

GULBARGA UNIVERSITY, KALABURAGI  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**SYLLABUS FOR  
MASTER OF JOURNALISM AND MASS COMMUNICATION (MJMC)  
II SEMESTERS (with effect from the academic year 2017-18)**

<b>II SEMESTER</b>									
HC 2.1	Writing for Media	2	1	1	4	3	80	20	100
HC 2.2	Media Laws and Ethics	3	1	0	4	3	80	20	100
HC 2.3	Radio Broadcasting	3	1	0	4	3	80	20	100
HC 2.4 a	Radio Broadcasting (Practice)	0	0	4	4	3	60	20	100
HC2.4 b	Lab Journal Production*					Viva-Voce	20		
<b>Soft Core Paper (any one)</b>									
SC 2.1	Technical Writing	3	1	0	4	3	80	20	100
SC 2.2	Translation and Journalistic Writing	3	1	0	4	3	80	20	100
<b>Open Elective (any one)</b>									
OE 2.1	Communication Skills	3	1	0	4	3	80	20	100
OE 2.2	Advertising and Public Relations	3	1	0	4	3	80	20	100

Note:

1. L : Lecture T : Tutorial P : Practice
2. HC: Hard Core SC : Soft Core OE : Open Elective.
3. \* Minimum of four issues of the Lab Journal brought out during concerned Semester has to be submitted at the time of Viva-Voce.

## II SEMESTER

### HC 2.1 : WRITING FOR MEDIA (Theory)

Theory: 2 Hours/week x 16 weeks = 48 hours  
Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours  
Practical: 1 Hour/week= 2 x 16 weeks = 32 hours

Exam Marks: 80  
I.A. Marks : 20

#### Objectives:

- To familiarize the students with writing skills for media.
- To impart skills to write reports for print and electronic media.

Unit – I	Need for Reporting. Specialized reporting. Problems in reporting. Writing features, articles, editorial. Types Features: news, historical, travel, profile, science.
Unit - II	Column writing; Editorial writing; Types of Editorials; Interviews; middle articles; Letters to the Editor. Kannada Press, History of Kannada Press; Important personalities in Kannada Press.
Unit - III	Column writing, editorial writing, types of editorial; writing different types Reviews, Adding Photographs : legal aspects and trends in photography.
Unit - IV	Writing for Radio: principles of scripting for Radio, developing themes, Language for Radio; programmed formats and script for Radio.
Unit – V	Television as a medium of mass communication. Salient features of Television. Television broadcasting in India. Sources of idea for writing script. Nature, types and characteristics of Television script.

### HC 2.1 : WRITING FOR MEDIA (Practical)

1.	Writing Five Features in science, travel, natural calamity, cinema.
2.	Preparation of an Interview Schedule to interview a prominent political personality.
3.	Writing five Editorials for a Kannada Newspaper / English Newspaper
4.	Writing a Film Review and a Report on Art Exhibition.

5.	Collection and inclusion of relevant photographs in above mentioned articles / features.
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Note: Submission of Practical Record is compulsory at the time of Practical Examination.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Nadig Krishnamurthy	History of Indian Journalism		Univ. of Mysore, Mysore
2.	Kenneth Kobre.	Photojournalism: the Professional approach.	2000	Focal Press, London
3.	Nadig Kishnamurthy	Bharatheeya Patrikodhyama	2006	Karnataka Madhyama Academy, Bangalore
4.	N. Poornima	Aadhunika samvahana madhyamagalalu mattu kannada abhivridhi.	2003	Prasaranga, Kannada University, Hampi
5.	Seetharama Shashtri	Kannada Patrikodhyama: ondu parichaya.		Karnataka Madhyama Academy, Bangalore
6.	Co. Channabasappa	Prajathanragalalli patrikegala paatra.		Karnataka Madhyama Academy, Bangalore
7	Robert Hellard	Writing for TV and Radio		
8	Evans	Radio and guide to Broadcasting techniques.		

## HC 2.2 : MEDIA LAWS AND ETHICS

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- a. To create awareness among students about Right to communicate and ethics to practice in Journalism profession.
- b. To acquaint them with legal aspects of Journalism as a profession.

