

Raichur University, Raichur



Syllabus

For

**Master of Arts in Journalism and Mass
Communication**

Choice Based Credit System (CBCS)

From

2023-24 & Onwards

Academic Obligations

Dissertation: Students studying in the fourth semester are required to submit a dissertation on the topic related to Communication and allied areas on or before the last working day of the fourth semester. The proposal of the dissertation, however, shall be submitted to the Chairman within 30 days from the day of the commencement of the third semester in consultation with the guide concerned for approval by the department. The students shall commence the dissertation work at the beginning of the third semester and submit the same for evaluation at the end of the fourth semester.

Internship: Every student of the programme of Journalism and Mass Communication shall undergo an internship course of six weeks in any of the recognized mass media institutions such as newspapers, magazines, radio stations, television stations, advertising and public relations etc., at the end of the fourth semester. The fourth semester marks cards shall be issued to the students only after the satisfactory completion of the internship.

The practical work: The practical work in media skills and practice such as news writing, editing, design, production of print and electronic media contents etc., as decided by the department, shall form an integral part of the programme and shall be continuously assessed throughout all the semesters.

Lab Journal: Every students shall actively participate in Reporting, Editing and Publishing practice journal (Tabloid newspaper consisting of campus news, articles, features, educational related issues., etc) on weekly bases. Batches for the practice journal consists of 50% odd semester students and 50% even semester students under the supervision of faculty member.

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

Course outline

First semester							
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
					Total	600	24
Second semester							
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
					Total	600	24

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

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

Third semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
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
Total						600	24
Fourth semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
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
Total						600	24

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

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

All Semester Total Marks = 2400

All Semester Total Credits = 96

Journalism and Mass Communication

Semester-I

1.1 : History of Indian Journalism

Credits - 4

Learning Objectives:

1. To make students to understand the glorious movements of journalism in past times.
2. To teach students about the development of printing technology over the period of time.

- Unit-I** A brief history of British and American Journalism- Benjamin Franklin, Benjamin Harris- Penny press- Yellow Journalism.
- Unit-II** Origin, growth and development of Press in India -Contributions of Christian missionaries to the development of printing. Early newspapers in India, publications of Hicky, Buckingham and Rajaram Mohan Roy and language journalism.
- Unit-III** Role of newspapers during Freedom struggle-publications of Tilak, Gandhiji, Nehru and Dr.B.R.Ambedkar.
- Unit-IV** Growth of newspapers in post-independent India- Chain and Group publications, Contemporary trends of Indian press. Magazine journalism, types of magazines, Characteristics of contemporary Kannada magazines.
- Unit-V** A brief history of Kannada press- Mangalore Samachara, role press during freedom movement and post-independence, Publications of M. Venkatakrisniah, D.V.Gundappa, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P.Ramiah, T.T.Sharma and B.N.Gupta, Characteristics of contemporary Kannada dailies.

Reference :

- 1) Murthy, N. K. (1966). Indian Journalism. Prasaranga, University of Mysore
- 2) Keval J. Kumar,(2011) *Mass Communication in India* Jaico, Mumbai.
- 3) Natarajan, S. (1962). A History of the Press in India. New York, Asia.
- 4) Lovett, P. (1926). Journalism in India
- 5) J Natarajan (2021) *History of Indian Journalism* Publication Division Ministry of I&B.
- 6) Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
- 7) Kundra, G. C. (2011). History of Journalism in India.
- 8) Moitra, M. (1969). A History of Indian Journalism. Calcutta : National Book Agency
- 9) Ghosh, S. (1998, January 1). Modern History of Indian Press.
- 10) ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್,(೨೦೦೦) ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

Learning Objectives:

1. To explain the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
2. To make the students to acquire effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.

Unit - I Communication: Definitions, Nature and Scope of Communication, Types of Communication: Inter and Intrapersonal Communication, Group and Mass Communication, Verbal and Non-Verbal communication.

Unit - II Principals of communication, functions of communication, Process of Communication and Barriers of Communication. Communication flow, Horizontal and vertical.

