



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/MGJ-404/2023-24/1051

Date: 23 OCT 2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕೋತ್ತರ MA in Journalism & Mass Communication ಪದವಿಯ 1 ರಿಂದ 4ನೇ ಸೆಮೆಸ್ಟರ್ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಠರಾವು ಸಂ. 02, ದಿನಾಂಕ: 24.08.2023.
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಠರಾವು ಸಂ. 10, ದಿನಾಂಕ: 26.08.2023.
3. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 15, ದಿ: 31.08.2023.
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 26/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ, 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸ್ನಾತಕೋತ್ತರ MA in Journalism & Mass Communication ಪದವಿಯ 1 ರಿಂದ 4ನೇ ಸೆಮೆಸ್ಟರ್ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಿರುವ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

ಇ/ಕ. ಅನುಬಾಲಕ
ಕುಲಸಚಿವರು. 03/10/2023

ಗೆ,
ಅಧ್ಯಕ್ಷರು,
ಸ್ನಾತಕೋತ್ತರ ಸಮೂಹ ಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ ಅಧ್ಯಯನ ವಿಭಾಗ,
ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

ಪ್ರತಿ:

1. ನೊಡಲ್ ಅಧಿಕಾರಿಗಳು, UUCMS ಘಟಕ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ಶಾಖೆ, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
6. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಮಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

Karnatak University, Dharwad



Regulations and Syllabus

For

Master of Arts in Journalism and Mass Communication

(Course Code: PG47)

Choice Based Credit System (CBCS)

From

2023-24 & Onwards



Karnatak University, Dharwad



REGULATIONS

For

M.A Journalism and Mass Communication (Course Code: PG47)

Choice Based Credit System (CBCS)

2023-2024 & Onwards

KARNATAK UNIVERSITY, DHARWAD

Regulations concerning Master Degree Programme

Faculty of Social Science, from 2023-2024

Master of Arts (M.A) Degree Programme in Journalism and Mass Communication (CBCS)

Regulations Governing the Post-Graduation Master Degree Programmes under Choice Based Credit System (KU-CBCS), framed under Section 44(1)(C) of K.S.U. Act, 2000.

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

CHOICE BASED CREDIT SYSTEM (CBCS)

General objectives of the programme

Journalism is considered the fourth estate of Indian democracy. Newspapers and other print media are essential communication tools that play a vital role in serving society. The print media is very effective in knowing the happenings of national, international and local events. The present programme focuses on various aspects of print media such as news writing, reporting, editing and information dissemination techniques. Along with print media new communication technologies have emerged as a major source of information and entertainment. The reach of radio, television and the internet has been expanding at a remarkable rate. Educational institutions have excellent opportunities to train the students who can handle them. Keeping this in view, a two-year course in M.A. in Journalism and Mass Communication has been designed with specializations of electronic media in the curricula.

Objectives of the programme:

- a. To provide a comprehensive understanding of Journalism and Mass Communication.
- b. To develop competent professionals with technical skills and knowledge of Journalism and principles of Communication.
- c. To promote original research work in the fields of journalism and inculcate an understanding in relevant subjects.
- d. To develop analytical thinking and deliberation of human values, culture, environment, science, sports and other contemporary issues related to the society so that they acquire proficiency and written communication.
- e. To equip students with knowledge and skills to work in new media and electronic media communication environment.
- f. To train the students with production skills for various electronic media fields like radio, television and web based new media technologies.
- g. To introduce students to various dimensions of electronic media production such as production planning, financing, management and distribution.

Career path after completion of the course:

- a) Reporter, copy editor, editor for radio and television channels
- b) Voice-over artist, radio jockey, news anchor
- c) Documentary producer and advertising film production
- d) Camera person, video editor, panel and broadcast producer
- e) Freelance journalist/producer and owner of the own production house and innovative media startup
- f) Photojournalist, event manager, public relation officer, content writer
- g) Programme executive in Akashwani and Dooradarshan of Prasar Bharati Govt of India.
- h) Media relation officer in public and private sectors
- i) Assistant director for information and public relation department/ Senior assistant director /information assistant in Government of Karnataka
- j) Central bureau of communication, Press Information Bureau, Publication Division, New Media Wing and Photo Division Information and broadcasting ministry, Government of India

Programme-Specific Outcomes (PO's):

After the successful completion of the programme M.A. in Journalism and Mass Communication, graduates shall be able to:

1. Demonstrate advanced oral and written communication skills and convey complex information clearly and effectively in various media formats, i.e., print, electronic and digital media.
2. Produce multimedia content including journals, video, audio, animation and graphic design.
3. Engage in entrepreneurial ventures related to journalism and mass communication, public relations and manage print and electronic media organization.
4. Possess knowledge about media laws and policies, including freedom of the press, copyright Act, and intellectual property rights Act, etc.
5. Adapt to rapidly changing media landscapes and demonstrate innovation in their journalistic practices by continuous up-skilling and self-learning abilities.
6. Understand the global media systems and are sensitive to cultural and diversity issues in media representation and production.
7. Adhere to ethical standards, including accuracy, fairness, and objectivity while creating and distributing media content.
8. Use modern tools and equipments involved in the production of multimedia content
9. Take-up scientific and objective research studies in the fields of Journalism, Mass Communication and allied subjects.

Title:

These Regulations shall be called “Karnatak University Regulations Governing Post-Graduation under the Choice Based Credit System” for Master Degree programmes.

Commencement:

These Regulations shall come into effect from the academic year 2023-24.

Definitions:

In these Regulations, unless otherwise mentioned:

- a) “University” means Karnatak University;
- b) “Post-Graduation Programmes” means Master’s Degree Courses.
- c) “Compulsory Course” means a fundamental paper which a student admitted to a particular Post - Graduation programme should successfully complete to receive the Post – Graduation Degree in the concerned subject.
- d) “Open elective” means a course offered by the Department for students of other Departments. Students have freedom to choose from a number of optional courses offered by other Department/s to add to their credits required for the completion of their respective programmes.
- e) “Credit” means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year. As regards the marks for the courses, 1 credit is equal to 25 marks, 2 credits is equal to 50 marks, 3 credits is equal to 75 marks and 4 credits is equal to 100 marks as used in the conventional system.
- f) “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of marks of credits. These grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- g) “Grade Point Average” of GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of courses a student takes and the grades awarded to him/her for each of the subjects so chosen.
- h) “Cumulative Grade Point Average” or CGPA refers to the Cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA is shown at the end of this regulation.

1. Minimum Eligibility for Admission:

The students who have successfully completed a graduation in any discipline with 45 percentage of marks in aggregate (40 percentage of marks for SC/ST and Cat-I students) from this University or from any other University recognized as equivalent thereto by this University shall be eligible for admission to the Post Graduation Programmes under the KU-CBCS Programme provided they also satisfy the eligibility conditions like percentage of marks etc., as may be prescribed by the University and as per Ordinance of the course.

2. Entrance Test

2.1 Candidate seeking admission to the course shall be required to appear for the entrance test conducted by the University.

2.2 The Entrance Test for 100 marks shall consist of multiple choice questions.

3. Selection for Admission

3.1 The selection of students shall be made on the basis of roster cum merit basis in each category of reservations as per the government order on reservation and University rules.

3.2 Preparation of the merit list shall be made on the basis of marks obtained in the Entrance Test and marks obtained in the Degree Examination (Marks scored in the language and cognate subjects).

3.3 Fifty percent of the marks obtained in the degree examination and fifty percentage of the marks scored in the Entrance Test shall be taken for finalizing the merit list.

4. Intake

The total number of candidates to be admitted to the course shall be 22 including all provisions/categories with normal fees. Out of these sixteen seats will be allotted under enhanced fees structure and six seats will be allotted the students from other universities within the Karnataka state (15%), two seats will be allotted to other university outside the Karnataka state (5%) and two seats will be allotted to Karnatak University employees quota. Total Seats are 48.

5. Course of Study:

The courses of study for M.A. in Journalism and Mass Communication degree shall comprise of Theory and Practical as noted in the curricula.

6. Duration of the Programme:

The programme of study for the Post-Graduation Master Degree shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen weeks of class work.

7. Medium of Instruction

The medium of instruction shall be in English and Kannada. However, a candidate is permitted to write the examination in Kannada also.

8. Minimum Credits and Maximum Credits:

- 8.1** There shall be two categories of courses viz., Compulsory course and Open Elective Course. Compulsory Course refers to the concerned department only. The Open Elective is the course offered by other Departments.
- 8.2** Each course shall have a definite course objective, Eligibility criterion for taking the course, scheme of Evaluation including the components of Internal Assessment (IA) marks, Projects (if any), the number of contact hours, type of practical and the prescribed credits.
- 8.3** The credits for each of compulsory course are of 4 credits. Even in the case of Open Elective Course, it shall be 4 credits for each paper.
- 8.4** A student shall register for minimum of 18 credits and a maximum of 30 credits per semester. However to qualify for the degree in any Department under any school and faculty, he/she should have registered and cleared a minimum number of credits, which vary from course to course.

9. Course Structure:

- 9.1** The students of Post-Graduation Programme shall study the courses as may be approved and prescribed by the Academic Council of the University from time to time.
- 9.2** A typical Master's Degree programme consists of a number of courses. This number varies from discipline to discipline. The term course is used to indicate a logical part of a subject matter of the programme (also referred to as paper). In essence the courses are of two types:
 - i. Compulsory Course (1st and 2nd Semesters)
 - ii. Journalism and Mass Communication (3rd and 4th Semesters)
 - iii. Specialization Course with Electronic Media (3rd and 4th Semesters)
 - iv. Open Elective Course.
- 9.3** Each programme shall have a set of compulsory course that a student must complete to get the degree in the concerned Department. These are distributed in each semester. There could be a minimum of such papers for each semester depending on the department.
- 9.4** Specialization course in 3rd and 4th semesters is consisting of both print and electronic media; a student shall select either print media or electronic media in 3rd and 4th semesters.(Specialization Course with Electronic Media only at main campus,KUD)
- 9.5** Each department shall offer at least two Open Elective courses for the II and III Semester for students from other departments. Students from the same department are generally not allowed to opt the courses offered as Open Elective course in the same department.

9.6 Each course (paper) in this system is designed carefully to include lectures / tutorial/ Laboratory work/ seminars/ Project work/ practical training/ report writing/ Viva-voce etc., to meet effective teaching and learning needs and the credits are assigned suitably.

9.7 Master Degree Programmes are essentially semester system programmes. There shall be 4 semesters in each programme. There shall be two semester for each year of the Programme. Each of the Semester will be of 16 weeks duration including evaluation and grade finalization period. The academic session in each semester will provide 120 teaching days with 48 hours of teaching / learning periods in six days session per week.

9.8 The normal calendar for the semester would be as follows:

- i. I and III semester - November – February
- ii. II and IV Semester - June – September

10. Attendance:

10.1 Each paper shall be taken as a unit for the purpose of calculating the attendance.

10.2 Each student will have to sign and mark his attendance for every hour of teaching of each paper. At the end of every month all teachers shall notify the attendance of every student on the Notice Board of the department during 2nd week of every month. Chairman shall certify the fulfillment of required attendance of every candidate in the Examination form.

10.3 Certain proportion of the marks in Internal Assessment shall be awarded based on attendance as an incentive to the student for regularity in attendance.

10.4 A student shall be considered to have satisfied the requirement of attendance for each paper, if he/she has to attend not less-than 75% of the number of classes held up to the end of the semester including tests, seminars, group discussions, practical, tutorials, etc.

10.5 However, if a student represents his/her institution, University, State or Nation in sports, NCC, NSS, Cultural activities or any other officially sponsored activities, he/she shall be eligible to claim the attendance for the actual number of days participated, subject to a maximum of 20 days in a semester based on the specific recommendation of the head of the Department.

