-3 Gain practical knowledge working with digital media concern software's.
- CO-4 Understand how to record and save files in different digital formats.
- CO-5 Gain the knowledge about various formats of multimedia elements

35 marks

Students should perform following exercise on practical examination

- | |
|---|
| a) Scan text, photo and other materials and convert in to digital file. |
| b) Record your voice and save the file in different audio formats. |
| c) Video format conversion- MPEG1, MPEG2, MPEG4, AVI, WMV, FLV, H264. |
| d) VIDEO AND AUDIO compression (any contents). |

PG47P 208 Lab Journal & Media Activities

25+10=35Marks

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the techniques of reporting.
- CO-2 Learn the process of editing.
- CO-3 Improve the skills to report various events happening in university campus.
- CO-4 Understand the practice of various software's involving in page design.
- CO-5 Get overall practical knowledge about reporting and editing for vidya samachar.

Vidya Samachar fortnightly practice journal 25 Marks

Media Activities – Communication Club activities 10 Marks

Third Semester

Paper Code : PG47T 301 - Title : Communication For Development

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the concept and parameters of development.
 - CO-2 Identify different models, strategies and barriers of development communication
 - CO-3 Understand development theories and models.
 - CO-4 Prepare developmental messages for different electronic media.
 - CO-5 Understand various areas for hold developmental activities.
-

- 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.
- 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 modernisation. Role of folk and ICT in development.
- Unit - III** Alternative Theories of Communication for Development: Strategies for participatory communication; Ethical perspective, Need for alternative communication.
- 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.
- Unit - V** Development and Society: Media and agricultural development programmes, rural journalism, Panchayat Raj, Agricultural communication and rural development

Books For Reference

- 1) Melkata Srinivas R. Communication for development in third world
- 2) Rogers M. Singhlal Aravind Ana and India's information revolution
- 3) Modi Bella, Design and development message
- 4) Uma Narula - Development commercial
- 5) Roger Everest M - Definition of innovations
- 6) Usha Rani N. - Folk media for development
- 7) ಈಶ್ವರ ದೈತೋಟ - ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ
- 8) Sainath. P - Everybody loves a good drought
- 9) Rogers, Everett and Floyd Shoemaker - *Communication of innovations.*
- 10) Narula Uma: Development Communication: theory and practice. Har- Ananda Publications, New Delhi:
- 11) ಬಿ.ಪಿ.ಮಹೇಶಚಂದ್ರಗುರು, ಅಭಿವೃದ್ಧಿ ಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು

Paper Code : PG47T 302 - Title : Media Research Methods

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Define research and differentiate pure and applied research.
 - CO-2 Understand the areas and concepts of research in media fields.
 - CO-3 Cope up with various methodologies involving in media research.
 - CO-4 Understand the tools and techniques of conduct research in the area of electronic media.
 - CO-5 Study the data collection techniques and data analysis methods with different statistical software's and tools.
 - CO-6 Understand the ethics involve in research activities and research report writing techniques.
-

Unit - I Definition - elements of research - scientific approach - research and communication theories - role - function - scope and importance of communication research - basic and applied research.

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.

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.

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.

Unit - V Preparation of research reports / project reports / dissertations / thesis.

Books for References

- 1) Wimmer and Dominick; introduction to Media Research.
- 2) Bowers and Courtight.; Communication Research methods.
- 3) Curlinger; Foundation of Behavioral Research.
- 4) Rice and Roger's; Research Methods and New Media.
- 5) Hsia; Mass communication and Research Methods.
- 6) Mc Quil Dennis; Milestone in Mass communication Research.
- 7) ಶಂಕರರಾವ್ ಚ.ನ - ಸಾಮಾಜಿಕ ಸಂಶೋಧನೆಯ ಕೈಪಿಡಿ

Paper Code : PG47T 303 - Title : Writing For Radio

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Get to know the Organizational structure of A.I.R.
 - CO-2 Aware of the importance of Radio Broadcasting in India
 - CO-3 Undertake professional skills to produce radio programmes.
 - CO-4 Understand the techniques of reporting for radio.
 - CO-5 Understand the basics of single track and multi track sound editing
-

- Unit - I** Evolution of Radio Growth of Radio Broadcasting in India, Organizational structure of A.I.R.
- 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
- Unit - III** Types of Radio program, News, Features , Music based programs, Radio jockey ,Nature of sound, Voice Modulation, Pronunciation , Radio Announcement ,Sound Effect, Editing.
- Unit - IV** Structure and operation of broadcast studio: Types Of Microphones, Digital Sound Recording, Types Of Recording Equipments, Radio Production Software's.
- 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.