Unit - III Models of Communication: Aristotle model, Harold Lasswell's model, Shannon and Weaver model, David Berlo's S-M-C-R model, Charles Osgood model Wilber Schramm model and Dance's Helical model, spiral of silence.

Unit - IV Theories of Communication: Four theories of Press, Magic bullet theory, Agenda Setting theory, Uses and gratification theory, Diffusion of innovation theory, Democratic Participatory theory and Marshall McLuhan theory.

Unit - V Media and culture, understanding culture in a globalized world, Cultural industry, Information and knowledge society, cybernetics.

References:

- 1) McQuail, D. (2010). Mass Communication Theory. SAGE.
- 2) Schramm, W., & Roberts, D. F. (1971). The Process and Effects of Mass Communication. Urbana : University of Illinois Press.
- 3) Fortner, R. S., & Fackler, P. M. (2014, March 10). The Handbook of Media and Mass Communication Theory. John Wiley & Sons.
- 4) Mcquail Denis (2004) Mass Communication Theory, Sage publication New Delhi.
- 5) Baran Stanley S. and Davis Dennis K (1999), Mass Communication Theory : Foundations Ferment and future, Singapore.
- 6) Caporaso J. and Lenine D. (1992) : Theories of political economy, Cambridge University, Press Cambridge.
- 7) Severin W and Tankard J. (2000) Communication Theories, New York,

Journalism and Mass Communication

Semester-I

1.3 : Reporting

Credits - 4

Learning Objectives:

1. To make the students to understand the elements, principles, values and structure of news.
2. To teach the students to identify various news sources along with their management.

- Unit - I** Introduction to reporting, qualifications and responsibilities of a reporter, role of chef reporter, special correspondents, foreign correspondent and stringer. News: Definitions of news, Concept of News, Elements of News, Principles of News, News values, Structure of News, Formats of News, Hard news and Soft news.
- Unit - II** Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting, Online Sources, Sting Operation, Interview, News and Paid News.
- Unit - III** Writing News: News gathering skills, Structure of news, Inverted pyramid style of news writing.
- Unit - IV** Reporting types: Speech, Crime, Sports, Cultural, Political, Social, Crisis and Disaster, Agriculture, Environment, Judiciary and Legislature, Medical, Science and Technology, Business, and Survey findings reporting, of the record and embargo.
- Unit - V** Ethical aspects of reporting, Objectivities in Reporting, Internal and External pressures, Present status of news reporting in India and Citizen journalism.

Reference :

- 1) B. N. Ahuja and S. S. Chhabra (2013) *News Reporting* Surjeet Publication NewDelhi.
- 2) Mames M Neal and Suzanne S Brown (1999)*News Writing and Reporting* ,Surjeet Publication NewDelhi
- 3) P. N. Williams (1978) *Investigative Reporting and Editing* –Prentese Hall Publishers.
- 4) F. Fedler (2005) *Reporting for the Print Media – OUP Publishers USA*.
- 5) Mitchell V Charnley (1975) *Reporting* –Holt,Rinehart & Winston of Canada Ltd; 3rd Revised edition
- 6) D. D. Mach Dougal (2020) *Interpretive Reporting* –2nd edition Routledge;publishers New Delhi.
- 7) K. M. Srivastava(1987) *News Reporting and Editing* – Publisher : Stosius Inc/Advent Books Division
- 8) ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್,(೨೦೦೦) *ಪತ್ರಿಕೋದ್ಯಮ*, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು.
- 9) ಡಾ. ಖಿ ವಿ ಗುರುಪ್ರಸಾದ, ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್ , ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 10) ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ, ಶ್ರೀಡಾ *ಪತ್ರಿಕೋದ್ಯಮ*, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

Learning Objectives:

1. To teach students the principles of editing, including fact-checking, language correction and news story rewriting.
2. To make students to write various types of headlines, including news and feature headlines, using established techniques.