10.6 If the student assigned for field practical work (reporting and media production) he/she shall be eligible to claim the attendance on the particular date and time of the particular class with prior permission of the concern subject teacher if subject teacher is not available in the department he/she shall take the permission from the chairman of the department.

11. Media Visit

There shall be a media visit, which is compulsory and a student has to submit a media visit observation report. Media visit will be conducted during I and III Semester in supervision of a teacher of the department.

12. Submission of Project work/Magazine production/Dissertation

- 12.1** During third semester electronic media specialization students shall have to choose a topic for his/her project work (Audio/Video or Digital media) and preliminary preparation to be carried out under the guidance of a teacher.
- 12.2** During fourth semester all students shall have to submit the dissertation on the chosen topic (Print media, Radio, Television, Digital media, Public Relations, Advertising, Cinema and allied area of Journalism and Mass Communication).
- 12.3** Candidates keeping terms but not appearing for the theory and practical papers and not submitted the project report/Magazine production assignment/ Dissertation within the prescribed time may appear for respective examination and submit the project report within the prescribed time.
- 12.4** Candidates appearing for the examination under the provision of (12.3) will not be eligible for the award of any rank, prize, medal etc.

13. Internship

- 13.1** The pre internship is compulsory for all the second semester students at the end of II semester students shall undergo pre internship for two weeks in any local media institution. Students should submit the detailed report of successful of the pre internship.
- 13.2** The internship is compulsory for all the students. They shall work in any recognized media institution as an internee for a period of one month (i.e. 4 weeks) after the completion of the fourth semester examination.
- 13.3** The internee should compulsory produce a certificate issued by the head of the concern media institute.
- 13.4** If the student fails to submit the completion of internship certificate from the media institute, the original marks cards of the concern students will to be held up until the submission of internship certificate.

14. Evaluation:

- 14.1** Each Course has two components; the first is Internal Assessment Marks and the second is the Semester End Exams. The Internal Assessment (IA) marks are based on continuous assessment of the student. The total marks for the Internal Assessment would be based on the total credit awarded to the Course. For instance if a Compulsory Course has a Credit award of 4, then the total maximum marks would be 100 for the subject. The internal assessment marks shall be displayed on the Notice Board of the Department.
- 14.2** In case of candidates who wish to appear in improvement examinations, if any, the marks obtained in the Internal Assessment shall not be revised. There is no improvement for internal assessment.

14.3 To encourage the students for the regular participation in academic curricula following break-up for attendance has been recommended.

Attendance	Marks Allotted
91 to 100%	3
81 to 90%	2
75.5 -to 80%	1
Up to 75.4	0

14.4 Students seeking the condoning of attendance after representing the University have to produce attendance certificates from the concerned authority and that attendance period to condone shall be considered for the allotment of marks as under.

15. Completion of Course:

15.1 A candidate is expected to successfully complete P.G. Master’s Degree course in two years from the date of admission.

15.2 Whenever the syllabus is revised, the candidate reappearing shall be allowed for PG Degree examinations only according to the university guidelines issued in this matter.

16. Declaration of Results:

16.1 Minimum for a pass in each paper shall be 40% of the total 100 marks including both the IA and the semester end examinations. However, candidate should obtain at least 40% of the marks in the Semester end Examination. There is no minimum score in the IA marks. However after adding the IA and the semester end examination, the candidates should score a minimum of 40 % of the maximum marks for the subject.

16.2 The candidates, seeking improvement of their results shall submit a representation along with a permissible fee to the Registrar (Evaluation) and surrender the degree certificate/provisional pass certificate /original marks card of that semester within 15 days of the announcement of results.

17. Marks and Grading

The grading of successful candidate at the examination shall be as follows:

Percentage	GPA/CGPA	Letter	Class
75.00 to 100.00 %	7.50 to 10.00	A	First Class with Distinction
60.00 to 74.90%	6.00 to 7.49	B	First Class
50.00 to 59.94%	5.00 to 5.99	C	Second Class
40.00 to 49.94%	4.00 to 4.99	D	Pass
Less than 40.00%	Less than 4.00	F	Fail

Course outline

First semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	I A/Viva-voce	Max. Marks	Total Marks	Credit
PG47T101	History of Indian Journalism	04	3 Hours	25 Marks	75 Marks	100	04
PG47T102	Introduction to Mass Communication	04	3 Hours	25 Marks	75 Marks	100	04
PG47T103	News Reporting for Media	04	3 Hours	25 Marks	75 Marks	100	04
PG47T104	Editing	04	3 Hours	25 Marks	75 Marks	100	04
PG47T105	New Media Applications	04	3 Hours	25 Marks	75 Marks	100	04
PG74P106	Reporting and Editing (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P107	Lab Journal (Practical)	04	*	15 Marks	35 Marks	50	02
					Total	600	24
Second semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T201	Advertising	04	3 Hours	25 Marks	75 Marks	100	04
PG47T202	Public Relations	04	3 Hours	25 Marks	75 Marks	100	04
PG47T203	Media Laws	04	3 Hours	25 Marks	75 Marks	100	04
PG47T204	Communication Research	04	3 Hours	25 Marks	75 Marks	100	04
PG47T205	Communication Skills (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG47P206	Digital Media Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P207	Lab Journal (Practical)	04	*	15 Marks	35 Marks	50	02
					Total	600	24

**Practice journal will be prepared by the student with supervision of teaching faculty and submit the same for evaluation for 35 Marks and 15 Marks for viva-voce.*

*** The practical record book should be submitted by the student at the end of the semester through the head of the department and teacher concerned within the stipulated date and time.*

Third semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T301	Feature writing and Photo Journalism	04	3 Hours	25 Marks	75 Marks	100	04
PG47T302	Basics of Television Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T303	Basics of Radio Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T304	Basics of Online Media Production	04	3 Hours	25 Marks	75 Marks	100	04
PG74T305	Radio and Television (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG47P306	Audio/Visual Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P307	Practice Journal (Practical)	04	*	15 Marks	35 Marks	50	02
Total						600	24
Fourth semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T401	Media Management	04	3 Hours	25 Marks	75 Marks	100	04
PG47T402	Introduction to Film Studies	04	3 Hours	25 Marks	75 Marks	100	04
PG47T403	Development Communication	04	3 Hours	25 Marks	75 Marks	100	04
PG47T404	Folk Media	04	3 Hours	25 Marks	75 Marks	100	04
PG47T405	Dissertation	04	3 Hours	25 Marks	75 Marks	100	04
PG47P406	TV News Magazine (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P407	Practice Journal (Practical)	04	*	15 Marks	35 Marks	50	02
Total						600	24

**Practice journal will be prepared by the student with supervision of teaching faculty and submit the same for evaluation for 35 Marks and 15 Marks for viva-voce.*

*** The practical record book should be submitted by the student at the end of the semester through the head of the department and teacher concerned within the stipulated date and time.*

All Semester Total Marks = 2400

All Semester Total Credits = 96

Specialization for Electronic Media

Third semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T301	Advanced Television Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T302	Advanced Radio Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T303	Advanced Online Media Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T304	Graphics and Animation	04	3 Hours	25 Marks	75 Marks	100	04
PG47T305	Broadcast Journalism (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG47P306	Radio Programme Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P307	TV News Magazine (Practical)	04	*	15 Marks	35 Marks	50	02
Total						600	24
Fourth semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T401	Electronic Media Management	04	3 Hours	25 Marks	75 Marks	100	04
PG47T402	Advanced Film Studies	04	3 Hours	25 Marks	75 Marks	100	04
PG47T403	Advanced Media Tools & Technology	04	3 Hours	25 Marks	75 Marks	100	04
PG47T404	Electronic Media and Development	04	3 Hours	25 Marks	75 Marks	100	04
PG47T405	Dissertation	04	3 Hours	25 Marks	75 Marks	100	04
PG47P406	Documentary Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
PG47P407	TV News Magazine (Practical)	04	*	15 Marks	35 Marks	50	02
Total						600	24

**Practice journal will be prepared by the student with supervision of teaching faculty and submit the same for evaluation for 35 Marks and 15 Marks for viva-voce.*

*** The practical record book should be submitted by the student at the end of the semester through the head of the department and teacher concerned within the stipulated date and time.*

All Semester Total Marks = 2400

All Semester Total Credits = 96

COURSE OUTCOMES (CO's) After the completion of this course, students will be able to:

CO-1 Trace the glorious movements of journalism in past times.

CO-2 Elaborate on the development of printing technology over the period of time.

CO-3 Recognize the contributions of renowned journalists of the country.

CO-4 Identify the changing trends of journalism and journalistic practice in the country.

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 -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-III	Role of newspapers during Freedom struggle-publications of Tilak, Gandhiji, Nehru, Dr.B.R.Ambedkar, Annie Besant and Horniman.
Unit-IV	Growth of newspapers in post-independent India- Chain and Group publications, Contemporary trends of Indian press. Magazine journalism, types of magazines, Characteristics of contemporary Kannada magazines.
Unit-V	A brief history of Kannada press- Mangalore Samachara, role press during freedom movement and post-independence, Publications of M. Venkatakrishniah, D.V.Gundappa, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P.Ramiah, T.T.Sharma and B.N.Gupta, Characteristics of contemporary Kannada dailies. Recent trends in Kannada Press

Reference :

- 1) Murthy, N. K. (1966). Indian Journalism. Prasaranga, University of Mysore
- 2) Keval J. Kumar,(2011) *Mass Communication in India* Jaico, Mumbai.
- 3) Natarajan, S. (1962). A History of the Press in India. New York, Asia.
- 4) Lovett, P. (1926). Journalism in India
- 5) J Natarajan (2021) *History of Indian Journalism* Publication Division Ministry of I&B.
- 6) Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
- 7) Kundra, G. C. (2011). History of Journalism in India.
- 8) Moitra, M. (1969). A History of Indian Journalism. Calcutta: National Book Agency
- 9) Ghosh, S. (1998, January 1). Modern History of Indian Press.
- 10) Manorma Singh,History of Journalism,(2007)Discovery Publishing House New Delhi.
- 11) f.JEi. gAUEAxhA'i,(2000) ¥MBEÁZPÁ, - PÁªÁZÁEA ¥DÁ+EA' AUMEGÁ.
- 12) qÁ.ef.JA.ZAÁEPg(2007) ¥MBDgÁV aEogé oIt aÁAvhÁAiÁ: MAZÁ CzÁiÁEAª ÁZÁgÁ ¥DÁ+EAZÁgP ÁqÁ
- 13) r.«.f, aM ¥MBE PEÁÖI PÁªÁZPÁ CPÁqkÁ, 'AUMEGÁ

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
- CO-2** Evaluate and explain various models of communication and national and international theories of communication.
- CO-3** Demonstrate effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.
- CO-4** Use communication skills, theories and models in real-life communication situations

- Unit – I** Communication: Definitions, Nature and Scope of Communication, Types of Communication: Inter and Intrapersonal Communication, Group and Mass Communication, Verbal and Non-Verbal communication.
- Unit – II** Principals of communication, functions of communication, Process of Communication and Barriers of Communication. Communication flow, Horizontal and vertical.
- Unit - III** Models of Communication: Aristotle model, Harold Lasswell's model, Shannon and Weaver model, David Berlo's S-M-C-R model, Charles Osgood model Wilber Schramm model and Dance's Helical model, spiral of silence.
- Unit – IV** Theories of Communication: Four theories of Press, Magic bullet theory, Agenda Setting theory, Uses and gratification theory, Diffusion of innovation theory, Democratic Participatory theory and Marshall Mc.Luhan theory.
- Unit – V** Media and culture, understanding culture in a globalized world, Cultural industry, Information and knowledge society, cybernetics.