Unit – I	Salient features of Indian Constitution. Preamble, Directive Principles of State Policy. Media and Democracy. Concept of media freedom. Fundamental rights and duties of Media.
Unit – II	Freedom of Speech and Expression in India. Reasonable restrictions. Case Laws, Right to Information Act 2005 and its implication. Right to knowledge, Role of media in upholding freedom of speech and expression.
Unit - III	Important Laws: Defamation, Contempt of Court, Legislature, Official Secrets Act, Intellectual Property Rights, Copyright and Piracy. Right to Privacy. Working Journalists Act, 1956. Books and Newspapers Registration process. Press

	Commission and Press Council of India.
Unit - IV	Ethics: Sting operation and its impact, Code of Ethics, Code of Professional Organizations. Functions and performance of the Press Council of India: case study.
Unit - V	Laws related to FDI in media, Cyber Laws in India. Cyber security concerns, preventive measures, Penalties for cyber crime. Protection for Journalists. Information Technology Act, 2000 and amendments.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	B.P. Mahesh Chandra Guru and H.K. Mariswamy	Globalization and Communication Policy in India		Concept Publ., New Delhi
2.	K.S. Padhy	Battle for Freedom of Press in India.		
3.	Crone	Law and the Media: an Everyday Guide for Professionals.		
4.	K. S.Venkataramaiah	Mass Media Laws and Regulations in India		
5.	K.S. Venkataramaiah	Freedom of Press: some recent incidents.		
6.	T.N. Trekha	The Press Council.		
7.	J.G. Blumer	Television and the Public Interest.	1992	Sage Publ., New Delhi
8.	D.D. Basu	Law of the Press	2002	Prentice Hall, New Delhi
9.	Justice Yatindara Singh	Cyber Laws	2005	Universal Law Publ., New Delhi
10.	N. Kaushgal	Press and Democracy	1997	
11.	S.K. Aggarwal	Media and Ethics		

### HC 2.3 : RADIO BROADCASTING

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To make the students realize the importance of Radio as a major means of mass communication.
- To help them gain knowledge in Radio Broadcasting process and understand the impact of various external factors on Radio Broadcasting.

Unit – I	Evolution and development of Radio broadcasting in India. Salient features of
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	Radio broadcasting.. Principles and Policies of Radio broadcasting in India.
Unit – II	Types of Radio Programmes: Radio Talks, Radio Interviews, Radio discussion, Radio Features, Radio Special Audience programmes, Agriculture programme, Programmes for Women, Children, Youth, News Reels. Phone-in-programme.
Unit - III	Radio Broadcasting formats, Radio programme production techniques, Principles of Radio Script Writing, Major types of Radio scripts, Editing for Radio, dubbing and mixing.
Unit - IV	Equipment: Various sound equipment: Microphones, types of microphones, outside broadcast, sound editing, audition, audacity, digital broadcasting technologies. Audience research.
Unit - V	Impact of globalization on Radio broadcasting: Foreign Direct Investment, FM Radio, Community Radio, Public Service Broadcasting. Trends in Radio broadcasting.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Arvind Singhal, Michel J. Curdy and E.M. Rogers (Editors)	Entertainment Education and Social change.	2003	Lawrence & Bouns Assoc., New York
2.	P.C. Chatterji	Broadcasting in India	1991	Sage Publ., New Delhi
3.	B.S. Chandrashekhar	Changing preferences: the Indian experience in Public Service Broadcasting.	1999	AMIC, Singapore
4.	D.E. Fossad, E.J. Baptiste.	Interactive Radio instruction.	1984	USIAD, Washington
5.	Erta D. Fossard and E.J. Baptiste	Writing and producing Radio dramas	2005	New Delhi
6.	H.R. Luthana	Broadcasting in India	1986	Publication Division, Govt. of India, New Delhi
7.	J.C. Mathur and P. Neuratha	An Indian experience in Farm Radio: Rural Forums	1959	UNESCO, Paris

**HC 2.4 (a) : RADIO BROADCASTING (PRACTICE)**

Practical: 4 Hours/week = 8 x 16 weeks = 128 hours

Exam Marks: 60

I.A. Marks : 20

Objectives:

- a. To impart technical skills to students in the use of various equipments.
- b. To impart practical skills to students in the preparation and broadcasting of Radio Programmes.

