



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಪುಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/MGJ-335/BOS in JMC(UG/PG)/2021-22/219

Date: 24 MAY 2022

NOTIFICATION

Sub: Regarding the revised Syllabus for PG in Journalism and Mass Communication – I to IV Sem w.e.f. 2022-23 & onwards.

- Ref: 1. BOS Res. No. 07, dt. 22.12.2021.
2. Faculty Res. No. 01, dt. 25.01.2022.
3. Academic Council Res. No. 02, dt. 04.03.2022.
4. Vice-Chancellor's order dated 23-5-2022

With reference to subject cited above, it is hereby notified to the Chairman, P.G. Dept. of Journalism and Mass Communication, K.U.Dharwad that the revised Syllabus for PG in Journalism and Mass Communication – I to IV Sem w.e.f. 2022-23 & onwards.

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned. The prescribed C.B.C.S. syllabus be obtained through Academic Folder, K.U.website (www.kud.ac.in).

REGISTRAR 15

To,

1. The Chairman, BOS Journalism & Mass Commn. (UG/PG), Dept. of Journalism & Mass Commn., K.U.Dharwad.
2. The Chairman, Dept. of Journalism & Mass Commn., K.U.Dharwad. (The same may be sent through e-mail)
3. The Registrar (Evaluation), K.U.Dharwad.

Copy fws to:

1. Dr. (Smt) S.C.Shettar, Dean, Faculty of Social Science, Dept. of Sociology, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website (www.kud.ac.in).

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam PG / Confl / QP / GAD Section, K.U.Dharwad.
4. The System Analyst, Computer Unit Exam Section, K.U.Dharwad.

Karnatak University, Dharwad



Syllabus for

Modified

Rules & Regulations for two year Programme

In

M.A Journalism and Mass Communication

(Course Code: PG 47)

Under CBCS Scheme



From 2022-23 onwards

KARNATAK UNIVERSITY DHARAWAD
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

Rules and regulation for two year programme in MA in Mass Communication and Journalism under CBCS scheme from 2022 -23 onwards.

Programme Outcomes:

- 1) Four Semester Course in Journalism and Mass Communication will bring in an overall familiarity of the field to the students. They should be proficient in theory and practice of the media in general.
- 2) The programme should prepare the students as 'ready to be recruited by the media houses', where the programme will ensure jobs to all the students who undergo this programme.
- 3) Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media, Television media, Radio media, New media, Public Relations, Corporate communication, Advertising, Digital media, Event Management, Graphics and Animation and Computer applications.
- 4) Understanding the media writing skills like translation, reporting, feature writing, script writing, writing special stories, writing editorials, caption writing, headline writing, column writing, article writing, advertising copy writing, writing for multimedia, writing for blogs/web, content writing, writing news bulletin for radio, television and digital media.
- 5) Understand the social responsibilities of media, practice of ethics in mass media along with understanding various media laws and cyber laws.
- 6) The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

Eligibility for Admission

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

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

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

The admission is based on the Entrance Test.

The Entrance Test shall consist of objective type questions on mass media and Communication Technology for 100 marks. The duration of the test shall be 2 hours. Selection of the candidate shall be made on the basis of marks obtained in the Entrance Test and marks scored in the Degree Examination (marks scored in the language and cognate subject)50% of the marks obtained in the Degree Examination and 50% of the marks scored in the Entrance Test shall be taken for the finalising the merit list. Admission shall be made in accordance with the government order on reservation.

2 Duration

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

3 Numbers of Papers

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

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

4 . Attendance

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

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

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

5. Scheme of Examination

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

5.2. The composition of the marks shall be as under

a) Each theory course/ paper will have 75 marks for the semester examination and 25 marks for internal assessment.

b) Duration of the theory examination shall be of 2 hours for 50 marks course/ paper and 3 hours for 75 marks.

c) The Question Paper format shall be as follows

The question paper will consist of 8 questions of which 5 have to be answered including question number 8 which is compulsory.

6. Internal Assessment marks

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

6.2 . No minimum marks is prescribed for internal assessment.