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

Reference :

- 1) Basket, Scissors And Brooks (Eds)(2002). Book Of Art Editing, London,Harper And Row.
- 2) Joseph (2002) Outlines Of Editing, Amol Publication. New Delhi.
- 3) Desai M V & Nainan Sevanti (1996) Beyond Those Headlines. Bangalore Allied Publishers Limited.
- 4) Parthasarathy Rangaswamy (1984) Basic Journalism. Macillan India Ltd, New Delhi.
- 5) Jeorge (1998).TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 6) Quinn (1999). Digital Sub Editing & Design, New Delhi, Sage Publication.
- 7) K. Baskette and J.L.Sissors The Art of Editing.
- 8) Hides Michael: The Sub Editors Communications.

Journalism and Mass Communication

Semester-I

1.5 : Information Technology for Media

Credits - 4

Learning Objectives:

1. To make students to understand the basics of computer.
2. To make students to understand Operating system, System software's and different application software's.

Unit - I	Introduction to Information Technology: Components of information technologies. Computer basics: Evolution, types of computers, Hardware: Components of a computer and peripherals, Compilers, Interpreters.
Unit - II	Input Devices: Keyboard, Mouse, Touch Screen, Types of Scanners. Output devices: Printers, Monitor and other devices. Primary Memory: RAM, ROM, Cache Memory. Secondary Memory devices: Hard Disk, Pen Drives, CD/DVD etc.
Unit - III	Computer Software: definition, System Softwares, Open Source Softwares, proprietary softwares. Application software. Application Softwares used in Media, Operating Systems: MS-WINDOWS, UNIX / LINUX.
Unit - IV	Introduction to Networking: Definition of concept, LAN, WAN, MAN. Origin and development of Internet. Internet based services. Latest developments in Computer hardware and software.
Unit - V	DTP and Multimedia: Introduction to DTP; Characteristics and elements of Multimedia, Writing for Multimedia. DTP software: Nudi, Quark Express, Corel Draw, Photoshop. Computer applications in print and electronic media.

Reference :

- 1) Alexander, Tom and Mathew, Joe. (2012). Computer and Information Technology.
- 2) Bansandra, S. K. (2002). Computer Today.
- 3) Sunders, R. (2000). Computer Today Ed. 2, John Wiley.
- 4) Dhamdher, D. M. (2012). Operating Systems A Concept Based Approach,
- 5) P. K. Sinha and Priti Sinha - Computers Fundamentals
- 6) Dr.Satish Jain and Shalini Jain - Basic Computer Course Made Simple 1st Edition
- 7) Michael Miller -Absolute beginner's guide to computer basics.
- 8) Sahoo, R. S. G. (2016). Multimedia and Web Technology. New Saraswati House India Pvt Ltd.

Journalism and Mass Communication

Semester-I

1.6 (a) : Reporting and Editing (Practical)

Credits - 2

Learning Objectives:

1. Understand the techniques of reporting for print, Electronic and New media.
2. Apply the process of edit the news and give appropriate headline.

Particulars of Practical Components

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

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Journalism and Mass Communication

Semester-I

1.6 (b) : Practice Journal (Practical)

Credits - 2

Learning Objectives:

1. To make students to write accurate and objective reports of various events
2. Give appropriate headline for different news stories
3. Select appropriate photographs and write caption.
4. Design the layout of the journal using different softwares

The Lab Journal shall be weekly/fortnightly and each student shall produce textual and photographic content on a given theme/functions held in different of the campus on regular basis. All the students (Issue wise) will be assigned to produce a one lab journal practical paper under the supervision of one faculty.

All the students must bring out a lab journal within stipulated time (At least fortnightly) and submit the same to the department and circulate in the campus.

Learning Objectives:

1. Make students to understand the basics of advertising and marketing.
2. Students will understand concepts relating to Sales, Advertising, Creative Design and Market Research.