1.	To familiarize oneself with various equipment essential for radio broadcasting.
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2.	Planning and Script writing for programme for (i) Women, (ii) Children, (iii) Farmers. (iv) Youth
3.	News writing for Radio. Radio Feature. Radio Documentary.
4.	Recording the script. Editing. Dubbing and mixing.
5.	Planning for broadcasting Phone-in-Programme.

Note: Submission of Practical Record is compulsory at the time of Practical Examination.

### HC 2.4 (b) : LAB JOURNAL PRODUCTION (VIVA VOCE)

Max. Marks: 20

The students have to produce all the Lab Journals they have brought out by their team during MJMC II Semester. Viva-Voce will be conducted by the Examiners based on the evaluation of Lab Journals.

### SC 2.1: TECHNICAL WRITING

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To acquaint the students with basics of technical writing.
- To impart skills required for technical writing.

Unit – I	Nature and scope of technical writing. Difference between technical writing and other forms of writing. Types of Technical Reports: Project proposals, Project abstracts, Project documents and Manuals : technical, installation and end-user.
Unit – II	Principles of technical writing. Styles in technical writing. Clarity, precision, coherence and logical sequence in writing. The Writing process: aim of writing, gathering the facts / data, target group, document design, writing technique, writing the draft; Draft revision. Tables graphics and illustrations.
Unit - III	Technical writing team: Role of technical document editors, writers and managers. Document testing and revision. Qualifications of Technical Writer and Editor.
Unit - IV	Editing the technical documents: The technical editing process. Review of document aim, content and its organization. Editing for accuracy of technical details, language style and usage. Online editing.
Unit - V	Use of software for writing and editing of technical reports. Electronic publishing. Hands-on assignment of writing different types of Technical reports.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Gerald S. Aired, Charles T., Brusaw and Walter E. Oliu	St. Martin's Handbook of Technical Writing.		St. Martin's Press, London

2.	David Ingre	Survivor's Guide to Technical Writing.		South-Western Educational Publishing, London
3.	Bruce Ross-Larson	Writing for the Information Age.		W.W. Norton and Routledge.
4.	Matt Young	Technical Writer's Handbook: writing with style and clarity		University Science Books, New York.
5.	Brain R. Honaway	Technical Writing Basics: a guide to Style and Form.		
6.	William Sanborn Pfeiffer	Technical Writing: a practical approach. 5 Ed.		Prentice-Hall, New York

### SC 2.2 : TRANSLATION AND JOURNALISTIC WRITING

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To create awareness among students about the importance of translation.
- To impart knowledge about the Journalistic writing.

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 translations. Science and Technology translation.
Unit - IV	Journalistic writing: Qualities of Journalistic writing. Similarities and differences between Journalistic Writing and Literary writing. Difference among News writing, Feature writing, Article writing, Column writing and Editorial writing.
Unit - V	Translation exercise. Practical Exercise in translation for Print media and Practical exercises for Journalistic writing. Basics of References.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Madhall Mchuhan	Understanding Media		Rantidge Classics.
2.	Transk R.L.	Language Basics		
3.	David Chandar	Semiothes: the basics.		Foundation Books, New Delhi
4.	Chidananda Murthy M.	Bhaasha vignanada moola thatwagalu.		DVK Murthy Publ., Mysore

5.	Steiner G.	Aspects of Language and Translation.		Oxford University Press, Oxford
6.	Christina Schaeffineo	Media and translation.		Scholars Publ., Cambridge
7.	Angela Phillips	Good writing for Journalists		Sage Publ., New Delhi

### OE 2.1 : COMMUNICATION SKILLS

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- To make students aware of importance of effective communication in one's life.
- To make students develop inter-personal skills and leadership qualities.

Unit – I	Communication : definition, importance and function of communication. Elements and process of communication. Communication Models.
Unit – II	Levels of communication: Intrapersonal, Interpersonal, Group and mass communication. Verbal and Non-verbal communication. Intercultural communication.
Unit - III	Applied communication: Written and Oral Communication. Presentation skills. Role of communication in enhancing one's Negotiation skills and Event management skills.
Unit - IV	Art of public speaking: techniques of interpersonal relationships. Art of writing Business and Personal letters, Art of Journalistic writing, News, articles, Features, Science writing, Editorial writing, Humorous writing, Interview technique, 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:

Sl. No	Author(s)	Title	Year	Publication Details
1.	Werner Severin J. and James W. Tankard	Communication theories: origin, methods and use.	1988	Longman Publ., Singapore
2.	Chris Cole	Communication skills.		
3.	Denis Mc Quail and Ven Windah S.	Communication models for the study of Mass Communication		Longman Publ., Singapore
4.	Srinivas R. Melkote	Communication for development in the Third world.	1991	Sage Publ., New Delhi
		Personality Development: Every Manager's Desk. Reference Series. Vol. 1 -3.		Techmedia Publ., New Delhi



5.	Uma Narula	Theories of Mass Communication		
6.	Somashekara Rao	Samvahana kale.		
7.	Niranjana Vaanalli	Parinaamakaari Samvahana kale.		
8.	B.S. Chandrashekhar	Adhunika samooha maadhyamagalalu.		
9.	B.P. Mahesh Chandra Guru and B.K. Ravi	Managerial communication for modern organizations.	2016	Concept Publ., New Delhi

## OE 2.2 : ADVERTISING AND PUBLIC RELATIONS

Theory: 3 Hours/week x 16 weeks = 48 hours

Exam Marks: 80

Tutorial: 1 Hour/week = 2 x 16 weeks = 32 hours

I.A. Marks : 20

Objectives:

- a. To familiarize students about the concept and process of advertising.
- b. To create awareness about the importance of public relations for success of an organization.

Unit – I	Advertising: definition of the concept, evolution of advertising in India and World, nature, scope and functions of Advertising. Types of Advertising. Role of Advertising in modern society. Planning advertisement for print and electronic media.
Unit – II	Advertising Agency: definition of the Concept, structure of Advertising Agency, different departments and functions of Advertising Agency. Major Advertising Agencies in the World and in India.
Unit - III	Advertising Campaign and Research: Need for Advertising Campaign, techniques of Advertising campaign management, process of Advertising Campaign. Need and functions of Advertising Research.
Unit – IV	Public Relations (PR): definition of PR, relevance of PR in modern society. Principles of PR, Qualities of Public Relations Officer. Differentiating PR from propaganda, advertising and publicity.
Unit – V	PR process: fact finding, planning, implementation and evaluation. Organizational structure of PR Department and its functions. In-House Department and PR Counseling Firms: advantages and limitations. Ethics of PR Advertising and Public Relations. Trends in Advertising and Public Relations.

References:

Sl. No	Author(s)	Title	Year	Publication Details
1.	William Wells (Ed)	Advertising: principles and practice.	2001	Prion Books, London
2.	Marla R. Staffer (Ed)	Advertising promotion and new media.	2001	Times Mirror Co., New York

3.	Bir Singh (Editor)	Advertising management	2000	Anmol Publ., New Delhi
4.	Burfert Morlat Wells (Editor)	Advertising: principles and practice.	2003	Prentice-Hall of India, New Delhi
5.	S.A. Choonawala and K.C. Sethia	Foundations of Advertising: theory and practices	2005	Himalaya Publ., Bangalore.
6.	George E. Belch	Advertising and promotion: an integrated marketing communication perspective.	2004	Tata McGraw Hill, New Delhi
7.	Otis Baskin and Craig Aronoff (Editors)	Public Relation: the profession and the practice.	2000	Times Mirror Co., USA
8.	Allen H. Centre (Ed)	Public relations practices	2003	Prentice Hall Inc., New Delhi