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

7 Practice journals

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

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

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

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

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

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

7.4 No minimum marks is Prescribed for Practice Journal.

8 Internship

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

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

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

9. Miscellaneous

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

9.2 Students are required to learn Typing and computer applications.

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

10 Practical batches

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

M.A. IN Journalism And Mass Communication
CHOICE BASED CREDIT SYSTEM
REVISED COURSE STRUCTURE (SCHEME)

I - Semester

II - Semester

Paper Code No.	Title of the Paper	Paper code No.	Title of the Paper
PG47T101	Introduction to communication	PG47T201	Theories Of Communication
PG47T102	News Reporting and Writing	PG47T202	Introduction To Digital Media
PG47T103	News Processing and Editing	PG47T203	Feature writing and Photo Journalism
PG47T104	Indian Journalism and Contemporary Issues	PG47T204	Advertising and Corporate Communication
PG47T105	Media Law and Ethics	PG47T205O	Communication Skills (OEC)
PG47P106	Reporting and Editing Practicals	PG47P206	Translation and Writing skills Practicals
PG47P107	Lab Journal/ Media Activities	PG47P207	Digital Media Production Practicals
III - Semester		IV - Semester	
PG47T301	Communication For Development	PG47T401	Introduction To Film Studies
PG47T302	Media Research Methods	PG47T402	Advance Television Production Techniques
PG47T303	Writing For Radio	PG47T403	Media Management and Marketing
PG47T304	Content Creation for TV	PG47T404	Folk Media
PG47T305O	Radio and Television (OEC)	PG47T405	Dissertation
PG47P306	Radio and TV Practicals	PG47P406	TV Production Practicals
PG47P307	Lab Journal & Media Activities	PG47P407	Lab Journal and Media Activities

Internship	4 Weeks(One Month) Compulsory Internship In Reputed Media Organizations
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All Semester Total Marks= 2450 All Semester Total Credits= 98
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KARNATAK UNIVERSITY, DHARWAD
M.A IN JOURNALISM AND MASS COMMUNICATION SYLLABUS 2018-19
(CBCS)
First Semester

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

Second Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T201	Theories Of Communication	04	2hrs	25	75	100	04
PG47T202	Introduction To Digital Media	04	3hrs	25	75	100	04
PG47T203	Feature writing and Photo Journalism	04	2hrs	25	75	100	04
PG47T204	Advertising and Corporate Communication	04	3hrs	25	75	100	04
PG47T205	Communication Skills (OEC)	04	3hrs	25	75	100	04
PG47P206	Translation and Writing skills Practicals	(04)2	1hrs	15	35(PR)	50	02
PG47P207	Digital Media Production Practicals	(04)2	1hrs	15	35(PR)	50	02
PG47P208	Lab Journal/ Media Activities	(04)2		15	35	50	02
						650	26

Third Semester

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
PG47T301	Communication For Development	04	3hrs	25	75	100	04
PG47T302	Media Research Methods	04	3hrs	25	75	100	04
PG47T303	Writing For Radio	04	3hrs	25	75	100	04
PG47T304	Content Creation for TV	04	3hrs	25	75	100	04
PG47T305O	Radio and Television (OEC)	04	3hrs	25	75	100	04
PG47P306	Radio and TV Practicals	04(2)	1hrs	15	35(PR)	50	02
PG47P307	Lab Journal & Media Activities	04(2)		15	35(PR)	50	02
						600	24

Fourth Semester

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

All Semester Total Marks= 2450 All Semester Total Credits= 98
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KARNATAK UNIVERSITY, DHARWAD
DEPT. OF JOURNALISM AND MASS COMMUNICATION
SYLLABUS – 2022

First Semester

Paper Code : PG47T 101 - Title : Introduction To Communication

Course Outcome:

- a. To make the students aware of Communication Process, Patterns in the changing scenario*
- b. To help students to understand various dimensions of Journalism profession*

- I.** Communication- definitions. Nature and scope, kinds of communications- Intra, Inter personal, Group and Mass communication, verbal and non- verbal communication public and mass communication. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics
- II.** Introduction to Journalism- nature, scope and role of Journalism- Journalism as a profession
- III.** Growth and development of radio - Evolution and growth of radio in India- Commercial radio, organizational structure of radio, Present status of radio in India, impact and reach of radio.
- IV.** Private radio channels in India :Community radio, satellite radio. Major radio networks in India.
- V.** Television in India: SITE, Organizational structure of Doordarshan, Emergence of cable and satellite channels, news and entertainment networks, National and regional channels.