Books for references

- 1) Kumar J Keval- (2015) Mass communication in india
- 2) Choler D K- Broadcast Journalism.
- 3) Shreevastava K M - Radio and TV journalism
- 4) Massani Mehara - Broadcasting and people
- 5) PC Chattarje - Broadcasting in India.
- 6) Wills EE - Writing Television and Radio programme
- 7) Singhal Arvind - India's Information Revolution.
- 8) Smeyak Paul G - Broadcast News Writing.
- 9) ಸಿ.ಯು. ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ, ಹುಬ್ಬಳ್ಳಿ
- 10) ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 11) ಬಿ.ಕೆ. ರವಿ, ಬಾನುಲಿ ಬರಹಗಳು, ಚೈತ್ರ ಕಮ್ಯೂನಿಕೇಷನ್,ಬೆಂಗಳೂರು

Paper Code : PG47T 304 - Title : Content Creation For TV

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the essentials of television production techniques.
 - CO-2 Undertake TV production independently.
 - CO-3 Practice the Vocabulary, usages, grammar and spellings in connection with television production.
 - CO-4 Write various types of television scripts.
 - CO-5 Learn the techniques of story boarding.
-

- Unit - I** Content Writing Process : Concept, Outline, Gathering information, Prewriting, Research, Drafting, Review, Copy Editing, Rough edit, Re-Editing, Proof reading, Final edit, Publishing, Promoting.

- Unit - II** 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.

- Unit - III** 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.

- Unit - IV** 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.

- Unit - V** Television program formats - styles and genres, news, entertainment and infotainment programs. Introduction to stages of production: pre production, production and post production.

Books for references

- 1) Ali Amjad - Introducing News Media, Essess publication.
- 2) Allen Robert C - The Television Studies Reader, Annette Hill
- 3) Creeber Glen, TELE-VISIONS: An Introduction to Television Studies.
- 4) Wolfe Ronald, A guide to scripting for TV, Radio and Film
- 5) Bretz Rudy, Techniques to TV Production, (McGraw Hill) Prager, Understanding TV

Paper Code : PG47T 305 - Title : Radio and Television (OEC)

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the history of Radio and Television.
 - CO-2 Aware of the importance of Radio Broadcasting in India.
 - CO-3 Get knowledge about writing for Radio and Television
 - CO-4 Understand the techniques of interview.
 - CO-5 Aware of trends of Radio and Television
-

Unit - I Brief Introduction To Radio: Origin And Growth, Characterization Of Radio.

Unit - II Brief Introduction To TV: Origin And Growth, Characterization Of TV.

Unit - III. Writing for Radio : Different Radio Programmes, Radio - Talks ,Discussion, Interview Documentary ,Phone In Programs, Features, Commercial Radio Programmes, Production Stages.

Unit - IV. Writing for TV: Different TV programs ; producing TV programs Talk shows, panel discussion, interview, Infotainment programs -TV program production process.

Unit - V Recent trends in TV and Radio programmes

Books for references:

- 1) Hillard Robert : Radio Broadcasting.
- 2) Sureya Paul Broadcast News Writing: Radio,The fifth Estate.
- 3) Chakravarthy Jagadeesh : Changing Trends In Public Broadcasting Journalism.
- 4) Gerald Millerson : Effective TV Production.
- 5) Gerald Millerson : The Techniques of TV Production.

Paper Code : PG47P 306 - Title : Radio & TV: Practical

15 + 20 = 35 Marks

Radio Production

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Learn to record and convert the audio files in different formats.

CO-2 Learn the different techniques of sound editing.

CO-3 Gain practical knowledge working with audio equipments and software

CO-4 Equip with different production techniques of television programmes.

CO-5 Develop graphic presentation and lighting techniques in television production.

- 1) Prepare short Radio talk by selecting appropriate topic and giving suitable title. The duration of the talk 5 minutes. **15 marks**
- 2) Prepare 5 minutes duration news bulletin for radio local broadcast and make presentation.

OR

1. Prepare As a radio Jockey present 15 minutes program interspersed with songs.

Television Production

20 Marks

- 1) Prepare a television News bulletin production(one) based on high quality visual which includes narration, anchoring, editing- duration (5- 6 minutes)

OR

- 1) Prepare a television special News bulletin with PTC (3to 5 minutes)

Paper Code : PG47P 307 - Title : Lab Journal & Media Activities

25+10 =35Marks

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the techniques of reporting.

CO-2 Learn the process of editing.

CO-3 Improve the skills to report various events happening in university campus.

CO-4 Understand the practice of various software's involving in page design.

CO-5 Get overall practical knowledge about reporting and editing for vidya samachar.