References:

- 1) Denis Mcquail (1983)*Mass communication theory: An introduction* - Sage publication New Delhi
- 2) Wilbur Schramm (1954) *The process and effects of mass communication* – Harper&Row The University of Michigan.
- 3) Wilbur Schramm (1973) *Meaning, messages and media* – Harper&Row The University of Michigan.
- 4) Joseph Klapper (1960) *The effects of mass communication* – Free Press Publishers.
- 5) Stanley J.Baran and Dennis K.Davis (2006)*Mass communication theory* – Thomson words worth publishers.
- 6) Denis Mc Quail 2010. *Mass Communication Theory*, , Sage publication New Delhi
- 7) Thomson Wadsworth(1998) *Theories of Communication- A short introduction*, London Sage publication
- 8) Stanley S. Baran and Dennis K. Davis (1999), *Mass Communication Theory: Foundations Ferment and future*, Singapore
- 9) S.J. Baran & D.K.Davis-(2003)*Mass communication theory- Foundations Fermnt & Future- CambridgeUniversity, Press Cambridge*
- 10) ~~Year of Gupta, A.P. & Davis, D. (2015) PEAOI PA a IAZI A CPACk A, AUM/EgA~~

COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Define news and understand the elements, principles, values and structure of news.

CO-2 Identify various news sources along with their management.

CO-3 Accurately report any given event for various forms of media

CO-4 Create & present various types of journalistic content for different media.

Unit – I News: Definitions of news, Concept of News, Elements of News, Principles of News, News values, Structure of News, Formats of News, Hard news and Soft news.

Unit – II Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting, Online Sources, Sting Operation, Interview, News and Paid News.

Unit – III Writing News: News gathering skills, Structure of news, Inverted pyramid style of news writing.

Unit – IV Reporting types: Speech, Crime, Sports, Cultural, Political, Social, Crisis and Disaster, Agriculture, Environment, Judiciary and Legislature, Medical, Science and Technology, Business, and Survey findings reporting, of the record and embargo.

Unit – V Ethical aspects of reporting, Objectivities in Reporting, Internal and External pressures, Present status of news reporting in India and Citizen journalism.

Reference:

- 1) B. N. Ahuja and S. S. Chhabra (2013) *News Reporting* Surjeet Publication New Delhi.
- 2) Mames M Neal and Suzanne S Brown (1999) *News Writing and Reporting* ,Surjeet Publication New Delhi
- 3) P. N. Williams (1978) *Investigative Reporting and Editing* –Prentese Hall Publishers.
- 4) F. Fedler (2005) *Reporting for the Print Media – OUP Publishers USA*.
- 5) Mitchell V Charnley (1975) *Reporting* – Holt, Rinehart & Winston of Canada Ltd; 3rd Revised edition
- 6) D. D. Mach Dougal (2020) *Interpretive Reporting* –2nd edition Routledge; publishers New Delhi.
- 7) K. M. Srivastava (1987) *News Reporting and Editing* – Publisher : Stosius Inc/Advent Books Division
- 8) Dr. Kudli Gururaja, (2022) *Dynamics of Reporting*, Sri Jayathirtha Publications, Bangaluru.
- 9) f. J. E. i. g. A. U. E. x. b. j. a. i. (2000) *News Reporting and Editing* – Prentice Hall Publishers.
- 10) q. A. R. «. U. n. g. a. y. b. a. z. i. P. e. l. i. j. y. e. a. n. o. a. u. i. , P. e. a. o. i. P. a. a. i. a. z. i. P. a. C. P. a. q. k. a. . . . A. U. M. E. g. a. .
- 11) U. e. a. y. a. P. i. j. i. o. U. b. e. O. b. e. y. y. i. n. b. e. a. z. i. P. a. , P. e. a. o. i. P. a. a. i. a. z. i. P. a. C. P. a. q. k. a. . . . A. U. M. E. g. a. .
- 12) q. A. y. z. i. g. a. d. z. a. q. a. i. v. , (2022) a. i. a. z. i. P. a. . . . A. U. M. E. g. a. .
- 13) q. A. y. z. i. g. a. d. z. a. q. a. i. v. , (2014) y. i. n. b. e. . . . A. U. M. E. g. a. .

- 14) Vj Ā±À Dgi zĒqĒ Ā±, (2015) 1990 j AzĀ F ZŪĒ Ā ħĒCUĀj PĀiĀ° ě SzĀ ĀzĀ ĄĒWŪĀĀ, PEĀĎI PĀ ĀĀZĒĒ CPĀqĒĀ ĄĀUĀĒgĀ.
- 15) dĀiĀzĀ ĀĀ ĄĒzĀ ĀĒĀiĀgĀ(2015) ĀĀtĀ ĄĒWĒĀZĒĒ, PEĀĎI PĀ ĀĀZĒĒ CPĀqĒĀ ĄĀUĀĒgĀ.
- 16) ĄĒĒĀĀzĒĒ ĄĒqĒj, (2015) «ĀĒĀ ĄĒWĒĀZĒĒ, PEĀĎI PĀ ĀĀZĒĒ CPĀqĒĀ ĄĀUĀĒgĀ.
- 17) FĀĀ zĒvĒĀi, (2015) CĀĀzĀiĀ ĄĒWĒĀZĒĒ, PEĀĎI PĀ ĀĀZĒĒ CPĀqĒĀ ĄĀUĀĒgĀ.

Paper Code & Title	PG78T104 : Editing
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

- CO-1** Apply the principle of editing, including fact-checking, language correction, and news story rewriting, to produce accurate and polished news content.
- CO-2** Create various types of headlines, including news and feature headlines, using established techniques
- CO-3** Use page designing softwares to design and layout newspapers
- CO-4** Make effective sense of language skills.
- CO-5** Demonstrate the ability to work collaboratively within an editorial department

- Unit – I** Organizational structure of big daily and small newspapers, Editorial department, Role and functions of editor, News editors, Chief sub – editor, sub – editors and other staff.
- Unit – II** Principles of editing: Editing Process, Checking facts, Correcting language, Rewriting news stories, Editing agency copies, Usage of computers in news editing, style sheet.
- Unit – III** Headline: Types of headlines, Techniques of headline Writing: News and Feature Headlines, Functions of headline, Polishing headlines, Translation techniques.
- Unit – IV** Editorials: Editorial board, Techniques of editorial writing, Letter to the editor, Editing Articles, Editing press releases and press notes, Caption writing.
- Unit – V** Newspaper Design and layout: Page designing softwares : Indesign, Coral Draw and Photoshop, Photo Editing. Types of News paper layouts, Designing front page, Design of inside pages, Designing special supplements, Designing magazine.

Reference :

1. Basket, Scissors And Brooks, (2002). *Book Of Art Editing*, Harper And Row. Publication London,
2. Joseph (2002). *Outlines Of Editing*, Amol Publication New Delhi..
3. M V Desai & Sevanti Nainan (1996). *Beyond Those Headlines*, Allied Publishers Bangalore Limited.
4. Herold Evans (1998) *Editing and Design* Harper And Row Publication London
5. Rangaswamy Parthasarathy, (1984) *Basic Journalism*, Macillan India Ltd, New Delhi.
6. George. TJS, (1998) *Editing, A Hand Book For Journalist*, IIMC New Delhi.
7. Quinn (1999). *Digital Sub Editing & Design*, Sage Publication. New Delhi,
8. F.K. Baskette and J.L. Sissors (2002) *The Art of Editing*. Macillan India Ltd, New Delhi
9. JA. «. PÁ. Ávi, a MW YMBEÁZPÁ, PEÁÖI PÁ a ÁAZPÁ CPÁqkÁ, ÁUMMEGÁ.
10. qÁ.J.J. i. Á® ÁSáatá JA.J. dED° dA EÁvÁ a ÁAZÁEÁ, PEÁÖI PÁ a ÁAZPÁ CPÁqkÁ, ÁUMMEGÁ
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12. PefeÁÁ, Ái. YMBEÁZPÁ YJ ZÁiÁ, YbÁgAUª a ÁE, MEÁ «« a ÁE, MEÁ

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the basic characteristics of new media technologies.

CO-2 Explain the roles, functions and applications of various new media platforms

CO-3 Create digital presentations using multimedia elements.

CO-4 Use new media platforms to create journalistic contents in an ethical and responsible manner

Unit – I Communication technology: Concept and scope of new media technology, Information technology, Web sites, Domain name concept, Internet Service Providers (ISP)

Unit – II Web designing, HTML, Dreamweaver, Flash, Online news portals, Blog, Vlog, YouTube, Facebook, X, Instagram, Artificial Intelligence (AI), Machine learning, Video conference.

Unit – III Internet: Development of the Internet, Browser and Search engine, LAN, WAN, MAN, Information gathering, hyperlink, Social Networking.

Unit – IV Writing for Multimedia: Online journalism, Media convergence, Webcasting, Podcasting, Mobile Journalism (Mojo), Data Journalism, Challenges of online journalism.

Unit – V Alternate journalism, Fake news, Fact checking, Ethics in online journalism, e-publishing.

Reference:

- 1) Jason Whittaker ;(2000) *Producing for the Web.*(Media Skills) 1st edition Routledge Publishers. University of Lincoln
- 2) Timothy Garrand ; (2020) *Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.* 3rd edition Routledge; Publishers.
- 3) Stepen Pite - (2005)*The digital Designer*, 101 Graphics Design Project for Print, The web , Multimedia, Motion graphics. Sage Publishers.
- 4) Michel Miller ; (2007) *Absolute beginners guide to computer basics.* 4th Edition QUE Publishers.
- 5) Robert Walsh ;(2007) *Clear Blogging*, Apress; 1st ed. edition 011-49344934 CBS PUBLISHERS AND DISTRIBUTORS PVT. LTD
- 6) Bangia, R. (n.d.). *Internet & Web Design.* Firewall Media.
- 7) Jayakumar, S., Ang, B., & Anwar, N. D. (2020). *Disinformation and Fake News.* Springer Nature
- 8) Christian Fuchs (2011) *Internet and Surveillance* 1st edition Routledge Publishers.

COURSE OUTCOMES: (CO's) *After the completion of this course, students will be able to:*

- CO-1** Understand the techniques of reporting.
 - CO-2** Apply the process of editing.
 - CO-3** Report various events happening in society.
 - CO-4** Use various software involved in page design.
 - CO-5** Get overall practical knowledge about reporting and editing of newspaper.
-

Particulars of Practical Components

- 1. Identify various news items published in newspapers during the semester (Kannada and English)**
- 2. Write a news story based on given facts (Kannada / English)**
- 3. Identify soft news and hard news among published in newspaper during the semester (Kannada / English)**
- 4. Write a news in inverted pyramid style and explain its components (Kannada / English)**
- 5. Rewrite the given news item (Kannada / English)**
- 6. Translate the given news item to Kannada to English and English to Kannada**
- 7. Design a newspaper with indesign software (2 pages)**
- 8. Write a caption for given photograph (Two items)**

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

- CO-1** Write accurate and objective reports of various events
- CO-2** Give appropriate headline for different news stories
- CO-3** Select appropriate photographs and write caption.
- CO-4** Design the layout of the journal using different softwares
- CO-5** Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

Second Semester

Paper Code & Title	PG47T201 : Advertising
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

- CO-1** Explain the aims and objectives of advertising.
- CO-2** Design and develop advertisements for modern media.
- CO-3** Carry out market research related to advertising
- CO-4** Plan and execute an advertising campaign.
- CO-5** Explain the techniques of media planning and brand building

- Unit – I** Advertising- Definition, Nature and Scope of Advertising, Evolution of Advertising, Types and Functions of Advertising: Outdoor, Transit, Social Service and Public Service Ads, Advertising and Society, Socio-Economic effects of advertising.
- Unit – II** Advertising Agency- Types of agency, structure, functions Advertising agencies, Advertising campaign planning: Market research, Product research, Consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand Positioning, Brand loyalty, Unique selling proposition (USP).
- Unit – III** Writing for advertising: Ad copy writing, Copy writing for radio ads. Script for TV commercials(TVC), Writing for digital media advertising.
- Unit – IV** Advertising production techniques: Designing advertisement for print media, Visualization and Illustration, production of advertising for radio, Producing Jingles, Television Commercial (TVC) production, and creating digital advertisements.
- Unit – V** Ethical aspects of advertising: Evaluation of advertising, ASCI, DAVP, AAI, Social responsibilities of advertising, recent trends of advertising in India, Surrogate Ads.