Books for Reference:

- 1) Singhal Arvind and M. Rogers Everett. (2007) India's Communication Revolution- Sage Publication.
- 2) J. Kumar Keval. (2012) Mass Communication in India, Jaico publication. Mumbai.
- 3) Chatterjee P.C. (2018) Broadcasting in India, Sage Publication. New Delhi.
- 4) Hasan Seema. (2010) Principles of Mass communication, CBS Publishers & Distributors. New Delhi.
- 5) Gupta J.E. (2015) *Mass Communication - Theory and Practice*, CBS Publishers & Distributors.

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

Course Outcome:

- a. To introduce students to the skills of writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every Student is expected to produce Practical records

I: The news: Meaning, Principles of News: Changing value of news. Are the five W's And 1 H News Value. News writing techniques; lead and body, organizing story, sources, Reporter qualifications & responsibilities.

II: Routine Reporting: Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.

III: Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.

IV: Sources of news: Traditional sources, media sources, cross media sources including – radio, T.V, and internet. News is what newspaper man make it- Gate keeping and news making process.

V: News reporting professionalism: Some constrains defining objectivity, internal-external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting

Reference books

1. Ahuja B. N and Chhabra S. S. (2013) News Reporting, Surjit publication. New Dehli
2. M Neal James & S Brown Suzanne (2014) News Writing and Reporting. Iowa state university press.
3. Williams P. N. (2014) Investigative Reporting and Editing.
4. Fedler F. (1993) Reporting for the Print Media – Thomson Learning.
5. V Charnley Mitchell. Reporting (1978)– Holt, Rinehart & Winston. Canada.
6. Copple Neal – Depth Reporting. Prentice-Hall publication
7. Stevall Glen James - Writing for the Mass Media. Pearson publication.
9. Kamath M. V. (2018) - Journalists Hand Book – S Chand publication.
- 10 Kamath M. V. (2018) Professional Journalism – S Chand publication.
11. Mirchandani G. G. (1975) Reporting India. Abhinav Publications.
12. Srivastava. K. M. (2015) News Reporting and Editing – Sterling Publishers.
13. gAUEÁxhA^ai f.JEi. ¥IvBEÁZPÁ - PÁ^aÁZÁEÁ ¥DÁ+EÁ ``AUMKEGÁ.
- 14 qÁ. UÁGÁ¥hÁZÁ R. «. PÁEÁi j ¥EÁñõAUi, PEÁõI PÁ^aÁZÁPÁ CPÁqkÁ ``AUMKEGÁ.
15. °UqÉ UÁEÁ¥Á®PÁUÁ ÓhÁ ¥IvBEÁZPÁ, PEÁõI PÁ^aÁZÁPÁ CPÁqkÁ ``AUMKEGÁ.

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

Course Outcome:

- a. To introduce students about journalism
- b. Teaching the Contemporary issues in media

- I. A brief history of British and American journalism Benjamin Franklin, Benjamin Harris -Penny press - Yellow Journalism.
- II. Origin, growth and development of Press in India - Contribution of Christian missionaries to the development of printing. Early newspapers in India- publications of Hicky, Buckingham and Raja Ram Mohan Roy and language journalism, Role of newspaper during freedom struggle publication of Balagangadhar Tilak, Mahatma Gandhiji and Javaharlal Neharu
- III. A brief history of Kannada Journalism, Herman mogling, M Venktakrishaniah, T T Sharma, DVG, B.N.Gupta, Mohare Hanumantharaya, Kannada dailies and Magazines.
- IV. Contemporary Issues Issues in Media
- V. Contemporary Issues Issues in Media

The Contemporary Issues Issues in Media syllabus will be framed by the Department council (DC) based on the political ,economic ,social ,scientific, cultural, crime, and sports ,issues widely reported, discussed and debated in the mainstream media consisting of print, electronic and new media during the semester. The examiners for the theory examinations of this Unit shall confine only to the issues that are prescribed and discussed during the semester,

Books for reference

- 1. Natarajan S – History of Press in India.
- 2. Krishnamurthy Nadig – Indian Journalism.
- 3. Parthasarthy P – Journalism in India.
- 4. Jeffery Robin – India’s News Paper Revolution.
- 5. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.
- 6. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.
- 7. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.
- 8. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.
- 9. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.
- 9. ಅರಸೀಕೆರೆಗೆ ಬಂದ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ, ಪ್ರೊ. ಎ. ಎ. ಅರಸೀಕೆರೆ.

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

Course Outcome:

- a. To familiarize students about Right to communicate.
- b. To help the students to understand the legal aspects of Journalism profession.