Unit-I	Advertising: Meaning, Definitions, Nature and scope of advertising, Evolutions of advertising, functions of advertising, Role of advertising in modern society, Socio and economic effects of advertising.
Unit-II	Advertising agencies:-types of advertising agencies, Structure of ad agencies, Functions of Ad agencies, Classification of advertising, Consumer advertising, Business advertising, Trade advertising, Industrial, Local, Regional, National and Sponsorships.
Unit-III	Types of advertising :, Newspaper Ad, Magazine Ad, Radio commercials, Television advertising, Outdoor advertising- Posters, Spectaculars and Transit media, Direct mail and New Media. Social service advertisements, Public service advertisement.
Unit-IV	Writing advertisement- copy for Print media, Radio and Television Visualization- Layout, Illustration, Color, Elements of advertisement copy, Headline, Sub-headline, Taglines, Text, Slogan, Logo, and Trademark.
Unit-V	Marketing communication, Consumer analysis, Market research, Media planning and scheduling, Marketing mix, Brand Building, Brand Loyalty, ASCI, Ethics in advertising, Strategies for global marketing, Web advertising

Reference:

- 1) Cees, B. M., Riel, Van, Fombrun and Charles J. (2007). Essentials of Corporate Communication.
- 2) Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
- 3) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- 4) Cutlip, S (1995). Effective Public Relations, et al, London.
- 5) David Ogilvy, Ogilvy on Advertising, Pan/Prion Books Delhi
- 6) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- 7) Douglas Torin, The Complete Guide to Advertising, MacMilan, London
- 8) Mohan Mahender Advertising Management: Concepts & Cases Tata McGraw Hill Publishers.
- 9) Essential of Advertising – Chandan Singh and Malhan
- 10) Ogilvy on Advertising – David Ogilvy
- 11) Advertising Principles and Practice – Sethia and Chunawall
- 12) Aaker, Myers & Batra, Advertising Management.
- 13) Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal

Course Objectives:

1. To teach students the principles of editing, including fact-checking, language correction and news story rewriting.
2. To make students to write various types of headlines, including news and feature headlines, using established techniques.

- Unit-I** Public Relations: Meaning, Definition , Nature and Scope of Public Relations, Differences between publicity, propaganda and PR, Evolution of PR, Evolution of PR in India, Relevance of PR in developing society.
- Unit-II** Public Relations Process: Fact finding, Planning, Implementation and Evaluation, Organizational communication patterns, Crisis communication, Tools of PR, Oral, Print, Electronics, Photographs , Exhibitions, New media, PR events, Strategic communication, crisis, crisis management.
- Unit-III** Functions of Corporate Communication: brand strategy, media relations, internet communication, corporate advertising, corporate identity, intranet communication, marketing communication, public relations, crisis communication, annual report, corporate mission statement, training and employee development, technical communication, issue management, ethics code.
- Unit-IV** Government relations, corporate culture, corporate philanthropy, employee/internal communication, executive communication/speeches, reputation management, community relations, labor relations, investor relations.
- Unit-V** Corporate Social Responsibility- its importance, CSR focus areas and practices: environmental conservation, energy conservation, disaster management, workplace health and safety, consumer rights advocacy, community development.

Reference:

1. Balan K. R - Lectures on applied Public relations
2. Dennes L. Wilcox, Phiolip H. Ault & Warren K Agee - Public Relations Strategies and Tactics
3. Mehta D. S - Handbook of Public Relations in India
4. Scott M Cutlip, Alian H Centre & Glen M Broom - Effective Public Relations
5. Managerial Communication: Strategies and Applications - Geraldine E. Hynes and Geraldine Hynes
6. The Power of Corporate Communication: Crafting the Voice and Image of Your Business - Paul A.Argenti
7. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications - Shel Holtz

Journalism and Mass Communication

Semester-II

2.3 : Media Laws and Ethics

Credits - 4

Course Objectives:

1. To make the students understand with different Media Laws.
2. To make the students understand and enable them to adopt legal and ethical practices in professional life.
3. The course is intended to make the students understand the context and effect of relevant laws, guidelines, policies and codes of journalistic practice.