Vidya Samachar fortnightly practice journal

25 Marks

Media Activities – Communication Club activities

10 Marks

Fourth Semester

Paper Code : PG47T 401 - Title : Introduction To Film Studies

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Prepare Students to analyze and appreciate good cinema.
 - CO-2 Understand the relationship of film with other mass media
 - CO-3 Gain the knowledge about technical aspects of cinema production.
 - CO-4 Identify various forms of cinema along with film awards and festivals.
 - CO-5 Understand national and international film makers and their contributions to the cinema.
-

- 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.

- 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.

- Unit - III** Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema, Satyajit Ray - Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Gireesh Kasaravalli, - awards and film festivals.

- Unit - IV** Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.

- 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.

Books for Reference:

- 1) Berkeley, California UV: What is cinema?
- 2) Gledhill C: Genre and gender: The case of soap opera
- 3) Staiger J : Film Criticism
- 4) Williams L, Oxford UV Press : The Oxford guide to film studies, New York.
- 5) Barnouw Eric - Film Theories,
Wolverton Mike - Documentary films

Paper Code : PG47T 402 - Title : Advance Television Production Techniques

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the evolution television and its growth in India.
 - CO-2 Handle the television programme production task independently.
 - CO-3 Gain the knowledge about different types of video cameras and this operations
 - CO-4 Equip with different production techniques of television programmes.
 - CO-5 Develop graphic presentation and lighting techniques in television production.
-

- 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.
- 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.
- 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.
- 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.
- 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.

Reference books :

- 1) Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
- 2) Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
- 3) Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
- 4) Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
- 5) Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
- 6) Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
- 7) Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
- 8) Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
- 9) Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
- 10) Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
- 11) Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
- 12) Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
- 13) Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

14) ಡಾ.ಬಿ.ಟಿ.ಮುದ್ದೇಶ, ಟಿ.ವಿ ಸುದ್ದಿಲೋಕ, ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು

Paper Code : PG47T 403 - Title : Media Management & Marketing

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the nature, scope and principles of media management.

CO-2 Identify the economics of mass media.

CO-3 Understand the different media organizations.

CO-4 Gain the knowledge about ownership patterns of media.

CO-5 Impart practical knowledge about media marketing strategies.

Unit - I Management: Definition, Nature and Scope, Principles, Process.

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.

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.

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.

Unit - V Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Books For Reference:

- 1) Rucker and Williams : - Newspaper Management.
- 2) Herbert and Williams : - Newspaper Organization and Management.
- 3) Mehra - News Paper Management.
- 4) Mocavalt and Pvingle ;- Electronic Media Management.

Paper Code : PG47T 404 - Title : Political Communication

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the concept of political communication and its strategies.

CO-2 Understand political communication theories.

CO-3 Analyses the foreign policy and mass media.

CO-4 Get knowledge about the importance of FDI

CO-5 Analyze the working conditions of media in democratic set up

Unit - I Introduction to Political Communication: The democratic process, the media in modern times, media shape public perceptions.

Unit - II Political Communication Theories: Agenda Setting; Priming, Framing; The effect of media in the formation and change of political attitudes.

Unit - III 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.

Unit - IV Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.

Unit - V 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.

Books For Reference:

- 1) Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
- 2) Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
- 3) Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: SagePublications Ltd.
- 4) Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
- 5) Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
- 6) Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co

Paper Code : PG47T 405 - Title : Dissertation

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the basics of research and its application.
 - CO-2 Gain the knowledge about identify various problems of mass media
 - CO-3 Understand the important objectives of the research in mass media.
 - CO-4 Understand the different data collection tools and techniques.
 - CO-5 Know the different research methods of conducting research.
 - CO-6 Understand different sampling techniques
 - CO-7 Understand the data analysis and structure of research report writing.
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Student shall select a media related topic of his/ her choice with the consultation of his/ her guide.

- I. Identifying the research topic about print, electronic media, new media. Selection and finalize the topic for dissertation (First two weeks of the semester)
- II. Review of literature for the research topics (three weeks)
- III. Adopting methodology for research topics and preparing questionnaires
- IV. Field work and data collection, Data tabulation (three weeks)
- V. Preparation of report and Submission (three weeks)

Paper Code : PG47P 407 - Title : TV Production Practical

10+25= 35 Marks

Camera Angle Examination
Video Editing

10 marks
25 marks

Paper Code : PG47P 408 - Title : Lab Journal & Media Activities

25+10 =35Marks

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the techniques of reporting.
 - CO-2 Learn the process of editing.
 - CO-3 Improve the skills to report various events happening in university campus.
 - CO-4 Understand the practice of various software's involving in page design.
 - CO-5 Get overall practical knowledge about reporting and editing for vidya samachar.
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Vidya Samachar fortnightly practice journal

25 Marks

Media Activities – Communication Club activities

10 Marks