- I. Salient features of Indian Constitution, Fundamental Rights, Freedom of Speech and Expression, Directive Principles of State Policy, Parliamentary Privileges.
- II. Defamation, Sedition, Obscenity, Censorship, Case studies.
- III. Right to Information Act 2005, Right to Privacy, Official Secrecy, The copyright Act, The Press Council, The contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act.
- IV. Press Commission, Law related to Broadcasting, Telecasting and Advertising in India.
- V. Media Ethics Related to ownership of media, Yellow journalism, media ombudsman, cyber laws in India. IT Act 2000.

Books for References

- 1. Basu, D.D. Laws of Press in India.
- 2. Venkateshwaran K S, Media laws and Regulations in India
- 3. Padhy K S, Mass Media and Freedom of press in India.
- 4. Grover A.N, Press and the Law
- 5. Agarwal S. K, Media and Ethics.
- 6. Zia A C d A O E i, J E i. Y i n B A P A E M E E 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
- 7. g A U E A x g A i, f. J E i. Y i n B E A Z I P A, P A a I Z B E A Y D a + E A A U M E G A.
- 8. q A. C A r A e f i n A a P A a I A g A i g n A A i A a I A Z I P A P A E M E E A U M A a A v A O a A w A v E i B A o A Y i P e t A U i o E A A U M E G A

Practicals

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

15+20 =35Marks

Reporting Practical: News Reporting, events, speeches, accidents, sports, Interviews and profiles.

Reporting practical examination 15 Marks

Editing Practical 20 Marks

Newspaper layout: front page-inside page make up. (using Indesign software)

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

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

25+10=35Marks

Vidya Samachar fortnightly practice journal 25 Marks

Media Activities – Communication Club activities 10 Marks

SECOND SEMESTER

Paper Code : PG47T 201 - Title : Theories Of Communication

Course Outcome:

- a. To expose students to classical and contemporary theories of communication*
- b. To prepare students to examine the validity of theories in this dissertation projects*

- I.** The nature of Theories: Theories in communication; definition, Nature, Scope, Importance. Indian communication theories. Models of communication.
- II.** Normative theories of media: Four theories of media, Development Media theories. Democratic participatory theory. A review of important theories of media effects theories of learning, perception, Dissonance, Attention.
- III.** Cultural Theories of Media: Theories of H.A. Innis, Marshall M'cluhan. Information Theory, persuasion- propaganda theory, Marxist Theories of Media, Theories of political, Economics of Media.
- IV.** Diffusion of innovation theories, uses and gratification theories, Agenda setting theories theories of Media convergence.
- V: MEDIA AND AUDIENCES:** Uses and gratification theory, Marshall McLuhan, Harold Innis, Agenda setting.

Books for reference:

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

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

Course Outcome:

- a. To acquaint the students with computer and its operations.*
- b. To apprise them with basic IT applications in media*

I. Introduction to Digital media: Definitions, nature and scope, Web Design And Web Development, Image enhancing Tools Dreamweaver, Flash, Final Cut Pro AVID- Publishing Your Own Webpage and Security Issues.

II. Introduction to various Digital Platforms - Website; Facebook; Twitter; YouTube; Instagram, Digital images – pixels and resolutions, digital image characteristics, JPEG, GIF, PNG, TIFF Storage and memory issues of digital images.

III. Digital video and audio equipments, their types and their usage. Video & Audio capturing, amplifying, transmitting and recording devices. Types of video and audio formats, WAV, MP3, MP4 audio storage media and types. Audio mixers. component video, composite video. PAL video, Scan video. Types of video formats, MPEG, FLV, AVI, WMV.

IV. Writing For The Web Multimedia - Adopting writing techniques to suit Digital Media platforms. The elements of digital content: news & views, web Advertising, computer assisted research, web casting.

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

Books for References

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

Paper Code : PG47T 203 - Title : Feature Writing and Photo Journalism

Course Outcome:

- a) *To introduce the students to the essentials of feature writing.*
- b) *To prepare students to photography for journalism profession.*

I. Writing for Media, Principles, methods, types skills ,feature writings,: Definitions, functions, nature, scope, Types of Feature: Humanist News, Travel, Historical and etc.

II. Article Writing – columns, Prominent Indian Columnists.

III. Critical writing for mass media, How to appreciate – Art ,Cinema , Folk Arts Theatre, Music, Books, Principles and Methods of writings Reviews. Freelancing, Importance, Types and Procedure, Fundamentals of Technical writing.

IV. Evolution of cinematography, Basic elements of cinematography, Types of cameras, principles of camera, mounting equipment. Functions and, Camera Lens and types. Depth of field, Depth of focus, Hyper focal distance.

V. Characteristics of photography and photo journalism: Sources of photographs, photo editing, caption writing analogue and digital photography. Basics of digital Cinematography. Foundation of Photography , graphics and art.

Books For References:

- 1) Gunning Robert – Techniques of clear writing.
- 2) Stonell J.G - Writing for MassMedia.
- 3) Sheenfield C.A - Effective Feature Writing.
- 4) Nelson R.P – Article Writing.
- 5) Stewart Harral – The Feature Writers Handbook.
- 6) Brain Nicholls – Features with Flair.
- 7) J Alfred Gerald and Others – Handbook of Technical Writing.
- 8) Jacobs Mark: Photography in Focus
- 9) Langford M J: Basic photography.
- 10) Millerson Gerald: Video Camera Techniques, Focal Press.
- 11) Peter John:Techniques of TV Cameraman.
- 12) Lyver Des : Graham Swainson, Basics of Video Lighting, Focal Press.
- 13) D. E.A. E.A. E.A. b.A.A. A.A. A.A. A.A. P.A.A. P.A. A.A. A.A. C.P.A. C.A., A.A. A.A.
- 14) P.A. A.A. D.gi., a.A.A.A. A.A. A.A. J.A.I. A.A. A.A. A.A. A.A. A.A.

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

Course Outcome:

- a) To make students aware of the importance of advertising and role in media organizations.*
- b) To prepare students for corporate communication challenges.*

- I.** Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.
- II.** Advertising Agency- Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.
- III.** Corporate communication- definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.
- IV.** Importance Of Corporate Communication - Nature ,Meaning Of Corporate Communication -Corporate Communication Practices- Organising, Budgeting, And Using Your Internal Communication Department.
- V.** Functions Of Corporate Communication ; Brand Strategy , Media Relations, Internet Communication , Corporate Advertising , Corporate Identity, Internet Communication, Marketing Communication, Ethics Code , Corporate Communication Practices. Government Relations, Corporate Culture , Corporate Philanthropy, Labour Relations Employee Or Internal Communications, Reputation Management. press Conference, Press t-together, Press Meet, Press kit, PR and Media Relations. Event Management,CSR Corporate Social ,Responsibility - PR code of ethics.

Books For References

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

Paper Code : PG47T 2050 - Title : Communication Skills (OEC)

Course Outcome:

- a. To make the students to aware of Communication Process, Patterns in the Changing situation
- b. To help the students to understand various dimensions of Journalism and Journalism Profession

- I. Fundamentals of Communications : Process Of Communication, Acquiring Skills in Communications writing Skills ,Speech skills, Listening Skills.
- II. Writing for News papers : News Features, Articles, Columns, Letters to the editor.
- III. Newspaper Production Process: News Collection, News sources, channels of news flow, News agencies, newspaper printing process.
- IV. Magazine Productions: Types of magazines, magazine write-ups, Production Process.
- V. Newspaper page makeup: Pagination, latest trends and writing career prospects.

Books for References

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

Paper Code : PG47P 206 - Title : Translation Practicals

35 marks

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

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

35 marks

Students should perform following exercise on practical examination

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

PG47P 208	Lab Journal & Media Activities	25+10=35Marks
	Vidya Samachar fortnightly practice journal	25 Marks
	Media Activities – Communication Club activities	10 Marks

Third Semester

Paper Code : PG47T 301 - Title : Communication For Development

Course Outcome:

- a. To enable the students to understand factors governing national development.
- b. To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

I. Concepts of development: definition, nature, concept, process and models of development – theories – origin– approaches to development and indicators of development. Modernization, problems and issues in development, Economic growth theories.

II. Development communication: Definition, development communication policies and practices in India. Indian media and development, Sustainable development concepts. Social change; Role of communication in social change, Diffusion of innovation concept of modernisation. Role of folk and ICT in development.

III. Alternative Theories of Communication for Development: Strategies for participatory communication; Ethical perspective, Need for alternative communication.

IV: TV and development: Family planning, national integration, education, environment and ecology, health hygiene and nutrition, Development support communication: population and family welfare – health – education and society – environment and development, Developmental and rural extension agencies: governmental, semi-government, non governmental organizations.

V. Development and Society: Media and agricultural development programmes, rural journalism, Panchayat Raj, Agricultural communication and rural development

Books For Reference

1. Melkata Srinivas R. Communication for development in third world
2. Rogers M. Singhlal Aravind Ana and India's information revolution
3. Modi Bella, Design and development message
4. Uma Narula - Development commercial
5. Roger Everest M - Definition of innovations
6. Usha Rani N. - Folk media for development
7. F + b j z f v e a i - C i i z a i a y n b e a z p a
8. Sainath. P – Everybody loves a good drought
10. Rogers, Everett and Floyd Shoemaker - *Communication of innovations.*
11. Narula Uma: Development Communication: theory and practice. Har- Ananda Publications, New Delhi:
13. ©. |. a i o a + z a z b g a , C o p i c y , a a p e a a i 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 A U M E g a

Paper Code : PG47T 302 - Title : **Media Research Methods**

Course Outcome:

- a. *To sensitize students to communication research*
- b. *To enable students to independently conceive and execute research Projects*

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

II. Research design components – experimental, bench mark, longitudinal studies – panel studies. Hypothesis and Objectives Methods of communication research – census method, survey method, observation method, clinical studies – case studies – content analysis.

III. Tools of data collection: sources, media source books, questionnaire and schedules, diary method, field studies, telephone surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

IV. Media research – evaluation, feedback – public opinion surveys – pre-election studies and exit polls. Report writing – data analysis techniques – coding and tabulation – non-statistical methods– descriptive – historical – statistical analysis – tests of reliability and validity – SPSS and other statistical packages.,

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

Books for References

1. Wimmer and Dominick; introduction to Media Research.
2. Bowers and Courtight.; Communication Research methods.
3. Curlinger; Foundation of Behavioral Research.
4. Rice and Roger's; Research Methods and New Media.
5. Hsia; Mass communication and Research Methods.
6. Mc Quil Dennis; Milestone in Mass communication Research.
7. $\pm \text{AP} \text{b} \text{A}^{\text{a}} \text{i} \text{Z} \text{A} \text{E} \text{A} - \text{A}^{\text{a}} \text{I} \text{A} \text{f} \text{P} \text{A} \text{A} \pm \text{E} \text{A} \text{Z} \text{E} \text{A} \text{I} \text{A} \text{P} \text{E} \text{i} \text{r}$

Course Outcome:

- a. To make students aware of the importance of Radio Broadcasting in India
- b. To prepare students to undertake professional graduation. Every student is expected to produce Practical records

- I.** Evolution of Radio Growth of Radio Broadcasting in India, Organisational structure of A.I.R.
- II.** Prasar Bharati Act: Privatization of Radio, Private FM station, Community Radio, Code of Ethics for Broadcasting, Interactive Radio Programmes, Phone in programs, Radio commercial and Marketing
- III.** Types of Radio program, News, Features , Music based programs, Radio jockey ,Nature of sound, Voice Modulation, Pronunciation , Radio Announcement ,Sound Effect, Editing.
- IV.** Structure and operation of broadcast studio: Types Of Microphones, Digital Sound Recording, Types Of Recording Equipments, Radio Production Software's.
- V.** Writing for Radio: News Writing, Feature Programs, Documentary, Writing Commercial Story Board, Production Techniques Of Radio News And Weather Bulletin, Phone In Programme, Music Interview Special Interest Programs.

Books for references

- 1. Kumar J Keval- (2015) Mass communication in india
- 2. Choler D K- Broadcast Journalism.
- 3. Shreevastava K M - Radio and TV journalism
- 4. Massani Mehara - Broadcasting and people
- 5. PC Chattarje - Broadcasting in India.
- 6. Wills EE - Writing Television and Radio programme
- 7. Singhal Arvind - India's Information Revolution.
- 8. Smeyak Paul G - Broadcast News Writing.
- 9. 1. AIAA. "1/01, gArAiFEA - EAPA A»vA YDA+EA O ASYi
- 10. © JEi UAgA a MEwõ, gArAiFEA mP «dEi "AµA A a P EA PEAOI PA a AAZPA CPÁqkA "AUMEGÄ
- 11. ©.PÉ gk, "ÁEA° SgP UMA, ZEvBP MEa PÁµAEi, "AUMEGÄ

Course Outcome:

- a) *To impart to students the essentials of television production techniques.*
- b) *To prepare students to undertake TV production.*

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

II. Fundamentals of Writing: Writing as an essential communication skill. , Vocabulary, usages, grammar, spellings, punctuation and syntax, Sentence construction and structure: Clarity, emphasis, rhythm and length, Paragraph writing. , The Process of Writing- Composition, Comprehension, Precise writing.

III. Writing for Television: Writing to visuals: Reference writing, story board and visualization, Writing TV production scripts: features, Soap operas, documentaries and commercials, Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs.

IV. Television as a medium of communication- changing trends in television production. Script writing to story boarding – concept story, Screenplay - construction of sequences- scenes. script writer, storyboard writer, art director etc

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

Books for references

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

Paper Code : PG47T 3050 - Title : Radio and Television (OEC)

Course Outcome:

- a) To impart to students the essentials of television production techniques.*
- b) To prepare students to undertake TV production.*

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

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

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

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

V. Recent trends in TV and Radio programmes

Books for references

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

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

15 + 20 = 35 Marks

Radio Production

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

OR

prepare as a radio Jockey present 15 minutes program interspersed with songs.
Television Production **20 Marks**

2. prepare a television News bulletin production(one) based on high quality visual which includes narration, anchoring, editing- duration (5- 6 minutes) **OR**

prepare a television special News bulletin with PTC (3to 5 minutes)

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

25+10 =35Marks

- | | |
|--|----------|
| Vidya Samachar fortnightly practice journal | 25 Marks |
| Media Activities – Communication Club activities | 10 Marks |

Fourth Semester

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

Course Outcome:

- a. To prepare Students to analyze and appreciate good cinema.*
- b. To make them understand the relationship of film with other mass media*

- I .** The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.
- II .** Film genres, film movement: Expressionism, Italian neorealism, Soviet montage, French new Wave, great masters of cinema: D W Griffith, Eisenstein, Vittorio De Sica, Godard, Bergman, Kurosawa.
- III.** Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema, Satyajit Ray – Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Gireesh Kasaravalli, - awards and film festivals.
- IV.** Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.
- V.** Growth and Structure of Documentaries, Television and Documentary films. Problems and prospects of Indian cinema, criticism, appreciation, film certification- film society movement in India- censorship.

Books for Reference:

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

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

Course Outcome:

- a. To make students aware of the importance of television production in India
- b. To prepare students to undertake professional graduation. professional graduation.
Every student is expected to produce Practical records

- I. Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quiz and emerging formats.
- II. Production Process: Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.
- III. Multi-camera studio production and Working principles of Electronic Field Production (EFP) - team members and their roles. Studio equipment. Floor plan, sound design, lighting design, Set and props design.
- IV. Basic Television news production techniques: production of news magazine, Electronic News Gathering, PTC, Sound byte, Current affair programs, news interviews, Production Control room.
- V. Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, Documentary.

Reference books :

- 1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
- 2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
- 3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
- 4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
- 5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
- 6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
- 7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
- 8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
- 9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
- 10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
- 11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
- 12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
- 13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.
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Paper Code : PG47T 403 - Title : **Media Management & Marketing**

Course Outcome:

- a. To introduce students to principles of Media business management*
- b. Introduce students to importance of marketing communication in the context of the market-driven economy.*

- I.** Management: Definition, Nature and Scope, Principles, Process.
- II.** Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises, transnational ownership.
- 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.
- IV.** Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers;
- V.** Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Books For Reference:

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

Paper Code : PG47T 404 - Title : **Folk Media**

Course Outcome:

- a. To make the student analyze Political events critically, with the interplay of Communication and Politics
- b. To make the students analyze the working of media in democratic set up.

I : Introduction to Political Communication: The democratic process, the media in modern times, how media shape public perceptions?

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

III : Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

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

V : Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

Books For Reference:

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

Paper Code : PG47T 405 - Title : **Dissertation**

Student shall select a media related topic of his/ her choice with the consultation of his/ her guide.

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

Paper Code : PG47P 407 - Title : **TV Production Practicals**

10+25= 35 Marks

Camara Angle Examination

10 marks

Video Editing

25 marks

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

25+10 =35Marks

Vidya Samachar fortnightly practice journal

25 Marks

Media Activities – Communication Club activities

10 Marks