References :

1. Agarwal C.D(2006) *Media and Advertising*, Mohit publication.
2. Rajiv Batra: (2010)*Advertising Management*, Prentice publication
3. Al Ries & Laura Ries:(2014)*The Fall of Advertising and the Rise of PR*, Harper Business Publication.
4. Clow and Baack:(2013) *Integrated Advertising Promotion and Marketing communication*. 6th edition Pearson Education India;
5. Jack Z. Sissors (2017) *Advertising Media Planning* , McGraw Hill Education (India) Private Limited, Candor TechSpace, 8th Floor, Tower No 5, Plot No 2, Block B, Sector 62, Noida, Uttar Pradesh
6. John Philip Jones (2021) *Advertising at the Crossroads* Westland Business Publishers.
7. Cloud C H (2016) *Scientific Advertising*, Ingram short title Publishers.
8. Pete Barry(2016) *The Advertising Concept Book* Third edition Thames & Hudson; Publisher

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the concept of public relation and its importance

CO-2 Elaborate the process of public relations

CO-3 Differentiate PR from propaganda and publicity

CO-4 Identify and apply the tools of public relations

CO-5 Describe the ethical aspects related to Public Relations

CO-6 Explain the role and functions of PR agencies

Unit – I Public Relations: Meaning, Definitions, Nature and Scope, Development of PR in India, Types of Public Relations, Relevance of PR, qualification and duties of PRO.

Unit – II Process of Public Relations: Fact Finding, Planning, Implementation, Evaluation, Public opinion, Feedback. Internal and External PR, PR Campaign: Research, Objectives, Strategy, Measuring the effectiveness of PR Campaign, Developing PR for content creation.

Unit – III Differences between Publicity, Propaganda, Advertisement and PR, Employee Relations, Crisis Management, Event Management, Corporate Social Responsibility, Community Relations.

Unit – IV Tools of Public Relations: Press Release, Press Conference, Interviews, Press kits, Corporate Advertising, Exhibition events, Media Relations, Sponsorship, House Journals, Open House, Media Tour.

Unit – V Ethics of Public Relations: PRSI and its functions, International Public Relations, Communication Audit, PR in Government Sector, PR in Corporate sector, PRCI, Problems and Prospects of Public relations.

Reference:

- 1) Ulmar S.S.(2012) *Effective Crisis Communication*, Sage publication.
- 2) Paul A Argenti(2015) *Corporate Communication*, Irwin Publication.
- 3) C V Narsimha Reddy (2019)**EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY** 3rd edition PHI Learning Pvt Ltd;Publishers.
- 4) D S Mehta (1980) *Handbook of Public Relations in India*, 1st edition Allied Publishers Pvt. Ltd.
- 5) Gower, K. K. (2017). *Legal and Ethical Considerations for Public Relations*.
- 6) Verma, S. K. (2019). *Public Relations and Media in Cooperatives: An Indian Perspective*. Studera Press.
- 7) Reddi, C. N. (2019). **EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY, THIRD EDITION**. PHI Learning Pvt. Ltd.
- 8) Jethwaney J, Sarkar N N (2009) *Public Relations Management*. Sterling Publishers Private Limited
- 9) P M Meera Mohiddin (2018) *Public Relations Management*. Nahidha Publishers.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Identify the salient features of the Indian constitution
CO-2 Discuss the reasonable restrictions to Article 19(1)a
CO-3 Classify and explain various media laws and their implications
CO-4 Elaborate the function and powers of the Press Council of India
CO-5 Trace the important provisions of RTI, IT and cyber laws.

- Unit – I** Salient features of Indian Constitution, Fundamental Rights & Duties, Freedom of Speech and Expression, Case studies related to article 19(1)a, Directive Principles of State Policy, Parliamentary Privileges, UDHR
- Unit – II** Defamation, Sedition, Obscenity, Media Censorship, IPC and CrPC, Judicial System in India, PIL.
- Unit – III** Right to Privacy, Official Secrets Act 1923, Copyright Act, Intellectual Property Rights Act, The Contempt of Court Act 1971, The Press and Registration of Books Act 1867, Working Journalist Act, DMRA 1954, Cinematography Act 1953, ESMA.
- Unit – IV** The Press Council of India- Structure, Functions, Code of Conducts, Press Commissions, Broadcast code, Prasar Bharati Act, TRAI, Lesbian, gay, bisexual, transgender and Queer (LGBTQ), Supreme Court Guidelines on Gender Stereotype.
- Unit – V** Right to Information Act 2005, Cyber laws in India, IT Act 2000.

References:

- 1) Basu, D. D. (1980). Law of the Press in India. New Delhi: Prentice Hall of India.
- 2) Iyer, V. (2000). Mass Media Laws and Regulations in India. India Research Press.
- 3) Neelamalar, M. (2009). MEDIA LAW AND ETHICS. PHI Learning Pvt. Ltd
- 4) Kieran, M. (1998). Media Ethics. Psychology Press.
- 5) Prasad, K. (2011). Media Law in India.
- 6) P. J. Aggarwal (2015) *Law of the Press in India*, *Prentice Hall of India*
- 7) Z. A. Choudhury, J. E. (2005) *Law of the Press in India*, *Prentice Hall of India*
- 8) G. A. Choudhury, J. E. (2005) *Law of the Press in India*, *Prentice Hall of India*
- 9) G. A. Choudhury, J. E. (2005) *Law of the Press in India*, *Prentice Hall of India*
- 10) P. J. Aggarwal (2015) *Law of the Press in India*, *Prentice Hall of India*

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Define research and differentiate pure and applied research.
 CO-2 Trace the areas and problems of research in mass media fields.
 CO-3 Use various methodologies involved in communication research.
 CO-4 Identify the tools and techniques of media research.
 CO-5 Apply various techniques of data collection and data analysis methods using different statistical tools.
 CO-6 Adopt ethical principles involved in research

- Unit – I** Definition, Elements of research, Scientific approach, Research and theoretical framework, Research Problem, Role, Function, Scope and importance of communication research, Types of research: Basic and applied.
- Unit – II** Methods of communication research: Census Method, Survey method, Pilot study, Observation method, Content Analysis, Case Studies, Experimental, Longitudinal studies, Historical Methods, Comparative Study, Panel study.
- Unit – III** Research Design: Meaning, Types. Components of research design: Literature Review, Objectives, Hypothesis, Research questions, Statement of research problem, Sample: Probability and Non-probability sampling methods, Sampling error.
- Unit-IV** Tools of data collection: Questionnaire and Interview and Observation Schedules; Variables, Levels of measurement, Readership survey, Election polls, Audience Research, Media Habits Survey, Scales: Likert Scale, Rating, Guttman Scale, Thurstone Scale. Online data collection methods. Coding and tabulation- MS Excel.
- Unit – V** Descriptive statistics: Central Tendency, Correlation, Covariance, Tables and Charts, Inferential Statistics: Chi-Square, ANOVA and t-test; reliability and validity, Techniques of research report writing, Reference styles, Research Ethics: Plagiarism.

Books for References

- 1) Wimmer, R. D., & Dominick, J. R. (2000, January 1). Mass Media Research. Wadsworth Publishing Company.
- 2) Berger, A. A. (2011, January 1). Media and Communication Research Methods. SAGE.
- 3) Kerlinger, F. N. (1986). Foundations of Behavioral Research. Wadsworth Publishing Company
- 4) Williams, F., Rice, R. E., & Rogers, E. M. (1988, September 26). Research Methods and the New Media. Simon and Schuster
- 5) Hsia, H. (2015, October 23). Mass Communications Research Methods. Routledge.
- 6) Lowery, S., & DeFleur, M. L. (1995, January 1). Milestones in Mass Communication Research. Pearson
- 7) AAPAgAgA^ai ZÀ.ÉÀ (2010) - Á^aniÁfPA ÁA±ÉÆÄZÆÉÁÑÁ PÉÉ | r. eÉÉ ÁgÁvi YÁBÁ±ÁÉÁ,
- 8) qÁ.²^aAPAA^aniÁgÁ PÉ & qÁ.ºÉzi .J. i .C±ÉÆÁPA, (2021) Á^aniÁd «eÁ@AUAVÁ°è ÁA±ÉÆÄZÆÉÁ «zÁÉAUAVÁÁ, ^aAAÉÁ±Á, ÁQ «ÁÁUÁ, PÁÉÁØI PÁ ««,zÁÁgÁ^aÁqÁ

COURSE OUTCOMES: (CO's) *After the completion of this course, students will be able to:*

- CO-1 Explain the process of communication.
- CO -2 Demonstrate proper verbal and non-verbal communication skills
- CO-3 Write accurate reports, letters and resume
- CO-4 Prepare for various types of interviews
- CO-5 Use social media in an effective manner.

- Unit – I** Communication: Meaning, Definition, Process, Nature, Scope, Fundamentals. Types: Intrapersonal, Inter-Personal, Group, Mass Communication,
- Unit – II** Verbal & Non-verbal Communication: Speaking skills, Public speaking, Listening skills, Body Language, Facial Expression, Presentation Skills, Soft skills.
- Unit – III** Writing skills: Letter writing, preparation of resume, Writing for Media: report, press note, feature, articles, letters to the editor.
- Unit – IV** Interview: types of interviews, preparations, self-introduction, parting.
- Unit – V** Social Media etiquettes, dos and don'ts, precautions, Social Media influencers, LinkedIn

References:

1. DeVito, J. A. (2013). Essentials of Human Communication. Pearson Higher Ed.
2. Andreja. J. Ruther Ford (2011) Basic communication skills for Technology, , 2ndEdition,Pearson Education,
3. Sanjay Kumar, Pushpalata (2011) Communication skills, , 1stEdition, Oxford Press,
4. Stephen .P. Robbins (2013) Organizational Behaviour, , 1stEdition, Pearson,
5. Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011
6. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, GopalaSwamy Ramesh, 5thEdition, Pearson, 2013
7. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Greenhall, 1st Edition Universe of Learning LTD, 2010
8. Konar nira (2011) Communication skills for professionals, , 2ndEdition, New arrivals–PHI,

Paper Code & Title	PG47P206 : New Media Production (Practical-I)
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COURSE OUTCOMES: (CO's) after the completion this course, students will be able to:

- CO-1 Create, write and manage his/her own blog.
- CO-2 Create and manage his/her own YouTube channel and able upload video clips.
- CO-3 Explain HTML and create and manage basic web page.
- CO-4 Showcase their digital content to cyber community.

Particulars of Practical

- 1. Create a blog and upload at least 3 articles and two photos related to it**
 - 2. Create a YouTube channel and upload at least two video clips of your own minimum of two minutes each**
 - 3. Create HTML page with your bio-data**
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Paper Code & Title	PG45P207 : Lab Journal (Practical-II)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Write accurate and objective reports of various events
- CO-2 Give appropriate headline for different news stories
- CO-3 Select appropriate photographs and write caption.
- CO-4 Design the layout of the journal using different softwares
- CO-5 Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

Third Semester

Paper Code & Title

PG47T301 : Feature Writing and Photo Journalism

COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

- CO-1 Elaborate the importance of feature writing.
- CO-2 Explain the principles of selecting photographs for news and feature.
- CO-3 Identify the characteristics of different types of features
- CO-4 Edit digital photographs using different editing software.
- CO-5 Follow the ethics in photo journalism.