- Unit-I** Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties – Directive Principles of State Policy.
- Unit-II** Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Law of Defamation, Sedition, Obscenity, The Censorship – The Law of Parliamentary Privileges.
- Unit-III** Right to Information – Right to Privacy, Case Studies – The Official Secrets Act 1923, The Copyright Act, The Press Council of India, The Contempt of Court Act, The Press and Registration of Book Act, Working Journalist Act, Rules of Newspaper Registration.
- Unit-IV** Press Commissions – Laws relating to Broadcasting and Advertisement in India – Cyber Laws – Indecent Representation of Women’s Act 1986.
- Unit-V** Ethics: Media’s ethical problems, Sting operation, Right to privacy, Right to reply, Communal writing, Sensational and Yellow journalism, Paid news, Plagiarism, Revealing confidential sources, off-the-record, Ombudsman

Reference:

- 1) Basu, Durga Das. (1996). Law of the Press. New Delhi: Prentice Hall of India.
- 2) Christians, Clifford G., et al. Media Ethics: Cases and Moral Reasoning. 7th ed. Boston: Allyn & Bacon, 2004.
- 3) Day, Louis A. Ethics in Media Communications, 4th ed. Belmont, CA: Wadsworth, 2003.
- 4) Goodwin, H. Eugene, Ron F. Smith, Gene Goodwin. Groping for Ethics in Journalism. Ames: Iowa State University Press, 1999.
- 4) Grover, A.N. (1990). Press and the Law. New Delhi: Vikas Publishing House.
- 5) Neelamalar M. (2009). Media Law and Ethics: Delhi: PHI
- 6) Prasad, Kiran. (2008). Media Law and Ethics: Readings in Communication Regulation. Delhi: B R Publishing Corporation.
- 7) Keeble, Richard. Ethics for Journalists. New York: Routledge, 2001.

Journalism and Mass Communication

Semester-II

2.4 : Radio Program Production

Credits - 4

Course Objectives:

1. To make students understand the radio as mass media and various radio program formats and reach of radio.
2. To prepare students make radio program production.

Unit-I	Introduction to radio: Organizational structure of radio, Radio as a medium of mass communication, Characteristic of radio, Prasar Bharati Act.
Unit-II	Privatization radio Private FM, Community radio, code of ethics for broadcasting, Interactive radio, Phone-in-programmes, Radio programme Marketing, Voice modulation and pronunciation.
Unit-III	Types of radio programmes: Music based programmes, Radio Jockey, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes.
Unit-IV	Writing for radio: News writing, Structuring radio-copy, Editing agency copy for radio, Reporter's copy, Documentary script writing, Writing for radio feature, Compiling radio news programmes.
Unit-V	Structure and operation of broadcast studio, Basics of Sound, Acoustic, Frequency, Mono/Stereo, Microphone: Types, Characteristics and functions, Sound pick up patterns: Omi- Directional, Bi-Directional, Uni-Directional, Sound recording and editing. Sound editing software's.

Reference:

1. Broadcasting Journalism Techniques of radio and Television news- Andrew Boyd, Focal press, New Dehli, 2001.
2. Basic Audio-Visual Media, Shipra Kundra, Anmol Publication.
3. On AIR- Method meaning of Radio, Martin Shingler and Chindy Wieringa, Arold publications, New York 1998.
4. Writing and Producing Radio Dramas- Erta D. Fossard
5. Broadcasting in India – Chattarji.P.C.

Journalism and Mass Communication

Semester-II

2.5 : Introduction to Journalism (OEC)

Credits - 4

Course Objectives:

1. To make students to understand the meaning and functions of journalism.
2. To teach students about the development of printing technology over the period of time.

Unit-I	History of Printing technology, Early growth and development of Indian Press, Major newspapers of India, Contributions of James Augustus Hicky to Indian journalism.
Unit-II	Writing for newspaper: Structure of news, features, Articles, Columns and letters to editor.
Unit-III	Newspaper production process, News collection, Sources of news, News agencies, Syndicates.
Unit-IV	Magazine production: Types of magazines, Specialized magazines and general magazines, Magazine writing.
Unit-V	Organizational structure of newspaper. Ethics of journalism, responsibilities of a journalist.

Reference :

- 1) Murthy, N. K. (1966). Indian Journalism. Prasaranga, University of Mysore
- 2) Keval J. Kumar,(2011) *Mass Communication in India* Jaico, Mumbai.
- 3) Natarajan, S. (1962). A History of the Press in India. New York, Asia.
- 4) Lovett, P. (1926). Journalism in India
- 5) J Natarajan (2021) *History of Indian Journalism* Publication Division Ministry of I&B.
- 6) Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
- 7) Kundra, G. C. (2011). History of Journalism in India.
- 8) Moitra, M. (1969). A History of Indian Journalism. Calcutta : National Book Agency
- 9) Ghosh, S. (1998, January 1). Modern History of Indian Press.
- 10) ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್,(೨೦೦೦) ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

Journalism and Mass Communication

Semester-II

2.6 (a) : Reporting and Editing (Practical)

Credits - 2

Learning Objectives:

1. Understand the techniques of reporting for print, Electronic and New media.
2. Apply the process of edit the news and give appropriate headline.

Particulars of Practical Components

1. Identify different types of reports
2. Write Different types news (Minimum 5 news items)
3. Rewriting press note
4. Report writing on interview
5. Editorial department set up (Big, medium and small newspapers. Present with diagram)
6. Translation (5 items Kannada to other language))
7. Prepare different page layouts

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Journalism and Mass Communication

Semester-I

2.6 (b) : Practice Journal (Practical)

Credits - 2

Learning Objectives:

1. To make students to write accurate and objective reports of various events
2. To train the students to give appropriate headline for different news stories
3. To make practice of newspaper design and layout of the journal using different softwares

The Lab Journal shall be weekly/fortnightly and each student shall produce textual and photographic content on a given theme/functions held in different of the campus on regular basis. All the students (Issue wise) will be assigned to produce a one lab journal practical paper under the supervision of one faculty.

All the students must bring out a lab journal within stipulated time (At least fortnightly) and submit the same to the department and circulate in the campus.

Journalism and Mass Communication

Semester-III

3.1 : Media Research

Credits - 4

Learning Objectives:

3. To make the students understand the basics of media research.
4. To guide the students in identifying the problems in electronic media field.
5. The course is intended to make the students discuss and evaluate contemporary issues of electronic media.

- Unit - I** Research: Meaning, Definitions and elements of research, Scientific approach, Research and communication theories, Role, Function, Scope and Importance of communication research, Pure and Applied research.
- Unit - II** Research Design components, Experimental, Quasi-experimental, Longitudinal studies, Simulation, Panel studies, field studies, Review of literature, Methods of communication research- Historical, Survey, Observation - Clinical studies - Case studies - Content analysis.
- Unit-III** Tools of data collection, Sources, Media source, Books- Questionnaire and schedules- people meter, Diary method, Field studies, Telephone surveys, Online survey, Sampling methods: Representativeness of the samples, Sampling errors and distributions, Hypothesis.
- Unit-IV** Data analysis techniques: - SPSS and other statistical packages, Coding and tabulation, Non statistical methods, Descriptive, Statistical analysis, Parametric and Nonparametric tests, Tests of significance, Levels of measurement; Central tendency - tests of reliability and validity.
- Unit-V** Preparation of research reports, Project reports, Dissertations, and theses-Ethical perspectives of media research. Media research; Evaluation, Feedback, Feed forward, Media habits, Public opinion surveys, Pre-election studies and Exit polls

Reference :

- 1) Wimmer, R. D., & Dominick, J. R. (2000, January 1). Mass Media Research. Wadsworth Publishing Company.
- 2) Berger, A. A. (2011, January 1). Media and Communication Research Methods. SAGE.
- 3) Hansen, A., & Machin, D. (2018, September 12). Media and Communication Research Methods. Bloomsbury Publishing.
- 4) Kerlinger, F. N. (1986). Foundations of Behavioral Research. