



Course Outline and Syllabus for Master of Journalism and Mass Communication
(MJMC) under CBCS and CAGP
(with effect from the academic year 2014-2015)

FIRST SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
Hard Core (HC)									
HC 1.1	Introduction to Communication and Journalism	3	1	0	4	80	00	20	100
HC 1.2	News Writing and Reporting	2	1	1	4	60	20	20	100
HC 1.3	Editing	2	1	1	4	60	20	20	100
HC 1.4	Information Technology for Media	2	1	1	4	60	20	20	100
Soft Core (SC) (Any Two)									
SC 1.1	Business Communication	3	1	0	4	80	00	20	100
SC 1.2	Agriculture Communication	3	1	0	4	80	00	20	100
SC 1.3	Computer Skills for Media	2	1	1	4	60	20	20	100
Total Credits for First Semester					24				600

L = Lecture T = Tutorial P = Practical

Lecture = 1 Credit = 1 Hour; Tutorial = 1 Credit = 02 Hours; Practical = 1 Credit = 2 Hours

SECOND SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
Hard Core (HC)									
HC 2.1	Advertising and Marketing Communication	3	1	0	4	80	00	20	100
HC 2.2	Media Business and Management	3	1	0	4	80	00	20	100
HC 2.3	Media Laws and Ethics	3	1	0	4	80	00	20	100
HC 2.4	Technical Writing	2	1	1	4	60	20	20	100
Soft Core (SC) (Any One)									
SC 2.1	Translation and Journalistic Writing	2	1	1	4	60	20	20	100
SC 2.2	Kannada Journalism	3	1	0	4	80	00	20	100
Open Elective (OE) (Any One)									
OE 2.1	Journalistic Writing	2	1	1	4	60	20	20	100
OE 2.2	Public Relations	3	1	0	4	80	00	20	100
Total Credits for Second Semester					24				600

THIRD SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
	Hard Core (HC)								
HC 3.1	Communication Research Methods	3	1	0	4	80	00	20	100
HC 3.2	Broadcasting Communication	2	1	1	4	60	20	20	100
HC 3.3	Environmental Communication	3	1	0	4	80	00	20	100
HC 3.4	Television Production	2	1	1	4	60	20	20	100
	Soft Core (SC) (Any One)								
SC 3.1	Magazine Production Techniques	2	1	1	4	60	20	20	100
SC 3.2	Traditional Media	3	1	0	4	80	00	20	100
	Open Elective (OE) (Any One)								
OE 3.1	Communication Skills	3	1	0	4	80	00	20	100
OE 3.2	Writing for Electronic Media	2	1	1	4	60	20	20	100
	Educational Tour: Compulsory Educational Tour (Media Visit) shall be conducted after Third Semester and before the Commencement of Fourth Semester;.								
Total Credits for Third Semester					24				600

FOURTH SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
	Hard Core (HC)								
HC 4.1	Development Communication	3	1	0	4	80	00	20	100
HC 4.2	Public Relation and Corporate Communication	3	1	0	4	80	00	20	100
HC 4.3	Inter-Cultural Communication	3	1	0	4	80	00	20	100
HC 4.4	Dissertation	0	0	4	4	80	00	20	100
	Soft Core (SC) (Any Two)								
SC 4.1	Film Communication	2	1	1	4	60	20	20	100
SC 4.2	Photo Journalism	2	1	1	4	60	20	20	100
SC 4.3	Online Journalism	2	1	1	4	60	20	20	100
	Internship : Compulsory Internship training for one month after completion of Fourth Semester Theory and Practical Examination.								
Total Credits for Fourth Semester					24				600

FIRST SEMESTER

HC 1.1: INTRODUCTION TO COMMUNICATION AND JOURNALISM

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Communication: Meaning, Definition, Nature, Scope of Communication; Process of Communication, Communication and Society.
Unit - II	Types of Communication: Intrapersonal communication, Interpersonal communication, Group Communication, Verbal and Non-verbal communication, Mass communication, Characteristics of communication; Barriers of Communication.
Unit - III	Models of communication: Aristotle model, Shannon and Weaver, Lass Well, Berlo; Theories of Communication, Defining Mass Communication Theories, Normative theories of Media, Development theory, Democratic participatory theory, Diffusion theory, Gratification theory, Marxist theory, Social Construction of reality.
Unit - IV	Introduction to Journalism, Nature and scope of Journalism, Role of Journalism in modern society; Journalism as a profession, Characteristics of Mass media, Print and Electronic, new media – Traditional media.
Unit - V	Current status of press in India, Ethics of Journalism, Four theories of Press, Media Convergence.

References

1. Dennis Mcquell. 2004. Mass Communication Theory. Delhi: Sage Publ.
2. Werner Severing J. & James W. Tankard Jr. 1988. Communication Theories, origin, methods and uses. New Delhi: Longman Publ.
3. Keval J. Kumar. Mass Communication: a critical analysis.
4. M.V. Kamat. Professional Journalism.
5. B. N. Ahuja. Theory and Practice of Journalism.
6. John Hohenberg. Professional Journalist.
7. Wilbur Schram . Mass Communication.
8. Marshall Mc Luhan. Understanding Media.
9. Usha Rani N. Folk Media for Development.
10. Wilbur Shramm . Mass Media and National Development.
11. Daniel Lerner. Passing of Traditional Society.
12. Denis Mcquell and Ven Windah. 1981. Communication models for the study of Mass Communication. Longman Publ.
13. Melvin L. Defluer and Sandra J. Ball. Theories of Mass Communication. Singapore: Longman Publ.
14. Usha Rani N. 2006. Educational Television in India: challenges and issues. New Delhi: Discovery Publ.

HC 1.2: News Writing and Reporting

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Definition, nature and scope of Reporting. Basics of Reporting, qualifications, duties and attics of a Reporter.
Unit - II	News, Elements of news, changing values of news, News structure, Sources of news, Traditional sources, Media sources, cross media sources, Interview, Techniques of Interview.
Unit - III	Types of Reporting: Crime, Politics, Speech, Sprots, Agriculture, Environment, Legislature Judiciary.
Unit - IV	Specialized Reporting: In-depth, Investigative, Advocacy, Sting Operation, Celebrity Reporting, Citizen journalism, Special Correspondent, Lobby, Press Conference.
Unit - V	Constraints of Reporting. Hurdles of Reporting, Defining objectivity, Internal and External pressures, Present status of News Reporting in India

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Ahuja B.N. and Cchabra S. S. News Reporting.
2. Mames M. Neal and Suzanne S. Brown. News writing and reporting.
3. Williams P. N. Investigative reporting and editing.
4. Fedler F. Reporting for print media.
5. Neal Copple. Depth reporting.
6. D.D. Mach Dougal. Interpretive reporting.
7. James Glen Stevall. Writing for the Mass Media.
8. G.K. Puri. Journalism.
9. Kamat M. V. Journalilsts' Handbook.
10. Kamat M.V. Professional Journalism.
11. Mirchandani G.G. 1976. Reporting India.
12. Srivastava K. M. News reporting and editing.
13. Mitchell v. Charnley. Reporting.

HC 1.3: Editing

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Structure of editorial wing, Process of editing, principles of editing, functions of Editor, News Editor, Sub Editor, Chief Sub Editor, Sentences and Stretcher.
-----------------	--

Unit - II	Choking facts, correcting languages, re-writing news stories, condensing stories, preventing slanting of news, Cogency copies, Correspondent copies, rewriting handouts, mofussil copies, Symbols of editing
Unit - III	Creating headlines, Types of headline styles, Giving headlines, Headline roles, effective headlines, making headline accurate, preventing slanting of news, preventing over statement, avoiding sensationalization, avoiding bad parses. Uses of proper nouns, persons and process, Current trends in headline writing.
Unit - IV	Graphics and design, News paper layout, principles of page design, Front page, special pages, Inside page, problems of inside page makeup, total design, concept damming, photo editing, caption writing, Guidelines of caption writing, news photos, Contemporary news paper design and layout.
Unit - V	Typography, Type families, In desire, Photo Shop, CorelDraw.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Bruce II Westley News Editing. .
2. P.K. Baskette and Jiz Sissors. The art of Editing.
3. Michael Hides. Sub-Editor's Companion.
4. Leslie Sellers. Simple Sub's Book.
5. Robert Gunning. Techniques of Clear Writing.
6. Harold Evans. Handling Newspaper Text.
7. Harold Evans. Newspaper Design.
8. Harold Evans. News Headlines.
9. Ames. Elements of Newspaper Design.
10. K.M. Srivastava. News Reporting and Editing.

HC 1.4 : Information Technology for Media

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Computer basics: structure of a computer, different types of computers, operating systems, hardware components, Input and Output devices, storage devices, LAN, WAN, MAN
Unit - II	Network, Internet, Information flow, e-mail, data gathering, file sharing, data transfer, Browser, Google, Yahoo, Bing, Internet Explorer.
Unit - III	Application software: MS-Word, MS-Excel, MS-Powerpoint, Nudi
Unit - IV	Social Networking: Facebook, Twitter, Blog, Web-designing, Web development tools, Dreamweaver, Flash, HTML, Writing for multimedia.

Unit - V	Online Journalism, Writing for web, Interactive media, Web advertising, Webcasting, Podcasting, Digital story telling, Cyber Laws of India, Code of Ethics in Web media
-----------------	---

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Jason Whittaker. 2000. Producing for the Web (Media skills). .
2. Timothy Garrand. Writing for Multimedia and the Web: a practical guide to content development for interactive media.
3. Stephen Pite The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia and motion graphics.
4. Michael Miller. Absolute beginner's guide to computer basics.
5. Gary B. Shelly, Thomas Cashman J. and Misty Vermaat E. Discovering computers 2007: a gateway to Information.
6. Bob Walsh. Clear Blogging: How people blogging are changing the world and how you can join them.
7. Damien Stolarz . Hands on guide to Video Blogging and Podcasting.
8. John V. Pavlik. Journalism and New Media.
9. Andras Nyiro and others. 21st century Journalism : a practical guide.
10. Theodore L. Glasser. The idea of Public Journalism.

SC 1.1 : Business Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit – I	Introduction, nature, scope, growth of business communication, professional requirements of business journalist. Information sources of business journalism, Chambers of Commerce, Concept of Share Market, Share Debenture, Investment, Mutual Funds.
Unit - II	Major business journals and their unique features. Economic Times, Business Line, Business Times, Business TV Channels, NDTV, CNBC and Zee, Supplementary of major Newspapers and magazines.
Unit – III	Changing face of Business Journalism in the age of global Business scenario, Ethics and social responsibilities in Business Journalism.
Unit – IV	Characteristics of Business Journal, editing and designing of Business Journal, qualities of effective Business articles, preparing business letters, Features, Annual Reports, Business Columnist, Interview of Business personalities, Panel Discussion, Budget, Stock Markets.
Unit – V	Reporting and Proposals, Routine letters and good will messages, Persuasive and Sales Messages, Negative Messages, Report planning and research, preparing and production of annual reports.

References

1. Tole and Chandragadkar. Business Communication Theory.
2. Kirseh Donald. Financial and Economic Journalism.
3. Venkateshwaran. How to excel in Business Journalism.
4. John Eatwell. The new Pal Grave – a Dictionary of Economics.
5. Heckmann. Human relations in Management.
6. Drucker. Management: tasks, responsibilities and practices.
7. Keval J. Kumar. Business Communication: a management perspective.
8. Lee D. Thayer and Lireven, R.D. Administrative Communication. .
9. N.H. Athwya. The Executive skill of persuasive listing.
10. Peter Little. Communication in Business. Singapore: Longman.

SC 1.2: Agriculture Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Agriculture: present status of production and economic condition of farmers in Karnataka. Present Agricultural policy of India and Karnataka. Meaning, nature, scope and characteristics of agricultural journalism. Agricultural movement in India, media and green revolution, Role and significance of media in Agrarian society; status of agricultural journalism in India.
Unit - II	Agricultural media reporting, features, interviews, articles, analytical stories, techniques and terminologies, agriculture and media.
Unit - III	Agriculture supplements of daily newspapers, Agricultural journals, eminent agricultural scientists: Dr. M.S. Swaminathan, Dr. M. Mahadevappa (Paddy), L. Lakshmanaiyah (Ragi), Dwarkanath (Extension Technology), S.V. Rangaswamy , Narayana Reddy.
Unit - IV	Agricultural training centres – Communication programme for farmers, extension training, educating farmers, Krishi Mela and exhibition, Loan Mela, Agricultural TV Channel, Kisan TV, Kisan Vani, Agricultural Radio Programme – Krishiranga.
Unit - V	Content analysis of Agriculture Report, Agriculture and New Media Technologies.

References

1. Claron Burnett. Agricultural news writing.
2. Rodney Fox. Agricultural and Technical Journalism.
3. Thomas F. Pawlick. The invisible farm.
4. William E. Ogilvie. Pioneer Agricultural Journalists.
5. Nelson Antgrim Crawford. Agricultural Journalism.
6. Shree Phadre. Krishikara kaige lekhani.
7. Fukuoka Masanobu. One Straw revolution.
8. Poornachandra Tejaswi. Ondu Hullina Kranti.

SC 1.3 : Computer Skills for Media

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Computer Basics – basic hardware and software, operating system, Installation of software, operation, Typing basics.
Unit - II	MS-Office – Word, Powerpoint, Excel etc. Creating charts, graphs, tables etc.
Unit - III	Basic Photo Editing – Adobe Photoshop, Corel Draw, Photo Paint, Windows Photo Manager.
Unit - IV	Basic designing for print and web media, Internet usage – E-Mail, data downloading, uploading, data transfer, file sharing, streaming media, web casting, podcasting, Web Cam, Live Transfer of Audio and Visual data, Blogging, Social Networking (Facebook, Twitter, Orkut etc.), Video conferencing, Online communication, LAN, WAN, Intranet, Google Earth usage.
Unit - V	Data Representation; data structure, file organization – concept, types and their advantages and disadvantages, role of computers and their applications in Journalism and Mass Communication

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Gary B. Shelly and Misty E. Vermaat. 2009. Discovering computers 2010: Living in a digital world, Fundamentals. (Shelly Cashman Series).
2. Peter Weverka, 2010. Office 2010 All-in-one for dummies.
3. Roger C. Parker. Desktop Publishing and Design for dummies.
4. Bob Shepherd. The art and business of Photo Editing-selecting and evaluating images for publication.
5. Jennifer Niederst Robbins and Aaron Gustafson, 2007. Learning web design: a beginner's guide to (X) HTML, Stylsheets and web graphics.
6. John R. Levine and Margaret Levine, Young. 2010. The Internet for dummies.
7. Daug Lowe. Word 2010 all-in-one for dummies .
8. Peter Weverka. Power point 2010 all-in-one for dummies.
9. Susan M. Gunelius. 2010 Blogging all-in-one for dummies.

SECOND SEMESTER

HC 2.1 : Advertising and Marketing Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Advertisement: Evolution of advertisement, definition, nature and scope of advertisement, role of advertisement in modern society, socio-economic impact of advertisement, advertising agencies, Types of advertising agencies, Planning advertising – print and electronic media.
Unit - II	Classification of advertisement, Consumer advertisement, Business advertisement, Trade advertisement, Professional advertisement, Industrial advertisement, Mail Order, Personal selling, Public Service advertisement, Product and Institutional advertisement.
Unit - III	Media of advertising, Direct mail, Newspaper advertisement, Magazine advertisement, TV and Radio commercials, Outdoor advertisement – Posters, Transit advertisement.
Unit - IV	Writing advertisement copy, Print, Television and Radio visualization, layout, illustration, Colour, Elements of advertisement copy, Text, Slogan, Logo, trademark, creating punch line, consumer behavior.
Unit - V	Role of advertisement in marketing communication. Importance of marketing to advertisement, Communication strategies. Online marketing process, Ethics in advertisement

References

1. William Wells (Editor). Advertising: principles and practice. London: Prion Books, 2001.
2. Marla R. Staffer (Editor). Advertising promotion and new media. USA: Times Mirror Co., 2001.
3. Bir Singh (Editor). Advertising management. New Delhi: Anmol, 2000.
4. Larry Percy (Editor). Strategic advertisement management. New Delhi: Suraj Publ., 2000.
5. Burfert Morlat Wells (Editor). Advertising: principles and practice. New Delhi: Prentice- Hall, 2003.
6. S.A. Choonawala and K.C. Sethia. Foundations of advertising: theory and practice. Bangalore: Himalaya, 2005.
7. George E. Belch. Advertising and promotion : an integrated marketing communication perspective. New Delhi: Tata McGraw Hill, 2004.

HC 2.2 : Media Business and Management

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Principles of Management: definitions and functions, classical and modern approaches to management; management process, management task, essentials of management, Theories and functions of management in the context of media; Electronic media; Economic impact in Indian media; FDI influences on media management.
-----------------	---

Unit - II	Organizational structure of Newspaper; Ownership pattern of Newspaper –merits and demerits, organizational structure of News agencies.
Unit - III	Economics of Newspaper – production cost, operation, revenue, commercials, budgeting, promotional strategies, circulation and revenue. ABC, NRS, INS and RNI.
Unit - IV	Organizational structure of Electronic media. Ownership pattern, Television networks, Television production houses.
Unit - V	Economics of Electronic media, Radio and Television production costs. Operation. Budgeting, Production cost, film production, cost and revenue, film distribution and Commission, TRP, TAM

References

1. Vanita Kohli. The Indian Media Business. New Delhi: Sage, 2006.
2. James Redmind and Robert. Media organization management. London: Response Books, 2004.
3. E.F. Cabera and Bonachel. An Expert HR sys tem for aligning organizational culture and strategies. New York: Academic Press, 1999.
4. Halzer C. Total Quality Management. London: Champra & Hall, 1991.
5. Stantton and Charles Futrell. Fundamentals of Marketing. New Delhi: Tata McGraw Hill, 2003.
6. Thomas Gouldon. News Management. London: Heiremanun, 1997.

HC 2.3 : Media Laws and Ethics

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Indian Constitution, Preamble of Indian Constitution, Concept of media freedom, democracy and media, rights and obligations media, fundamental rights.
Unit - II	Freedom of Speech and Expression with special reference to Press Freedom. Right to Information Act 2005, its implications, Role of media
Unit - III	Defamation, Contempt of Court, Legislative, Official Secrets Act, Intellectual Property Rights, Copyright and Piracies, Wage Board, Wage and working condition of Journalists.
Unit - IV	Book and Newspaper registration process. Obscurity, Right to Privacy, Press Commission, Press Council of India, Sediton.
Unit - V	Cyber Laws of India. Cyber Security concerns, Preventive measures, Penalties, Laws related to FDI

References

1. Basu D.D. Laws of the Press. New Delhi: Prentice Hall, 2002.
2. Blumer, B.J.G. Television and the Public Interest. London: Sage,1992.
3. Kaushal. Press and Democracy. 1997.

4. Venkateshwaran. Mass Media Laws and Regulations in India. New Delhi: Publications Division, Government of India, 1993.
5. Government of India. Right to Information Act 2005.
6. Philip Seib and Kathy Fitzpatrick. Journalism Ethics. New York: Harcourt Brace College Publ., 2000.
7. Justice Yatindra Singh. Cyber Laws. Delhi: Universal Law Publ., 2005.
8. Martha A. Fireman, Martha T. Mecluskey. Feminism, Media and the Law. New York: Focus Press.

HC 2.4 : Technical Writing

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Nature and scope of technical writing; differences between technical writing and other forms of writing. Qualifications of Technical Writer. Principles of technical writing.
Unit - II	Writing of Technical Reports, Project Proposals, Obstructs documents. Graphic artists, Liasoning with Product Engineer, Manager and Client.
Unit - III	Role and transpiration of Technical Document Editor, Writers and Managers, Testing and Revision of documents.
Unit - IV	Styles in technical writing, Clarity, precision, logical sequence in writing, writing process, aim of writing, document design, writing technique, draft, graphics, illustration.
Unit - V	Technical editing process, content and its organization, editing for accuracy, technical details, language style and usage. Online editing.

Practical

The Course content covering Units I to V shall form the basis for Practicals.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Bob Dematteis, Andy Gibbs and Michael Neustel (Editors). 2004. The Patent Writer: how to write successful Patent applications. London: Square One Publ.
2. Gerarald S. Aired, Charles T. Brusaw, Walter E. Oliu. St. Martin's Handbook of Technical Writing. London: St. Martin's Press.
3. David Ingre. Survivor's Guide to Technical Writing. London: South-Western Educational Publishing.
4. Bruce Ross-Larson. Writing for the Information Age. London: W.W. Norton and Routledge.
5. Matt Young. Technical Writer's Handbook: Writing with style and clarity. New York: University Science Books.
6. William Sanborn Pfeiffer. Technical Writing: a practical approach. 5th Edition. New York: Prentice-Hall.
7. Brain R. Holloway. Technical writing Basics: a guide to Style and Form. 2nd Edition.

SC 2.1: Translation and Journalistic Writing

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Translation: definition, importance, types of translation, process of translation, tools of translation, translation in the globalization era, theories of translation, qualities of translation, Qualifications of Translator, Translation as an Art and Science.
Unit - II	Translation for the media: elements of media translation, techniques of translation for media, challenges of translation between vernacular languages and English and vice versa for print and electronic media.
Unit - III	Translating Advertisements, translating Press releases. Arts and Literary translation, Science and Technology translation.
Unit - IV	Journalistic writing, qualities of journalistic writing, similarities and differences between Journalistic writing and Literary writing. Difference between News writing, feature writing, articles writing, column writing, Editorial writing.
Unit - V	Translation Exercise. Practical Exercise in translation for Print media and practical exercises for Journalistic writing. Basics of References.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Madhall Mchuhan. Understanding Media. Rantidge Classics.
2. Transk R.L. Language Basics.
3. David Chandar. Semiothes: the Basics. New Delhi: Foundation Books.
4. Chidananda Murthy M. Bhaasha vignanada moola thatwagalu. Mysore: DVK Murthy Publ.
5. Steiner G. Aspects of Language and Translation. Oxford: Oxford University Press.
6. Lawrence Venuti. The Scandals of Translation.
7. Christina Schaeffineo. Media and Translation. Cambridge: Scholars Publ.
8. Angela Phillips. Good writing for Journalists. Sage Publ.

SC 2.2: Kannada Journalism

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Genesis of Kannada Press, role of Kannada Press in freedom movement, Unification of Karnataka and Hyderabad-Karnataka movement.
-----------------	---

Unit - II	Eminent personalities of Kannada Press - Harman Mogling, Venkata Krishnnaiah, D.V. Gundappa, P.R. Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Nanjangudu Tirumalamba and K. Kalyanamma, T.T. Sharma, T.S. Ramachandra Rao, Khadri Shyamanna, Y.N. Krishnamurthy, P. Lankesh, R.R. Diwakar and Patil Puttappa.
Unit - III	Hyderabad-Karnataka Eminent Personalities of Kannada Press – V.N. Kagalkar, Linganna Satyampet, Rajendar Patil, Basavaraj Swamy, Shivasharanappa Vali.
Unit - IV	History of leading Kannada newspapers and magazines – Prajavani, Kannada Prabha, Samyukta Karnataka, Udayavani, Vijaya Karnataka, Vijayavani, Kranti, Sudha, Karmaveera, Mayura, Kasturi, Prapancha, Kannadamma.
Unit - V	Special Interest Magazines in Kannada – Women’s Magazines, Children’s Magazines, Sports Magazines, Writing Magazines, Contemporary issues in Kannada Journalism, future of Kannada journalism.

References

1. ನಾ ಡಿ ಗ ಕೃಷ್ಣಮೂರ್ತಿ . 2006. Bharatheeya patrikodyama. Bengaluru: Karnataka Maadhyama Academy.
2. Karnataka Maadhyama Academy. 1991. Karnataka patrike itihasa (all volumes).
3. Poornima N. 2003. Adhunka samhavana maadhyamagalalu mattu Kannada abhivruddhi. Hampi: Kannada Vishwavidyalaya.
4. Srinivasa Havanur. 1974. Hosagannada arunodaya. Mysore: University of Mysore.
5. Gopalarao H.S. 1996. Karnataka Akeekarana Itihasa. Bengaluru: Nava Karnataka Prakashana.
6. Chandrasekhara B.S. 2003. Samvahana maadhyamagalalu. Hampi: Kannada Viswavidyalaya.

OE 2.1: Journalistic Writing

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Fundamentals of Communication, process of communication, acquiring skills in communication, writing skills, speech skills, listening skills.
Unit - II	Writing for Newspaper: news Features, types of Features: historical, trend, sports, environmental etc. Articles, Columns, Editorials, Letter to the Editor, Human interest stories, Profiles.
Unit - III	Newspaper Production process: News collection, news sources, channels of news flow, news agencies, syndicates, Special supplementary, news photo’s caption writing, creative writing.
Unit - IV	Book, film, art, theatre review and criticism, cartoon writing.
Unit - V	Newspaper page make up: pagination, page design, Dummy, latest trends, Web design and writing, career prospects, citizen journalism.

Practical

The Course content covering Units I to V shall form the basis for Practicals.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Madhall Mchuhan. Understanding Media. Rantidge Classics.
2. Transk R. L. Language: the basics.
3. Divid Chandar. Semiothes: the basics. New Delhi: Foundation Books.
4. Steiner G. Aspects of Language and Translation. Oxford: Oxford University Press.
5. Lawrence Venuti. The scandals of translation.
6. Christina Schaeffineo. Media and translation. Cambridge: Scholar Publ.
7. Angela Phillips. Good writing for Journalists. Sage Publ.

OE2.2: Public Relations

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit – I	Nature and scope of public relations: PR concepts, relevance of public relations in modern societies, principles of public relations,. Major roles of public relations in corporate organizations, public relations, propaganda, advertising and publicity.
Unit – II	Process of public relations: PR process, fact finding, planning, communication and evaluation. Organizational structure of PR department and its functions, in-house department and PR counseling firms, advantages and limitations.
Unit - III	Tools of public relations: Institutional publications, brochures, booklets, news letters, annual reports, house journals, house advertisements, public service advertising, corporate advertising, speakers bureau, photographs, films, videos, CD-ROMs, displays, exhibits, staged events, new media and new communication technologies, news releases (print, audio-video) and press conferences (media kits, background information, fact sheet), media tours, public service announcements, special events.
Unit – IV	Types of PR publics: Internal publics and external publics, employees relations, stockholder relations, customers' relations, community relations, supplier relations, distributor and dealer relations, government relations, investors relations, media relations, educational institutions relations and non voluntary organizations, role of public relations in government (State and Central).
Unit – V	Government relations, corporate culture, corporate philanthropy, employee/internal communication, executive communication/speeches, reputation management, community relations, labor relations, investor relations.

References

1. Otis Baskin and Craig Aronoff . The profession and the practice.
2. Pill Quirke.Communication and public relations . Columbus:: Merrill.
3. Scott M Cutlip. Person and education.
4. Gary L.Kreps. Organizational Communication.
5. Gary L.Kreps. Inside Organizational Communication.
6. Paul A.Argenti. Corporate Communication.-
7. Geraldine E. Hynes . Managerial Communication: Strategies and Applications.
8. Paul A.Argenti. The Power of Corporate Communication: Crafting the Voice and Image of Your Business.
9. Shel Holtz Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications .
10. Joep P. Cornelissen. Corporate Communications: Theory and Practice.

THIRD SEMESTER

HC 3.1 COMMUNICATION RESEARCH METHODS

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit – I	Nature and scope of Communication Research, definitions of communication research, basic and applied research, characteristics of scientific research, concept and constructs, variables – dependent, independent, intervening, discrete and continuous variables, elements of scientific research.
Unit – II	Research approaches, Survey research, Content Analysis, Focus Group, Case Studies, Historical Research, Sample and Sampling techniques.
Unit - III	Research tools – questionnaire, interview schedules, levels of measurements, Dispersion, Regression, measures of association – statistical inferences, test of significance and analysis of variance, SPSS.
Unit – IV	Process of Communication Research, selection of research problem, review of literature, methods of data collection, analysis and interpretation of data, presentation of results.
Unit – V	Writing research project, writing a research proposal, writing research thesis – essentials of thesis and dissertation, ethics in research, contemporary trends in communication research in India.

References

1. Goode W and Hatt P.K . Research Methods and Social Science.
2. Kin Robert. Case Study research; Design and Methods.
3. Simpson I S. How to Interpret Statistical Data.
4. Ralph Nafzier & David M White. Introduction to Mass Communication Research.
5. Robert B Burns. Introduction to Research Methods.

6. O.R.Krishnaswamy Methodology of Research in Social Sciences.
7. Winner and Dominic Mass Media Research.
8. Stempel and Westley. Research Methods in Mass Communication.
9. Berger J. 2000. Media and communication research methods: an introduction to qualitative and quantitative approaches. California: Sage
10. Roger D. Winuner and Joseph R. Dominick. 2000. Mass media research: an introduction. Singapore: Wordsworth publ.

HC 3.2: Broadcasting Communication

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit – I	Evolution of Broadcasting in India, growth and development of Radio in India, Radio as a means of communication, present status of Radio in India.
Unit – II	Broadcasting format of Radio – elements of spoken words, conceptual process, production techniques; Principles of Script writing for radio, types of scripts. Creativity for Radio writing, Radio commentary, dubbing and mixing, writing Radio news script.
Unit – III	Types of Radio broadcasting: Radio talks, Radio interviews, Radio discussion, Radio features, Science programme on Radio, Special audience programme, Agriculture programme, Women, children, worker’s and youth’s phone-in-programmes, news reels, Broadcasting policy.
Unit – IV	Privatization of Radio, FM Radio, Communication Radio, autonomous states, Prasar Bharathi, organizational structure of AIR, Web-Radio, content patterns of Radio.
Unit – V	Handling of various sound equipments – microphones, types of microphones, outside broadcast, ethics of broadcasting, sound editing, audition, audacity, audience research.

Practical

The Course content covering Units I to V shall form the basis for Practicals.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Erta D. Fossard. 2005. Writing and producing Radio dramas. New Delhi: Sage.
2. Chatterji P.C. 1991. Broadcasting in India. New Delhi: Sage.
3. Chandrashekar B.S. 1999. Changing preferences : the Indian experience in public service broadcasting. Singapore: AINIC.
4. Luthana H.R. 1986. Broadcasting in India. New Delhi: Publication Division, Govt. of India..
5. Mathur, J.C. and Neuratha P. 1959. An Indian experience ‘In Farm’ Radio Rural Forums. Paris: UNIESCO.
6. Arvind Singhal, Michel J. Curdy and E. M.. Rogers (Editors). 2003. Entertainment, Education and Social Change. New York: Lawrence & Bouns Association.

7. Fossad D.E. and Baptiste E.J. 1984. Interactive Radio Instruction. Washington: USIAD.

HC 3.3: Environmental Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit – I	Definition, nature and importance of environment. Parameters of environment. Environmental hazards, Pollution – natural and man-made.
Unit – II	Local, national and international environmental issues. Environmental protection programmes and strategies.
Unit - III	Role of media in protecting environment and ecology. Communication strategies for ongoing campaigns – a detailed study of specialized environment ecology. Media organization and units.
Unit – IV	International agreement; Earth summits; Protection of environment; Natural resources, flora – fauna, rivers, estuaries and other eco-system; Laws protecting environment, problems in safeguarding the system.
Unit – V	Environmental reporting; types of stories – investigative, in-depth and interpretative; Writing for different media; Case Study of major environmental movements and media response in India.

References

1. Edward Gold Smith and Nicholas Hildyard (Editors). 1988. The Earth Report. London: Oxford University Press.
2. Susan D.. Lanier-Graham. 1993. The ecology of water. New York: Walker Publ. House.
3. Kiran B. Chhokar, Mamata Pandya and Meena Raghunathan (Editors). 1999. Understanding Environment. New Delhi: Sage.
4. Kanchan Chopra and Gulati S. C. (Editors). 2000. Migration, Common Property Resources and Environmental Degradation. New Delhi: Sage.
5. Katar Siigh and Vishwa Ballabh (Editors). 2001. Cooperative management of natural resources New Delhi: Sage.
6. Jyoti Parikit (Editor). 2002. Sustainable management of Wetlands. New Delhi: Sage.
7. Roger Jefft-i-ry and Nandini Sundar (Editors). 2003. A new moral economy for India's forests. New Delhi: Sage.
8. Ashok Kothari , Neema Pathak, R.V. Anuradha and Bansuri Taneja (Editors). 2004. Communities and conversation. New Delhi: Sage.
9. Udaya Sahay (Editor). 2006. Making news. New Delhi: Oxford University Press.
10. Asha Rani Idiathur (Editor). 2006. The Indian Media: Illusion, delusion and reality. New Delhi: Roop & Co.

HC 3.4: Television Production

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit – I	Evolution of Television (TV), growth of TV in India, organizational structure of TV Station, present status of telecasting in India.
-----------------	--

Unit – II	Writing for TV: Scripting writing, development of story and script, story board concept creation for TV programme, Research.
Unit – III	Types of Television programmes- News Bulletins, Documentary, Serials, Talk shows, Sitcoms, Phone-in quid, Reality shows, stages of production, pre-production, production and post production.
Unit – IV	Types of camera, lens, types of shoots, visual compositions, single and multi camera production, lighting, lighting effects, types of lighting equipments.
Unit – V	Visual editing – titling, subtitling, graphic animation – editing and mixing voice-over, blubbing FCP, Primera Pro, Ethics in visual presentation.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Mitch Mitchel. 2004. Visual 2004: Film Television. Singapore: Focal Press.
2. Roger Laycock. 1999. Audio techniques for television production. Singapore: Focal Press.
3. Rod Fainweather (Editor). 2002. Basics studio directing. Singapore: Focal Press.
4. Tony Grant (Editor). 2000. Audio for single camera operation. Singapore: Focal Press.
5. Robert L. Hartwig (Editor). 2004. Basic TV Technology. Singapore: Focal Press.
6. Bernard Wilkie (Editor). 2000, Creating special effects for TV and Video. Singapore: Focal Press.
7. Gerald Millerson (Editor). 2000, Lighting for video. Singapore: Focal Press.
8. Patric Morris (Editor). 2000. Nonlinear editing. Singapore: Focal Press.
9. Glyn Alkin (Editor). 2000. Sound recording and reproduction. Singapore: Focal Press.
10. Peter Ward (Editor). 2005. Studio and outside broadcast camera work. Singapore: Focal Press.
11. Gerald Millerson (Editor). 2000. Video camera technologies. Singapore: Focal Press.
12. Peter Ward. 2001. TV Technical operations. Singapore: Focal Press.
13. Roger Faunweather. 2002. Basic Studio directing. Singapore: Focal Press.

SC 3.1 : Magazine Production Techniques

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Origin and growth of magazine; a survey of magazine in India; English language and regional language, Major problems in starting a magazine, the editorial concept.
Unit - II	Types of magazine, Popular magazine, News magazine, Magazine for specialized groups, Professional and Technical magazine, content of magazine.

Unit - III	Collection of material for magazine, editing techniques, creative editing, copy editing, creative titles and Sell, writing effective titles.
Unit - IV	Production of magazines, design, layout, headlines, typography, caption writing and visual effects of magazine; photograph, cartoons, graphics, illustration and colour; Importance of new production technology, current production techniques, pagination.
Unit - V	Economic and logistics of magazines, publishing, competition from other media, Television, Radio, Film and Video. Globalization and Technological impact on Indian magazines, trends and prospects of magazine.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Udaya Sahay (Editor). 2006. Making News. New Delhi: Oxford University Press.
2. Asha Rani Mathur (Editor). 2006. The Indian Media: Illusion, delusion and reality. New Delhi: Roop Publications.
3. Wolsely Ronold (Editor). 2005. Understanding magazine. Iowa: State University Press.
4. Nadiga Krishna Murthy. 1969. Indian Journalism. Mysore: Mysore University Press.
5. Rissover and Birch (Editor). 2002. Mass media and the Popular Arts. New Delhi: MCC Books.
6. Villa Nilain J.V. 2005. Mass communication in India: Sociological perspective. New Delhi: Sage.
7. Theosore Peterson (Editor). 1994. Magazine in the Twentieth century. Illinois: University Press.

SC 3.2 : Traditional Media

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Origin and development of traditional media, meaning and concept of traditional media, characteristics of traditional media, relevance of traditional media in modern society.
Unit - II	Classification of traditional media – forms, traditional media in India and Karnataka. Folk songs, folk dance, folk theatre, fold tales, folk games and street plays.
Unit - III	Folk arts and their use in development communicatioin – Yakshagana, Harikathe, Puppetry, Gee Gee Pada, Lavani, Sannata, Lambani Kunita, Bayalata, Tattvapada and traditional folk songs, dhollu kunita, Veeragase, Puruvantara kunita, Alai kunita, Kolaata, Bahurupigalu, Bhuteru, Burrakathe.

Unit - IV	Integrated use of folk media and mass media, role of government agencies and NGOs to promote traditional (folk) arts, Kannada and Culture Department, Janapada Academy, Regional Resource Centre, Udupi.
Unit - V	Prominent folk artists in Hyderabad Karnataka: Chuttavva Harijan, Monappa Sutar, Chimnabai, Kashinath Gavai, N. Fakirappa, Muddaya Nooli, Ratnamma Tambaki, Sambanna Simpi.

References

1. Usha Rani N. Folk Media for Development.
2. Ranganath H.K. Folk Media and Communication.
3. Shyam Parmar. Traditional Folk Songs.
4. Durgadas Mukhopadhyay. Folk Arts and Social Communication.
5. Vijaya N. Role of traditional folk media in Rural India.
6. Gargi Balawant. Folk theatre in India.
7. Mulk Raj Anand. The Indian Theatre.
8. Curre D. Complete book on Puppetry in India.
9. Daniel Lerner. The passing of traditional society.
10. Shyam Parmar. Traditional folk media in India.

OE 3.1 : Communication Skills

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Communication – definition and importance; elements and process of communication; Communication Models.
Unit - II	Levels of Communication – Intrapersonal, Interpersonal, Group and Mass Communication; Functions of communication; Intercultural communication.
Unit - III	Types of Communication – Verbal and Non-Verbal; various forms of Verbal and Non-verbal communication; Body language.
Unit - IV	Art of Public Speaking – techniques of interpersonal relationships; art of writing business and personal letters; art of journalistic writing; Group dynamics ; Leadership styles.
Unit - V	Importance of good communication in one's life; Improving one's communication skills; elements of technical writing; preparing CVs.

References

1. Werner Severin J. and James W. Tankard. 1988. Communication theories: origin, methods and Use. Singapore: Longman Publ.
2. Denis Mc Quail and Ven Windah S. Communication models for the study of mass communication. Singapore: Longman Publ.
3. Srinivas R. Melkote. Communication for development in the Third World. New Delhi: Sage, 1991.
4. Uma Narula. Theories of Mass Communication.

5. Usha Rani N. Folk media for development.
6. Denis Mc Qual. Mc Quali's Mass Communication Theory. New Delhi: Sage Publ.
7. William D. Brooks. Speech. New Delhi: Sage Publ.
8. Personality Development: Every Manager's Desk Reference Series Volumes I–III. Techmedia Publ.
9. Chris Cole. Publication Skills: New Delhi: Sage Publ.
10. Somasekhar Rao. Samvahana kale.
11. Chandrasekhar, B.S. Aadhunika samooha madhyamagalu.
12. Niranjana Vanalli. Parinaamakaari samvahana kale.

OE 3.2 : Writing for Electronic Media

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Basics of Radio: Radio as medium of Mass Communication, salient features of Radio, Broadcasting in India. The principles of scripting for Radio, developing themes, proposal for Radio treatment, language for Radio, programmed formats and script for Radio.
Unit - II	Writing for special viewers, programmes for children, women, farmers and youth issue based programme. Documentaries, Talk Shows, Phone-in and other Emerging formats. Writing News Reports for Radio, Conducting News Interviews and techniques of writing for Radio.
Unit - III	Television as a medium of Mass Communication, salient features of Television, Television Broadcasting in India. Sources of idea for writing script.
Unit - IV	Research for developing script writing, Nature, types and characteristics of Television script; Visualization, Images.
Unit - V	Writing for special audience, programme for children, women, farmers and youth, issue based programme, Writing News Reports for Television; conducting News Interviews; Recent trends and developments in Radio and Television writing.

Practical

The Course content covering Units I to V shall form the basis for Practicals.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Evans. Radio and guide to broadcasting techniques.
2. Waldo Abbot and Rider A. Handbook of Broadcasting.
3. Mehra Malrani. Broadcasting and the people.
4. Robert Hellard. Writing for TV and Radio.
5. O'Dannell Lewis B., Philip Benoit and Carl Hausman. Modern Radio production.
6. Eric G. Norbe. Radio Programming: Tacts and strategy.
7. Rudy Bretz. Techniques to TV production. McGraw Hill.