- Unit – I** Feature Writing: Meaning, Characteristics, Scope, Types of features: Travel, Human Interest, Development, Historical, Science, Profiles. Techniques of feature writing
- Unit – II** Review Writing: Art, Cinema, Folk Arts, Theatre, Music, Books, Principles and techniques of writings reviews. Freelancing and its Importance, Types and Procedure, Fundamentals of technical writing.columns,Prominet Indian Columnists.
- Unit III** Photography: Meaning, Evolution, Elements. Camera: Types of camera analogue and digital, Parts of camera, lens, types of lens, Types of photography: Landscape, wildlife, portrait, fashion, sports, travel, art and architecture.
- Unit – IV** Photography techniques: Exposure, depth of field, color temperature, aperture, shutter speed, Composition, Photography lighting techniques: Filters, Reflectors and other equipments.
- Unit – V** Photo Journalism: Definition, Importance, Scope, News photography and sources; Ethical aspects of photography, Eminent photo journalists.

Reference:

- 1) Gunning, R. (1968). The Technique of Clear Writing. McGraw-Hill Companies.
- 2) Hutchison, E. R. (1986). Writing for Mass Communication. Addison-Wesley Longman Limited.
- 3) Schoenfeld, C. A. (1960). Effective Feature Writing.
- 4) Langford, M. (2000, January 1). Basic Photography. Taylor & Francis.
- 5) Millerson, G. (1994, August 29). Video Camera Techniques. CRC Press.
- 6) Bretz, R. (1962, January 1). Techniques of Television Production.
- 7) Rao, Meera Raghavendra (2010) Feature Writing. New Delhi, Prentice Hall of India
- 8) D. K. S. (2011) Feature Writing. New Delhi, Prentice Hall of India
- 9) S. K. S. (2011) Feature Writing. New Delhi, Prentice Hall of India
- 10) G. A. S. (2013) Feature Writing. New Delhi, Prentice Hall of India
- 11) J. A. D. (2012) Feature Writing. New Delhi, Prentice Hall of India
- 12) S. K. S. (1997) Feature Writing. New Delhi, Prentice Hall of India
- 13) P. K. S. (2020) Feature Writing. New Delhi, Prentice Hall of India

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

- CO-1 Explain the essential elements 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 Practice the techniques of story boarding.

- Unit – I** Evolution of television, Nature and characteristics of television, Growth of television in India, Organizational structure of Doordarshan, SITE and Satellite TV Channels, OTT Platform .
- Unit – II** Camera: Types of Camera, Parts of camera, Camera movements, Camera angles, Camera shots, Visual compositions, Single and Multi Camera production.
- Unit – III** TV Programmes Formats: Script writing, Anchoring, Visual Bite, Voiceover, News Presentation, Piece to Camera (PTC), News chit-chat, walk through, Panel discussion, Reality Shows, Soap operas, Interviews.
- Unit – IV** Television News: Types, News production techniques, Recent trends, Outdoor news broadcasting, Uses of teleprompter, Techniques of news scripting.
- Unit – V** Television programme editing : Graphic elements, Creating background, Animated background, Commercials production for television, Lighting techniques, Types of lighting, Natural lighting, Artificial lighting, Three point lighting system, Audio Equipments used in TV production.

References:

1. Millerson, G. (2013). Lighting for TV and Film. CRC Press.
2. Zettl, H. (2003). Television Production Handbook.
3. Ravindran, R. (2005). Handbook Of Radio, T.V. And Broadcast Journalism. Anmol Publications PVT. LTD.
4. Millerson, G. (1994). Video Camera Techniques. CRC Press.
5. Mitchell, L. (2009). Production Management for Television. Routledge.
6. Millerson, G., & Owens, J. (2012). Television Production. CRC Press.
7. Millerson, G. (2014). 24/7 Television Production. Praeger Publishers.
8. Donald, Ralf and Thomas Spann (2000) Fundamentals of Television Production. Ames; Iowa state university press
9. Millerson, G. (2014). 24/7 Television Production. Praeger Publishers.

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

- CO-1** Explain different types of radio and their characteristics.
CO-2 Describe the organizational structure of All India Radio and the functions of different departments of radio AIR.
CO-3 Explain the importance and types of microphones
CO-4 Produce different radio programmes for different group of people in the society.
CO-5 Carry out single track and multi track sound editing.

- Unit – I** Introduction to radio, Evolution of radio in India, Characteristics of radio, Types of radio stations (AM/FM), Community radio, Commercial Radio, Organizational structure of All India Radio, and private radio stations.
- Unit – II** Structure of operational radio studio, Types of microphones, Sound Pic-up Patterns, Types of sound recording equipments, Voice Modulation, Pronunciation.
- Unit – III** Types of radio programmes, Formats of radio programmes, News production, Radio feature, Documentary, Music-based Programmes, Radio Jockey, Radio Talk, Interview, radio announcements.
- Unit – IV** Writing for Radio, Interactive radio programmes, Phone-in-programme, Special audience programmes, Drama and plays, Educational programmes. Outdoor and live programme production, Field production techniques, Production of Radio Programmes through Cell Phones.
- Unit – V** Sound editing, Single track and multi track editing, Sound mixing, Sound effects, Perception of final output, Hearing sensitivity, frequency range, Wavelength, Audience research wing.

Reference:

1. Kumar, K. J. (2000). Mass Communication in India (4th Edition).
2. Dary, D. (1967). Radio News Handbook
3. Chatterji, P. C. (1991). Broadcasting in India.
4. Ashbourn, J. (2020). Audio Technology, Music, and Media. Springer Nature
5. McLeish, R. (1988). The Technique of Radio Production.
6. Hausman, C., Messere, F., & Benoit, P. (2006). Modern Radio Production. Wadsworth Publishing Company.
7. Starkey, G., & Crisell, A. (2009). Radio Journalism. SAGE.
8. Luthra, H. (1986). Indian Broadcasting. Publications Division Ministry of Information & Broadcasting.
9. Ahuja, B. N. (1988). Audio Visual Journalism.
10. 1. AIAA. "40), PAVAA PAVAPA EP PEAOI PA YIPPA+Eii YIE mi ° «Amqi, "AUMEGÄ
11. 1. AIAA. "40), "AEA° zÄ "AAZë gUA,qA.zAgÄ. "AZëA+FEAZEA ,A, 0° ASzi
12. ©. JEi.UAgÄ a MEwö,gÄr AiFEÄ, mP «µEii "ÄµÄ ,A a PEA PEAOI PA a IAZPA CPÄqkÄ, "AUMEGÄ.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the basic functions and components of computer

CO-2 list various online media platforms and classify them.

CO-3 Write appropriate content for online media

CO-4 Trace the recent trends in online media

Unit – I Computer Basics: Introduction, Characteristics, Digital Devices- Computer: Types and Components, Hardware, Software, Input and Output Devices, Tablet, Smartphone, Digital Storage Devices, Cloud Storage, Digital Media Contents.

Unit – II Online Media Platforms: Blogs, News Websites, E-Paper, Social Media- Facebook, Instagram, X, YouTube, WhatsApp, News Applications.

Unit – III Content Writing for Online Media: Techniques of writing for online media, Headline Writing, Info-Graphics, Keywords, Hashtags, Search Engine Optimization, Distributing online media contents, Content Management System (CMS).

Unit – IV Online Sources of News, Web browser, Search Engines, Ethical concerns of online media, Fact Checking and Verification, Digital Audience, Media Literacy

Unit – V Recent Trends in Online Media: Artificial Intelligence, Rewriting Applications, Translation Techniques, OTT, Virtual Reality, Hyperlinks, Animation, Live Streaming, Mobile Journalism.

Reference:

1. Adornato, A. (2017). Mobile and social media journalism: A practical guide. CQ Press.
2. Burum, I., & Quinn, S. (2015). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.
3. Dancyger, K. (2018). The technique of film and video editing: history, theory, and practice.
4. Routledge.Quinn, S. (2011). MoJo-Mobile JournalisM in the asian region. KAS.
5. Ward, M. (2013). Journalism online. Routledge.
6. Yadav, Anubhuti (2022) New Media Journalism: Emerging Media and New Practices in Journalism, Sterling

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Trace the history of Radio and Television.
 CO-2 Explain the importance of Radio Broadcasting in India.
 CO-3 Write radio and TV program scripts
 CO-4 Explain the techniques of the interview.
 CO-5 Critically analyse the current trends in Radio and Television broadcasting

- Unit – I** Brief Introduction To Radio: Origin and Growth, Characterization of Radio. Types of Radio, and types of radio programmes.
- Unit – II** Brief Introduction to TV: Origin and Growth, Characterization of TV, Types of TV channels, and programmes.
- Unit – III.** Writing for Radio : Radio - Talks ,Discussion, Interview Documentary ,Phone In Programs, Features, Radio commercials, Production stages.
- Unit – IV.** Writing for TV: Producing TV programs, Talk shows, Panel discussions, interviews, infotainment, and edutainment programs -TV program production process. BCCC.
- Unit – V** Recent trends in TV and Radio programmes, Impact of TV, and Radio programmes on viewers and listeners. Ethical aspects of broadcasting.

Books for references:

- 1) Bathgate, G. (2020). Radio Broadcasting. Pen and Sword History.
- 2) Hamill, P. B., & Education, U. S. O. O. (1960). Radio and Television.
- 3) Chakravarthy, J. (2004). Changing Trends in Public Broadcasting Journalism.
- 4) Millerson, G. (1983). Effective TV Production. Butterworth-Heinemann.
- 5) Gerald Millerson : The Techniques of TV Production.
- 6) Ravindran, R. (2005). Handbook Of Radio, T.V. And Broadcast Journalism. Anmol Publications PVT. LTD.
- 7) Belavadi, V. (2013, June 20). Video Production 2/e. OUP India.
- 8) Boyd, A., Stewart, P., & Alexander, R. (2012). Broadcast Journalism. CRC Press.
- 9) Ahuja, B. N. (1988). Audio Visual Journalism.
- 10) 1. AiÄÄ. "¼Dl, PÄ¼ÄªÄ PEÄPÄEP PEÄÖI PÄ ¥PÄ±Eii ¥EÖE mi ° «ÄmÇi, "ÄUMMEÄ
- 11) 1. AiÄÄ. "¼Dl, "ÄEÄ° zÄ "ÄAzEë gUA,qÄ.zÄgÄ. "ÄzEë A±EÄZIEÄ ,A,Ü°ÄSzi
- 12) ©.JEi.UÄgÄªÄEwö,gÄrAiEÄ, mE «µEi "ÄµÄ ,AªPEÄ PEÄÖI PÄªÄZPÄ CPÄqkÄ,"ÄUMMEÄ.

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

- CO-1** Handle and different video editing software's.
 - CO-2** Demonstrate the techniques of sound and video editing.
 - CO-3** Practically work with project and sequences.
 - CO-4** Explain post production activities of audio and video projects.
-

Particulars of Practical

- 1. Writing script for short talk (five minutes)**
- 2. Writing jingle for radio (one to two minutes)**
- 3. Spot interview short duration (spot online/offline)**
- 4. Television News package (five minutes)**
- 5. Write a script for audio visual (two minutes)**

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

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

- CO-1** Write accurate and objective reports of various events
 - CO-2** Give appropriate headline for different news stories
 - CO-3** Select appropriate photographs and write caption.
 - CO-4** Design the layout of the journal using different softwares
 - CO-5** Apply marketing techniques to popularize the journal
-

Fourth Semester

Paper Code & Title

PG47T401 : Media Management

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Explain the nature, scope and principles of media management.
- CO-2 Identify the economics of mass media.
- CO-3 Critically analyze the economic and societal impact of different kinds of media ownership
- CO-4 Explain the characteristics of different media organization structure
- CO-5 Impart practical knowledge about media marketing strategies.

-
- Unit – I** Management, Definition, Nature, Scope and Significance of media management, Principles of media managements, India's major electronic media houses, Capital in media, Major income heads in media industry.
 - Unit – II** Ownership patterns of mass media in India- Sole proprietorship, Partnership, Private limited companies, Public limited companies, Trust, Co-operatives, Cross media ownership, Vertical integration, 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** Monetization strategies of media organisations- subscription, advertising, pay wall, content licensing, syndication, e-commerce integration; impact of digitization on media house and employment.
 - Unit – V** Opportunities and disruptions caused by digitization on media organizations, Transformation of traditional media business to digital formats, Critical comparison of global media management strategy with the Indian media management, Foreign Direct Investment in Media (FDI).

Reference:

- 1) Wirtz, B. W. (2020). Media Management. Springer Nature.
- 2) Williams, H. L. (1978). Newspaper Organization and Management.
- 3) Rankin, W. P. (1986). The Practice of Newspaper Management. Greenwood.
- 4) Pringle, P., & Starr, M. F. (2013). Electronic Media Management, Revised.
- 5) Chaturvedi, B. K. (2009). Media Management. Global Vision Pub House.
- 6) Osman K (2020). Media Management: A Guide to Effective Media Management
- 7) Kohli-Khandekar, V. (2013). The Indian Media Business. SAGE Publications Pvt. Limited.
- 8) Elavarthi, S. P., & Chitrapu, S. (2021). Media Economics and Management. Taylor & Francis.
- 9) Padmaja R (2008) Marketing of Newspapers ; New Delhi, Kanishka Publishers
- 10) Singal Mitikar (2014) Media Management; Random New Delhi

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Trace the origin and development of world and Indian cinema

CO-2 Explain film production stages

CO-3 Critically review a film

CO-4 Identify recent trends in Indian, world and regional cinema

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- Unit – I** Introduction to Cinema, Characteristics, Film history in world and India, Cinema as a medium of communication. Types: Art, Popular, Documentary, Short Films, Animated Films.
- Unit – II** Film Production Stages: Pre-Production, Production, Post-Production, Promotion and Distribution. Film production crew and their responsibilities.
- Unit – III** Film theories: Montage, German expressionism, Neo-Realism, French New Wave, Classical, Formalism, Women oriented, Role of music in films, Film Societies Movements, Genres, Film Criticism and Reviews, Film dubbing.
- Unit – IV** Recent Trends in Indian Cinema: Pan India Films, OTT, Multiplex, Global Film Production Giants, Film Awards, Famous film directors: Akira Kurusowa, Vittorio D'esica, Orson Welles, Satyajit Ray, Shyam Benegal, Puttanna Kanagal, Girish Kasaravalli.
- Unit – V** CBFC, FTII, NFAI, Karnataka Chalanachitra Academy, Film Festivals, Problems prospects in Hindi and Regional language cinema.

Reference:

1. Bordwell, D., Thompson, K., & Smith, J. (2016). Film Art.
2. Livingstone, S. M., & Griffith, E. D. (1990). The Case of the Soap Opera.
3. Film Criticism and Digital Cultures. Bloomsbury Publishing.
4. Hill, W. J., & Gibson, P. C. (1998). The Oxford Guide to Film Studies. Oxford University Press, USA
5. Andrew, J. (1980). The Major Film Theories.
6. Ellis, J. C., & McLane, B. A. (2005). A New History of Documentary Film. A&C Black.
7. Chakravarty, S. S. (2011, May 18). National Identity in Indian Popular Cinema, 1947-1987. University of Texas Press.
8. Rajadhyaksha, A., & Willemen, P. (1999). Encyclopaedia of Indian Cinema. Routledge.
9. Dharap, B. V. (2008). Indian cinema: A visual voyage. Rupa Publications.
10. Stam, Robert (2017) Film Theory an Introduction; Blackwell publishing oxford

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Explain the concept and parameters of development.
 CO-2 Elaborate different models, strategies and barriers of development communication
 CO-3 Prepare developmental messages for different electronic media.
 CO-4 Identify the alternative developmental communication methods
 CO-5 Report development issues.

- Unit – I** Concepts of development: Definition, Nature, Concept, Process and Models of Development, Theories, Indicators of Development. Modernization, Problems and Issues in development.
- 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, Role of folk media.
- Unit – III** Paradigms in development communication, Alternative Theories of Communication for Development: Strategies for participatory communication Need for alternative communication.
- Unit – IV** Media and development: Family planning, National integration, Education, Environment, Health, Hygiene, and Nutrition, Agriculture, Rural Development, Development support communication, Developmental and rural extension agencies: Government, Semi-Government, NGOs.
- Unit – V** Ethical perspective in development, Experiments in development communication: SITE, KHEDA, JHABUA and Udayavani, ICT in development and digital divide.

Reference:

- 1) Melkote, S. R., & Steeves, H. L. (2001). Communication for Development in the Third World. SAGE.
- 2) Singhal, A., & Rogers, E. M. (1989). India's Information Revolution. SAGE Publications Pvt. Limited.
- 3) Sood, R. S. (2015). Message Design for Development Communication.
- 4) Narula, U. (2006). Communication Models. Atlantic Publishers & Dist.
- 5) Rogers, E. M. (2003). Diffusion of Innovations, 5th Edition. Simon and Schuster.
- 6) Rani, N. U. (1996). Folk Media for Development.
- 7) F + g j z l v e a l - C i i z a i a y n b e a z p a
- 8) Sainath, P. (2000). Everybody loves a good drought. Penguin UK.
- 9) Narula Uma: Development Communication: theory and practice. Har- Ananda Publications, New Delhi:
- 10) ©. | . a i o a z a z h a g a , (2014) C o p i c y , a a p e a a v a u y n b e a z p a , p e a o i p a a i a z p a c p a q k a i i u m e g a
- 11) q A . a d a i a p a a i a g a a i a u m u (2023) U A c i a t C o p i c p a v a u , p a e o a a i a z p a u m a , i i g u a y b a e a D o a i i a o .

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the role and importance of folk media

CO-2 List major folk forms of Karnataka and India

CO-3 Explain the role of folk media as communication tool

CO-4 Identify the problems faced by folk artists

- Unit – I** Folk Media : Characteristics, Role and Importance of Folk Media, Difference between folk media and modern media, Advantages of Folk Media.
- Unit – II** Major folk forms in India: Tamasha, Nautanki, Theatre, Keertana, Raas Leela, Burrakatha, Bhavai, Jatra, Theyyam, Street Play, Folk Dance, Folk Songs.
- Unit – III** Major folk Forms of Karnataka: Yakshagana, Kamsale, Veeragaase, Krishna Parijatha, Gombeyata, Pata Kunita, Dollu Kunita, Karaga Kunita, Kolata.
- Unit – IV** Folk media as a medium of communication: Folk media for promoting literacy, social change, and Tool of mass campaigns.
- Unit – V** Impact of modern media on folk media, Folk artists, Problems and issues faced by folk artists, Government Initiatives related to folk media. Ethical aspects of folk media.

References:

1. Parmar, S. (1975). Traditional Folk Media in India. New Delhi : Geka Books.
2. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
3. Raṅganāth, H. K. (1980). Folk Media and Communication. Bangalore : Chinthana Prakashana
4. Vijaya, N. (1988). The Role of Traditional Folk Media in Rural Areas., Gian Publishing House, Delhi.
5. Usharani N (1996). Folk Media for Development- A Study of Karnataka's Traditional Media. Karnataka Book Publishers Bangalore.
6. Mishra, Raghavendra (2016) Traditional Folk Media in India; practice and relevance; Bharati Prakashana Varanasi.
7. Ranganath H K (1980) Folk media and Communication; Chaitanya Publications
8. Mukhyopadyaya Durga Das (2017) Folk arts and social communication; Publications division, New Delhi

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

- CO-1** Identify problems related to journalism and mass communication and allied areas.
CO-2 Review existing literature and find the research gap
CO-3 Determine important research objectives and formulate the research questions.
CO-4 Collect research data using appropriate tools and techniques.
CO-5 Analyze data and different aspects of Report writing.
CO-6 Write the research report with citations and bibliography.

- Unit – I** Identifying various mass media problems, Topic about the media itself, Radio, TV, Online, Digital, Social Media. Uses and Users of different media, Media effects on users. (Selection and finalization of the topic for project work) (**Time limit:** first 2 weeks of the semester)
- Unit – II** Review of literature (Existing studies). (Record the findings of early studies) (**Time limit:** 3 weeks after defining project title)
- Unit – III** Adopting appropriate methodology (Survey, Content analysis, Case study. etc) for the study, preparation of data collection tools. (**Time limit:** 2 weeks after reviewing existing data and early studies)
- Unit – IV** Data Collection, Data tabulation, Creating tables and charts and analyze the data (**Time limit:** 4 weeks after designing tools of data collection).
- Unit – V** Find out the results, Discussion on major findings, Make the suggestions, Conclude the (Study) project, Prepare the final report of the project. (**Time limit:** 3 weeks after data collection).

Paper Code & Title	PG47P406 : TV News (Practical-I)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Record the various events in video capturing devices.
- CO-2** Insert anchor bite to the news bulletin.
- CO-3** Record and edit the voice over with audio editing software.
- CO-4** Edit and finalize the news bulletin.
- CO-5** Upload / distribute the news bulletin on various digital media platforms.

Particulars of Practical

- 1. Report/collect different news items (sports, culture, general functions, seminars, conferences, etc.,) (minimum 2 items)**
- 2. Prepare news script**
- 3. Capture anchor bites and visual bites**
- 4. Record voiceover and edit**
- 5. Edit and finalize the news bulletin**
- 6. Upload the news bulletin on to YouTube Channel**

Paper Code & Title	PG47P407 : Practice Journal (Practical-II)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Write accurate and objective reports of various events
- CO-2** Give appropriate headline for different news stories
- CO-3** Select appropriate photographs and write caption.
- CO-4** Design the layout of the journal using different softwares
- CO-5** Apply marketing techniques to popularize the journal

All the students must bring out a lab journal within stipulated time (Fortnightly) and submit the same to the department. The batches for particular issue will be notified on the notice board time to time.

Specialization for Electronic Media (Only for Main campus)

Third semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T301	Advanced Television Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T302	Advanced Radio Programme Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T303	Advanced Online Media Production	04	3 Hours	25 Marks	75 Marks	100	04
PG47T304	Graphics and Animation	04	3 Hours	25 Marks	75 Marks	100	04
PG74T305	Broadcast Journalism (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG47P306	Radio Programme Production (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG47P307	TV News Magazine (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
Total						600	24
Fourth semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
PG47T401	Electronic Media Management	04	3 Hours	25 Marks	75 Marks	100	04
PG47T402	Introduction Film Studies	04	3 Hours	25 Marks	75 Marks	100	04
PG47T403	Advanced Digital Media-Tools and techniques	04	3 Hours	25 Marks	75 Marks	100	04
PG47T404	Electronic Media and Development	04	3 Hours	25 Marks	75 Marks	100	04
PG47T405	Dissertation	04	3 Hours	25 Marks	75 Marks	100	04
PG47P406	Documentary Production (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG47P407	TV News Magazine (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
Total						600	24

Paper Code & Title	PG47T301 : Advanced Television Programme Production
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the evolution, characteristics, and importance of television as a medium of communication
- CO-2** Demonstrate proficiency in the stages of television program production, including pre-production, production, and post-production
- CO-3** Operate wide range of production equipments and accessories in TV studio setups
- CO-4** Generate creative content for television, including news bulletin scripts and entertainment program
- CO-5** Adapt to new trends in TV production, such as 3D graphics, web streaming, and AI-based anchoring and others.

Unit – I Television Evolution, Meaning, Characteristics, Scope and Importance, Television as a medium of Mass Communication, Types of TV channels: News, Entertainment, Education, Sports, Info-attainment; Live and Recorded programs, fiction and non-fiction programs.

Unit – II Pre-production stage of Television program: Idea or them for Production, Research and gathering information, TV news bulletin script, Formats of TV News, Writing for entertainment programs, Budgeting, Planning and scheduling, Television production crew: Role and Responsibilities of production team, Story board, Production equipments and accessories.

Unit – III Production stage of Television program: Camcorders, Camera Set-up, Teleprompter, Lighting Set-up, Microphone, Shooting location: Studio, Outdoor, Green Screen, Monitors, Single camera and Multi Camera Operation, Usage of Production Software, Set up of required software, Recording voice over and Capturing visuals, Functions of Production Control Room.

Unit – IV Post-production stage of Television program: Raw footage management, Picture editing, Sound editing, Secure music, Sound mixing, Visual effects, Color correction, color grading, Titles, Credits, and Graphics, Final touchup and export, Distribution, Teasers and promo

Unit – V New Trends in TV Production: Animated Backgrounds, Interactive Graphics, Web Streaming, Smartphone Applications, AI technology in Television programme production, Production of Panel Discussions Using Video Conference Techniques.

References:

1. Chatterji, P.C, (1988) :Broadcasting in India, Sage, New Delhi
2. Masani, Mehra (1997) :Broadcasting and People, National Book Trust, NewDelhi
3. Luthra, H.R. (1986) Indian Broadcasting, Publication Division, New Delhi,
4. Akash Bharti (1987) National Broadcast Trust : Publication Division, New Delhi
5. Report of the Working Group on Television 'software for Doordarshan Vol. I &II , (1985)
6. Publication Division, New Delhi
7. Hellard Robert, (1984) Writing for television and radio, Words worth Publishing Company, Belmont,
8. White, Tedel al, (1980), Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
9. qÁ.©.n.ªÄzPÄÄ(2014) 24x7 °EgMÄ EÆÄI , PEÄÖI PÄªÄzPÄ CPÄqkÄ, "AUMÆgÄ

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the structure and functioning of operational radio studios
- CO-2** Use microphones and operate sound recording equipments and edit sound
- CO-3** Operate wide range of production equipments and accessories in TV studio setups
- CO-4** Create a variety of radio programs, including news broadcasts, radio features, documentaries, music-based programs, radio talk shows, interviews, and radio announcements
- CO-5** Write scripts for different kinds of radio programs

- Unit – I** Evolution of radio, Characteristics of radio, Radio as a medium of Mass Communication, Types of radio programmes, Formats of radio programmes, Interactive radio programmes, Music-based Programmes, Radio Jockey, Radio Talk, Interview, Radio announcements.
- Unit – II** Live programmes, Recorded programmes and Field production techniques, Amplitude modulation, Frequency modulation, Community radio, Podcasting, Hearing sensitivity, frequency range, Wavelength, Audience research wing.
- Unit – III** Pre-production stage of radio programme: Idea generation for radio programme, budgeting, Research and Gathering information, Inviting artists and guests, Writing for Radio : Radio News and special audience programmes, Writing Commercials, Dialogue writing for Drama, Phone-In- Program, Writing for Documentary, Writing for entertainment Programs.
- Unit – IV** Production stage of radio programme: Structure of operational radio studio, Microphones – Types, Sound Pick-up patterns, Usage; Types of sound recording equipments, Audio consoles, Sound mixers, Audio Interface, production crews, Voice Modulation, Pronunciation.
- Unit – V** Post-production stage of radio programme: Sound editing, Single track and multi track editing, Noise reduction, Space generation, Music, Sound mixing, Adding sound effects, Perception of final output, Marketing of radio programmes.

References:

- 1) Bathgate, G. (2020). Radio Broadcasting. Pen and Sword History.
- 2) Hamill, P. B., & Education, U. S. O. O. (1960). Radio and Television.
- 3) Chakravarthy, J. (2004). Changing Trends in Public Broadcasting Journalism.
- 4) Hawit John (2002) Airwords: Writing for broadcast news. Third edition. Mayfield Publications Company
- 5) Hausman, C., Messere, F., & Benoit, P. (2006). Modern Radio Production. Wadsworth Publishing Company
- 6) Dary, D. (1967). Radio News Handbook.
- 7) Hoffer, J. (1980). Radio Production Techniques.
- 8) Chatterji, P. C. (1991). Broadcasting in India.

Paper Code & Title	PG47T303 : Advanced Online Media Production
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Define and describe new media, including its characteristics, evolution, scope, and importance.
- CO-2** Use various new media platforms
- CO-3** Assess the impact of new media on mass communication process
- CO-4** Create content for new media, including the use of keywords, search engine optimization, hashtags, content management systems (CMS), hyperlinks, and search engine tools.
- CO-5** Adapt to emerging trends in new media, including mobile journalism (MoJo), social media pages and groups, podcasting, Google News, over-the-top (OTT) platforms, artificial intelligence, data journalism, virtual reality, and live streaming.

- Unit – I** Internet: Growth and Development; Components, Devices, Hardware and Software, Digital technologies: Data transfer, Storage, Compression, Browser, Search Engine, Operating System, Desktop Publishing.
- Unit – II** New Media : Introduction, Meaning, Definition, Characteristics, Scope and importance. Evolution of New media. Digital divide, Media convergence. New Media and Globalization, Info-graphics, Audience Engagement
- Unit – III** New Media Platforms: News Applications, Web Portals; Differences between traditional media and new media contents; Social media: Analytics and optimization; New media ethics and security concerns.
- Unit – IV** New Media Production: Content Creation for new media, Key Words, Search Engine Optimization, Hashtags, Content Management System(CMS), Hyperlink, Search Engine tools. Writing techniques for new media, Interactive and Immersive content creation for New Media, Audio-Visual content production for New Media. Online and offline tools for digital content creation.
- Unit – V** New Trends: Mobile Journalism (MoJo), Social Media Pages, Groups, Business accounts, Podcasting, News Aggregator Applications, OTT, Artificial Intelligence, Data Journalism, Virtual Reality, Live Streaming and Real time content production, Multi-Media Content production; Content Distribution Strategies.

References:

1. Adornato, A. (2017). Mobile and social media journalism: A practical guide. CQ Press.
2. Burum, I., & Quinn, S. (2015). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.
3. Routledge. Quinn, S. (2011). MoJo-Mobile JournalisM in the asian region. KAS.

4. Ward, M. (2013). Journalism online. Routledge.
5. Yadav, Anubhuti (2022) New Media Journalism: Emerging Media and New Practices in Journalism, Sterling
6. Miller, Vincent (2020), Understanding Digital Culture, SAGE, New Delhi
7. Ray, T. (2006,). Online Journalism. Cambridge India.
8. Hill Steve & Paul Lashmer (2013) Online Journalism: the essential guide, SAGE, New Delhi

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the evolution, types and elements of graphic design

CO-2 Design graphics using various techniques and tools

CO-3 Explain the evolution, types, scope and importance of animation

CO-4 Work with panels and create text and image animations.

CO-5 Use animation software such as Adobe After Effects, Flash, Cinema 4D, and Animaker.

Unit – I Graphics: introduction, Evolution, Types of graphics, Scope and Importance. Art and Visual perceptions, Uses of Computer graphics, Raster and Vector graphics, 2D and 3D graphics, Basic Elements of Graphics Designing.

Unit – II Graphics designing techniques: Image layout, dimension, resolutions, DPI, Color modes, Aspect ratio; Graphics designing software's: Adobe Photoshop, Corel Draw, Adobe illustrator; Image formats: JPEG, PNG, TIFF, GIF.

Unit – III Graphics Designing Tools : Selection tool, Transform Tool, Eraser Tool, Shapes and Lines, Typography, Pen, Paint, Gradient, Eye Dropper, Brush; Layers, Opacity, Rotation, color gradient and Mask.

Unit – IV Animation: Introduction, Evolution, Types, Scope and Importance. 2D and 3D animation, Basic principles of animation, applications of animation, Frame by frame animation, Working with panels, Text and image animation.

Unit – V Animation softwares: Adobe after effects, Flash, Cinema 4D, Animaker; Key-Frames: Types and Uses, Light and Shadow, Typography: Elements and Features, Sound mixing for animation. Online tools for Graphics and Animation, AI tools for Graphic Designing.

References:

1. Sherin, A. (2012). Design Elements, Color Fundamentals. Rockport Publishers.
2. Sharma, L. C. (1979). A Brief History of Indian Painting.
3. Frasier, R. (2018). Graphic Design Handbook
4. Marschner, S., & Shirley, P. (2018). Fundamentals of Computer Graphics. CRC Press.
5. Siprut, M. (1995). Adobe Photoshop Handbook. Random House Puzzles & Games
6. Weixel, S., Morse, B., & Morse, C. (2004, January 1). Graphics and Animation Basics. Course Technology.
7. Roberts, S. (2012). Character Animation Fundamentals. CRC Press.
8. Henigan, N. (1983). Software Tools for the Graphic Designer.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the evolution of radio broadcasting and television in India.
- CO-2** Evaluate various radio and television program formats
- CO-3** Create storyboards for different program types
- CO-4** Create various television program formats, including news broadcasts, TV anchoring, panel discussions, celebrity interviews, live coverage, and documentaries
- CO-5** Comprehend the importance of audience research and television ratings points (TRP) in media management.

- Unit – I** Evolution of radio broadcasting in India, Historical perspectives of television in India, Characteristics of radio, Television as a medium of mass communication.
- Unit - II** Radio programme formats: Radio talk, Radio News, Interview, Discussion, Documentary, Drama and Plays, Music Programmes, Phone-in-programs, Special audience programmes: Children, Youth, Women and Educational programmes.
- Unit – III** Radio Program Production stages- Writing for Radion, Recording equipments, Microphones and audio equipments,Editing radio programs, Satellite communication.
- Unit – IV** Television Programme formats: News, Panel Discussion, Celebrity Interviews, Live coverage, Documentary. SITE, INSAT. Writing for Television, TV Script, Editing TV Programs, TV Graphics.
- Unit – V** Audience research wing, Television ration point (TRP), Stages of programme production, Programme promotion strategies, Social service ads, Public service ads, Broadcasting code.

Reference:

- 1) Bathgate, G. (2020). Radio Broadcasting. Pen and Sword History.
- 2) Hamill, P. B., & Education, U. S. O. O. (1960). Radio and Television.
- 3) Chakravarthy, J. (2004). Changing Trends in Public Broadcasting Journalism.
- 4) Hawit John (2002) Airwords: Writing for broadcast news. Third edition. Mayfield Publications Company
- 5) Hausman, C., Messere, F., & Benoit, P. (2006). Modern Radio Production. Wadsworth Publishing Company
- 6) Dary, D. (1967). Radio News Handbook.
- 7) Hoffer, J. (1980). Radio Production Techniques.
- 8) Chatterji, P. C. (1991). Broadcasting in India.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Record voiceover for various radio programs

CO-2 Host live radio talk shows and discussions

CO-3 Edit radio programs and add special effects to it

CO-4 Create audio stories and add background music to the programs

CO-5 Differentiate production techniques for various radio programs.

