

Raichur University  
Syllabus (w.e.f 2023-24)  
Post Graduation Program in Journalism and Mass Communication

## Course outline

<b>First semester</b>							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	I A/Viva-voce	Max. Marks	Total Marks	Credit
1.1	History of Indian Journalism	04	3 Hours	25 Marks	75 Marks	100	04
1.2	Introduction to Mass Communication	04	3 Hours	25 Marks	75 Marks	100	04
1.3	Reporting	04	3 Hours	25 Marks	75 Marks	100	04
1.4	Editing	04	3 Hours	25 Marks	75 Marks	100	04
1.5	Information Technology for Media	04	3 Hours	25 Marks	75 Marks	100	04
1.6 (a)	Reporting and Editing (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
1.6 (b)	Lab Journal (Practical)	04	*	15 Marks	35 Marks	50	02
					<b>Total</b>	<b>600</b>	<b>24</b>
<b>Second semester</b>							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
2.1	Advertising and Marketing	04	3 Hours	25 Marks	75 Marks	100	04
2.2	Public Relations and Corporate Communications	04	3 Hours	25 Marks	75 Marks	100	04
2.3	Media Laws and Ethics	04	3 Hours	25 Marks	75 Marks	100	04
2.4	Radio Program Production	04	3 Hours	25 Marks	75 Marks	100	04
2.5	Introduction to Journalism (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
2.6 (a)	Radio Program Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
2.6 (b)	Lab Journal (Practical)	04	*	15 Marks	35 Marks	50	02
					<b>Total</b>	<b>600</b>	<b>24</b>

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

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

<b>Third semester</b>							
<b>Code</b>	<b>Title of the Paper</b>	<b>Teaching Hrs.</b>	<b>Exam. Duration</b>	<b>IA/Viva-voce</b>	<b>Max. Marks</b>	<b>Total Marks</b>	<b>Credit</b>
3.1	Media Research	04	3 Hours	25 Marks	75 Marks	100	04
3.2	Television Program Production	04	3 Hours	25 Marks	75 Marks	100	04
3.3	Film studies	04	3 Hours	25 Marks	75 Marks	100	04
3.4	Feature Writing and Photo Journalism	04	3 Hours	25 Marks	75 Marks	100	04
3.5	Introduction Radio and Television (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
3.6 (a)	Video Production and Editing (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
36. (b)	Practice Journal (Practical)	04	*	15 Marks	35 Marks	50	02
<b>Total</b>						<b>600</b>	<b>24</b>
<b>Fourth semester</b>							
<b>Code</b>	<b>Title of the Paper</b>	<b>Teaching Hrs.</b>	<b>Exam. Duration</b>	<b>IA/Viva-voce</b>	<b>Max. Marks</b>	<b>Total Marks</b>	<b>Credit</b>
4.1	Writing for Digital Media	04	3 Hours	25 Marks	75 Marks	100	04
4.2	Media Management	04	3 Hours	25 Marks	75 Marks	100	04
4.3	Political Communication	04	3 Hours	25 Marks	75 Marks	100	04
4.4	Development Communication	04	3 Hours	25 Marks	75 Marks	100	04
4.5	Dissertation	04	3 Hours	25 Marks	75 Marks	100	04
4.6 (a)	Digital Media Production (Practical)	04	2 Hours	**15 Marks	35 Marks	50	02
4.6 (b)	Practice Journal (Practical)	04	*	15 Marks	35 Marks	50	02
<b>Total</b>						<b>600</b>	<b>24</b>

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

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

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**All Semester Total Marks = 2400**

**All Semester Total Credits = 96**