8. Miller. Video production Handbook. Focal Press.
9. Millerson Gerald. Basic TV Staging. Focal Press.
10. Glyn ALkin. TV Sound Operations.
11. Prager. Understanding TV.
12. Gerald Millerson. Techniques of TV production.

Educational Tour (Media Visit – Compulsory)

Educational Tour (Media Visit) of one week shall be conducted after the III Semester examinations and before the commencement of IV Semester. The students have to submit the Media Visit Observation Report and it is compulsory.

FOURTH SEMESTER

HC 4.1 : Development Communication

CREDIT PATTERN (L: T: P 3: 1:0)

Unit - I	Fundamental concept of Development: concept, nature and indicators of Development; characteristics of Development: Economic, social, psychological and political aspects of Development. Models, Theories and Strategies of Development.
Unit - II	Development Communication: Definition, origin of the concept – Daniel Lerner and Wilbur Schramm. Growth of Development Communication – Nora Quebral, Everett Rogers and Rozario Braid; Communication and Development in a cultural context; Approaches – Diffusion of Innovation, Magic Multiplier, Empathy, Alternative Approaches.
Unit - III	Role of Media in Development – Performance and Role of Print, Radio, Television, Folk Media, Documentaries, New Media in Development Issues. Role of Development agencies – NGOs, Corporate Houses, RTI in Development Communication. Social Audit and Social interventions in Development Programmes.
Unit - IV	Development issues: Writing development stories in areas such as Health and Hygiene, Women and Child, Family Welfare, Education, Upliftment of Weaker Section, Poverty Alleviation and Unemployment, Environmental issues, Agriculture, Democratization and Decentralization. Writing Development messages for rural audience, Specific requirement for writing development stories for Print, Electronic and New Media.
Unit - V	New technologies and prospects of development: Role of new technologies in Development Communication, ITC, Media Imperialism, International News Agencies, Satellite Communication, Issues in International Communication, Use and challenges of New Media technologies in Development Communication.

References

1. Gupta V.S. Communication and Development. New Delhi: Concept Publ.
2. Uma Joshi. Understanding Development Communication. New Delhi: Dominant Publ.
3. Ganesh S. 1995. Lectures in Mass Communication.
4. Srinivas R. Melkote and Leslie Steeves H. Communication for Development in the Third World. New Delhi: Sage Publ.
5. Murthy D.V.R. 2007. Development Journalism: What's Next? New Delhi: Kanishka Publ.
6. Mridula Menon. 2007. Development Communication and Media Debate. New Delhi: Kanishka Publ.
7. Anil Singhal and James W. Dearing (Editors). 2006. Communication for Innovation. New Delhi: Sage Publ.
8. Rogers Everett M. 2000. Communication and Development: Critical perspective. New Delhi: Sage Publ.
9. Amartya Sen. 1999. Development as Freedom. New York: Alfred A. Knopf.
10. Daya Thussu. 2006. Media on the move: global flow and contra flow. London: Routledge.
11. Ghosh and Pramanik. Panchayat system in India. New Delhi: Kanishka, 2007.
12. Shivani Dharmarajan. 2007. NGOs and Prime Movers. New Delhi: Kanishka.

HC 4.2 : Public Relation and Corporate Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit - I	Corporate Communication: introduction, meaning and definition; nature and scope of Corporate Communication.
Unit - II	Corporate Communication Management: Internal communication; Promotions and functions; Communicating strategy; Corporate Reputatioin Management; Investor Relation; Government Relation; Crisis Management; Event Management; Risk Management; Stress Management; Ethics Code and Corporate Credibility.
Unit - III	Corporate Advertising: concept, meaning, definition and its importance; Public Relation; Publicity; Web Ads; House Journal; Media Relation; Corporate Brand; Image, Identity, Corporate Social Media.
Unit - IV	Planning and Programme Management: Concept, analysis and prioritization of the situation; Environmental Issues; Stakeholders / Publics; Corporate Goals; Planning Research and Evaluation; Creativity; Messaging, Strategy and Tactics; Budgeting, Time Scales and Resources.
Unit - V	Corporate Social Responsibility: Evolution of CSR in India; Importance; Corporate Philanthropy; Social Accounting; Auditing and Reporting; Potential Business Benefits; Community Involvement; Ethical Marketing Practice; Social Awareness and Education; Public Policies.

References

1. Argenti. Corporate Communication.

2. Gary L. Kreps. Organizational Communication.
3. Geraldine E. Hynes. Managerial Communication: strategies and applications.
4. Joep Cornelissen. Corporate Communication: a Guide to theory and practice.
5. Cees B.M., Van Riel, Charles J. Fomburn. Essentials of Corporate Communication: Implementing practices for Effective Reputation Management.
6. Richard Dolphin, David Reed. Fundamentals of Corporate Communication.
7. Kogan Page. 1997. Corporate Communication: principles, techniques and strategies.
8. Anne Gregory. Planning and managing a public relations campaign: a step by step guide.
9. Baldev Sahai. Public Relations: a scientific approach.
10. Mehta D.S. Handbook of Public Relations in India.

HC 4.3 : Inter-Cultural Communication

CREDIT PATTERN (L: T: P 3: 1: 0)

Unit – I	Culture: Definition, Inter-cultural, Intra-cultural communication, Mass culture, Popular culture, Folk culture, Media and culture; Cultural industry, Cross culture.
Unit – II	Inter-cultural communication: Definition, process and function of Inter-cultural communication, Mass Media as a cultural institution, cultural values, cultural symbols in verbal and non-verbal communication, dimension of Inter-cultural communication, benefits and challenges of Inter-cultural relation, Barriers in Inter-cultural communication.
Unit - III	Intercultural communication and Media: Mass Media as vehicles of Intercultural communication, International communication and International News flow, International News Agencies, Consumer Culture and Gratification, Political Thoughts, Ideology.
Unit – IV	International Communication: Strategies for effective Intercultural communication, Media and Public diplomacy, International Negotiations, Cross cultural Psychology, Foreign and Security Policy, Lobbying in International Environment.
Unit – V	Impact of New Media Technologies and culture; Globalisation effects on culture, Media and Folk art, Mass media as a Culture Manufacturing Industry, Live Performance, Global Village, New Media Interface – Cultural Interfaces, Cinema, ITC and Gender, ITC and Social Inclusion, Globalisation and emerging Cyber Cultures.

References

1. Sitaram K.S. Cultural communication.
2. Asante. Handbook of Inter-cultural communication.
3. Hiriyanna. An outline of Indian Philosophy.
4. Joseph Klapper. The effects of Mass Communication.
5. Apte M.L. Mass culture, language and arts in India.
6. Collins, R. Media, Culture and Society: a critical reader.
7. Shyam Parmer. Folk Music and Mass Media.

8. Joshi P. Culture, Communication and Social Change.
9. Martin J.N. and Nakayama T.K. 2007. Intercultural communication in contexts. Ed. 4, California: Mayfield Publ.
10. Martin J.N. and Nakayama T.K. 2002. Readings in Intellectual Communication: Experiences and contexts. California: Mayfield Publ.

HC 4.4 : Dissertation

CREDIT PATTERN (L: T: P 0:0:4)

Each candidate shall prepare a project on an approved topic in the field of Journalism and Mass Communication under the Guidance and supervision of a Faculty Member,

SC 4.1 : Film Communication

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit – I	Origin of Cinema; Cinema as a media of communication; growth and development of Kannada film; problems and prospects of Kannada film industry; Cross Cultural Cinema; Film and literature; Film and culture; New Wave Cinema.
Unit – II	Important stages in development of Cinema in pre-independence and post-independence era; Visual Literacy; Language of film; Major national, regional and Kannada Film Makers.
Unit - III	Kinds of Films: Fiction; Feature Film; Documentary; News Reels; Educational and Instructional Film; Multinational and Advertising Films; characteristics of Animation of Film.
Unit - IV	Significance of Cinema story writing; Film News writing; Film supplementary; writing film reviews; Script writing; Film production; Location; Camera work; Basic Shots and Terminology; Direction; Editing; Dubbing; Digital Film Making; Sound Effects and Music.
Unit - V	Various Committees on Cinema; CBFC, Film Federation of India, Film Policy of Indian Government – Films Division and NFDC, International Film Festival, National Film Awards, Oscar Award Entries, Dadasaheb Phalke Award, Copyright Amendment Bill 2010.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Asish Rajadhyaksha. Indian Cinema: origins to independence.
2. Keval J. Kumar. Mass Communication in India.
3. Laura Mulvey. Visual pleasure and narrative Cinema.
4. Raghavendra M.K. 50 Indian Film Classics.

5. Thoraval Yues. The Cinemas of India. Delhi: Macmillan.
6. Edward F. Dolan Jr. History of Movies.
7. Krishnamurthy. Indian Film.
8. Crarty Jowelt and James M. Linton. Movies as Mass Communication.
9. Stephen Prince. 1997. Movies and meaning: an introduction to Film. London: Allyn and Bacon.
10. Chatterjee P.C. 1990. Broadcasting in India. New Delhi: Sage.
11. Dasgupta Chidananda. 1992. The Cinema of Satyajit Ray. Delhi: National Book Trust.
12. Marie Seton. 2003. Portrait of a Director: Satyajait Ray. New Delhi: Penguin Books.

SC 4.2 : Photo Journalism

CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Photo Journalism: History of photograph, Photography in communication and journalism, definition, nature, scope and functions of Photo Journalism; Qualifications and responsibilities of Photo Journalist, News Photographer and News Values, Types and Sources.
Unit - II	Selection criteria for News photographs, channels of News pictures, viz. Wire Satellite, Agency Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Legal and Ethical requirements.
Unit - III	Understanding the Camera and types of Camera, types of lens, Types of films, types of filters, importance of light and lighting equipment, Camera accessories, Picture appreciation.
Unit - IV	Digital Camera, point and shoot, SLRs, DSLRs, SLDs, SLT, Digital Technology, feature, effects, techniques, film developing and printing, flash photography, impact of technology.
Unit - V	Branches of Photography: nature, architecture, life, landscape, wild life, sports, political, environmental, portraiture, aerial, travel, industry, fashion and frame photography, Documentary photography.

Practical

The Course content covering Units I to V shall form the basis for Practicals.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Cyernshem G.R. History of Photography.
2. Rothsteline. Photo Journalism.
3. Milten Feinberg. Techniques of Photo Journalism.
4. Newspaper Photography : a professional view of Photo Journalism today.
5. Tom Ang. Digital Photography Masterclass: advanced photographic and image manipulation techniques for creating perfect pictures.
6. Jack Price. News Photography.

7. Steve Bavister. Making money from photography in every conceivable way.
8. Katz Steven. Shot by Shot: visualizing from Script to Screen.
9. Rabiger Michael. Directing the documentary.
10. Michael Langford, Anna Fox, Richard Sawdon Smith. Langford's basic photography: the guide for serious photographers.
11. Yvonne V. Butler. The advanced digital photographer's handbook.
12. Susan Sontag. On photography.
13. John Berger. Ways of Seeing.
14. Steve Edwards. Photography: a very short introduction.

SC 4.3 : Online Journalism
CREDIT PATTERN (L: T: P 2: 1: 1)

Unit - I	Fundamentals – Hardware and Software; Internet, Intranet, www, Online, E-mail; Online News agencies; Web Server; Browsers; Podcast, Webcast, Search Engine, Citing Internet Sources, Information Revolution, ICT.
Unit - II	Online Journalism: Origin, nature, scope, features, merits and demerits, Knowledge Society, Convergence, Internet and the changing landscape of Media, Internet Editions, e-newspaper, e-zines, online reputation, HTML, Widgets and Apps, Content Management Systems, Online tools for texts, links, photos etc.
Unit - III	Writing for Online Media – Multi-media tools, story development and news updates, writing style, response to audience, citizen journalism, verification, Features and Articles on Web, Interviewing on Web, Online Journalism v/s other News Media.
Unit - IV	Social Media: History, growth and development, weakness and strength, responsibility; Facebook, Twitter, LinkedIn, YouTube, Blogs etc. Social Norms, Like v/s Comment v/s Share, Social Media and Politics; Social Media Newsroom. Social Media activism, Corporate Social Media. Social Media Ads. Social Media and Development.
Unit - V	Laws and Ethics: Cyber Crime, Cyber Laws in India. IT policy and amendments, Convergence Bill. Regulatory Commissions of Online Media. Copyright and Issues of Plagiarism. Journalism Ethics and Restraint in New Media.

Practical

The Course content covering Units I to V shall form the basis for Practical.

Each student shall compulsorily maintain Practical Record and submit the same at the time of Practical Examination.

References

1. Stuart Allan. Online News: Journalism and the Internet.
2. Stephen Quinn. Convergent Journalism.

3. Einar Thorsen. Citizen Journalism: Global perspective.
4. Sunil Saxena. Breaking News: the craft and technology of Online Journalism.
5. Keval J. Kumar. Mass Communication in India.
6. Mio Consalvo and Charles Ess. The handbook of Internet studies.
7. Wilson Dizard Jr. Old Media New Media.
8. Tapas Ray. Online Journalism. Foundation Books.
9. Ronald De Wolk. Journalism to Online Journalism: Publishing News and Information.
10. Kevin Kawamoto (Editor). Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism.
11. Kiran Prasad. E-Journalism New Media and News Media.

Internship Training (One Month)

There shall be an Internship (Compulsory) for a period of one month after the completion of Fourth Semester (Theory and Practical) Examinations. Each student has to compulsorily undergo internship program in any one of the reputed Mass Media Centers approved by the Board of Studies in Journalism and Mass Communication in partial fulfillment of MJMC Degree.