Particulars of Practical

1. Record your voice in different formats
 2. Correct errors and add new parts.
 3. Blend sound to create moods.
 4. Record live talk show using multiple mikes.
 5. Record a video clip and save it in different formats.
 6. Experiment and discover your own unique sounds and special effects.
 7. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
 8. Produce programmes in different formats (Talk , comparing, announcement, anchoring, interviews etc.)
 9. Create an audio story with BGM, ambience and effects (duration 5 to 10 minutes).
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Record the various events in video capturing devices.

CO-2 Insert anchor bite to the news bulletin.

CO-3 Record and edit the voice over with audio editing software.

CO-4 Edit and finalize the news bulletin.

CO-5 Upload / distribute the news bulletin on various digital media platforms.

Particulars of Practical

1. Report/collect different news items (sports, culture, general functions, seminars, conferences, etc.) (minimum 2 items)
 2. Prepare news script
 3. Capture anchor bites and visual bites
 4. Record voiceover and edit
 5. Edit and finalize the news bulletin
 6. Upload the news bulletin on to YouTube Channel
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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 electronic media.
- CO-3** Enable to plan, execute and manage and conduct different events.
- CO-4** Gain the knowledge about ownership patterns of electronic media.
- CO-5** Impart practical knowledge about programme scheduling, record keeping and employee relations services.

- Unit – I** Management, Principles of media managements, Nature, Scope and Significance of media management, India's major electronic media houses, Capital in media, Major income heads in media industry,
- Unit – II** Administrative concerns of government owned Electronic Media, Prasara Bharati, Doordarshan, All India Radio, Structure and functions, Community radio management, FM Radio Policy, TRP, BARC,
- Unit – III** Ownership patterns of electronic media, Managing media Organization: Planning, Coordination, Motivation, Control, Decision Making.
- Unit – IV** Structure of radio and television organization, Recruitment and hiring of staff, service conditions, channel management, training for staff, apex bodies: DAVP, INS and ABC, FDI in Electronic Media,
- Unit – V** Programme management in electronic media; Scheduling, Transmitting, Record keeping, Quality control and cost effective techniques, Ethics in electronic media management, Employee, Employer and customer relations services.

Reference:

1. Koontz, H., O'Donnell, C., & Weihrich, H. (1986, January 1). Essentials of Management. McGraw-Hill Companies.
2. Herman, E. S., & McChesney, R. W. (1997, January 1). The Global Media: the New Missionaries of Corporate Capitalism
3. Hanclosky, W. (1995). Principles of Media Development. Knowledge Industry Publications.
4. Petković, B. (2004). Media Ownership and Its Impact on Media Independence and Pluralism.
5. Segrave, K. (2015). Piracy in the Motion Picture Industry. McFarland.
6. Chaturvedi, B. K. (2009). Media Management. Global Vision Pub House.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Differentiate the various genres of cinema and its significance

CO-2 Explain the different stages of film production

CO-3 Demonstrate the usage of various equipments used for film production

CO-4 Explain the process and types of editing films

CO-5 Evaluate the post production techniques in film production.

Unit – I Introduction to cinema: Characteristics; Evolution, An overview to Indian Cinema. Film Theories, International Cinema, and Cinema as a medium of Mass Communication.

Unit – II Film genres, Film Budget, Film Production Crew: Director, Producer, Script Writer, Casting Director, Cinematographer, Music Director, Make-up Artist, Art Director, Composer, Editor.

Unit – III Writing for Cinema: Concept, Idea Generation, plot, theme, Dialogue Writing, Screen play, Lyrics writing, Story board, script breakdown, Basic principles of writing for films,

Unit – IV Camera Techniques: Composition of shots, scene, Camera Angle, Camera Movements, Shooting Equipments and accessories, Lighting Set-up for film shooting.

Unit – V Editing for films: Film editing techniques, Principles of Editing, Graphics, Special Effects, Audio effects, BGM, Montage, Continuity, Color grading, Film Editing Software, Animation & Titling, Dubbing and mixing, Film distribution.

References:

1. Bordwell, D., Thompson, K., & Smith, J. (2016). Film Art.
2. Livingstone, S. M., & Griffith, E. D. (1990). The Case of the Soap Opera.
3. Film Criticism and Digital Cultures. Bloomsbury Publishing.
4. Hill, W. J., & Gibson, P. C. (1998). The Oxford Guide to Film Studies. Oxford University Press, USA
5. Andrew, J. (1980). The Major Film Theories.
6. Ellis, J. C., & McLane, B. A. (2005). A New History of Documentary Film. A&C Black.
7. Chakravarty, S. S. (2011, May 18). National Identity in Indian Popular Cinema, 1947-1987. University of Texas Press.
8. Rajadhyaksha, A., & Willemen, P. (1999). Encyclopaedia of Indian Cinema. Routledge.
9. Dharap, B. V. (2008). Indian cinema: A visual voyage. Rupa Publications.
10. Stam, Robert (2017) Film Theory an Introduction; Blackwell publishing oxford

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain devices and accessories of computer technology.
- CO-2** Evaluate the growth and development of various digital media devices
- CO-3** Differentiate the analog and digital audio equipments and its uses
- CO-4** Identify the analog and digital video signals and its significance
- CO-5** Explain the significance of video cameras and its types

Unit-I Introduction to Computers- Definition –classification of Computers- Computer components and other peripheral devices. CDROMs and DVDs and their characteristics.VCD & DVD players. Display Monitors. LCD, LED, PLASMA screens. Multimedia projectors, IMAX theatre facilities. Scanners and their applications, Printers and their applications – digitizing tablets.

Unit-II DIGITAL MEDIA: History, Digital computers, The digital revolution, Digital images: Pixels and Resolutions, digital image characteristics: Image Format: JPEG, GIF, PNG, TIFF Storage and memory issues of digital images. Editing Digital Images. AI Image generation tools.

Unit-III Digital Audio: Introduction, characteristics, types, formats- WAV, MP3, MP4. Digital audio equipments- Types and Usage. Audio Recording- Tools and Techniques, Softwares, Devices. Microphones and its Types. Audio storage media and types. Types of audio delivery systems, Audio mixers.FM and AM frequency. MIDI and Virtual Instruments. Podcasting

Unit-IV Digital Video- Introduction, Characteristics, Types, Formats- MPEG1, MP4, AVI, MKV, DIVX, WMV, FLV, H264. Digital Video Devices- Camcorders- types and Accessories, Recording Set-up, Camera Operation and Cinematography, Video Editing tools- Online and Offline. Digital Video signals- component and composite video, HDMI and SDI. Video Compression

Unit-V TYPES OF VIDEO CAMERAS: Features of video cameras-Web camera, PTZ camera. Video tuning cards, Video capturing devices. Video file rendering, storing and retrieving systems, Streaming of video over net.CCU, signal stabilizers, digital TV basics.

References:

1. Miller, M. R. (2015). Easy Computer Basics, Windows 10 Edition. Que Publishing
2. Bangia, R. (2008). Computer Fundamentals and Information Technology. Firewall Media.
3. Dreiske, N. (2018). The Upside of Digital Devices. Health Communications, Inc.
4. Dunn, J. M. (2002). The Computer Revolution.
5. Blackledge, J. M. (2005). Digital Image Processing. Elsevier.
6. Kefauver, A. P., & Patschke, D. (2007). Fundamentals of Digital Audio, New Edition. A-R Editions, Inc.
7. Holman, T., & Baum, A. (2013). Sound for Digital Video. Taylor & Francis.
8. Millerson, G. (1994). Video Camera Techniques. CRC Press.
9. Lyver, D., & Swainson, G. (1999). Basics of Video Production. CRC Press.

COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the concept and process of development

CO-2 Evaluate radio as medium for development and its challenges

CO-3 Understand the usage of television for the process of development

CO-4 Identify role of electronic media in developmental process

CO-5 Apply information and communication technology for development

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- Unit – I** Development: Meaning, Definition, Nature; Process of Development, Indicators of Development; Models of development ; theories of development, Problems and Issues in Development, Sustainable Development
- Unit – II** Radio for development: Introduction to radio and development, Radio programs on Development, Critical analysis of radio programs for development, Community Engagement and Radio, Community Radio, Digital Radio and Development.
- Unit – III** Television for development: Introduction, Television programs on Development, Critical analysis of TV programs on development, Regional Television and Development, Societal Impact of Television, News Media and Development. Entertainment Media and Social Change, Television and Rural Development.
- Unit – IV** Role of electronic media in development, Challenges and opportunities of electronic media for developments, Case Studies on Successful Development Programs: SITE, Kheda, Jabua.
- Unit – V** Information and Communication Technology in Development, application of information technology for rural development, Digital Divide, Mobile technology for development, E-Government Initiatives and Development.

References:

1. McQuail, D. (2010). McQuail's Mass Communication Theory. Sage Publications.
2. Sen, A. (1999). Development as Freedom. Oxford University Press.
3. Srinivas, M. N. (1996). Caste in Modern India and Other Essays. Orient BlackSwan.
4. Thussu, D. K. (2008). News as Entertainment: The Rise of Global Infotainment. Sage Publications.
5. Rao, B. S. S. (1992). Television for Rural Development. Concept Publishing Company.
6. Alumuku, P. T. (2006). Community Radio for Development.
7. Scott, M. (2014). Media and Development. Zed Books Ltd.

Paper Code & Title	PG47T405 : Dissertation
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Identify problems related to journalism and mass communication and allied areas.

CO-2 Review existing literature and find the research gap

CO-3 Determine important research objectives and formulate the research questions.

CO-4 Collect research data using appropriate tools and techniques.

CO-5 Analyze data and different aspects of Report writing.

CO-6 Write the research report with citations and bibliography.

Unit – I Identifying various mass media problems, Topic about the media itself, Radio, TV, Online, Digital, Social Media. Uses and Users of different media, Media effects on users. (Selection and finalization of the topic for project work) (**Time limit:** first 2 weeks of the semester)

Unit – II Review of literature (Existing studies). (Record the findings of early studies) (**Time limit:** 3 weeks after defining project title)

Unit – III Adopting appropriate methodology (Survey, Content analysis, Case study. etc) for the study, preparation of data collection tools. (**Time limit:** 2 weeks after reviewing existing data and early studies)

Unit – IV Data Collection, Data tabulation, Creating tables and charts and analyze the data (**Time limit:** 4 weeks after designing tools of data collection).

Unit – V Find out the results, Discussion on major findings, Make the suggestions, Conclude the (Study) project, Prepare the final report of the project. (**Time limit:** 3 weeks after data collection).

Paper Code & Title	PG47P406 : Documentary Production (Practical-I)
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Identify the techniques of writing script for documentary

CO-2 Prepare storyboard for documentary shooting

CO-3 Adopt the camera handling techniques and explore various shots and angles

CO-4 Use various video editing softwares and explore video editing techniques

Particulars of Practical

- 1. Identify a topic related to social cause for documentary**
- 2. Collect information through primary and secondary sources**
- 3. Organise the collected information and write script for 15 minutes documentary**
- 4. Plan shooting schedule and adopt the techniques of cinematography**
- 5. Shoot according to the script and record bites**
- 6. Edit the documentary using editing softwares and add credits**
- 7. Submit the documentary in a CD, and script**

Paper Code & Title	PG47P407 : TV News Magazine (Practical-II)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Record the various events in video capturing devices.

CO-2 Insert anchor bite to the news bulletin.

CO-3 Record and edit the voice over with audio editing software.

CO-4 Edit and finalize the news bulletin.

CO-5 Upload / distribute the news bulletin on various digital media platforms.

Particulars of Practical

- 1. Report/collect different news items (sports, culture, general functions, seminars, conferences, etc.) (minimum 2 items)**
- 2. Prepare news script**
- 3. Capture anchor bites and visual bites**
- 4. Record voiceover and edit**
- 5. Edit and finalize the news bulletin**
- 6. Upload the news bulletin on to YouTube Channel**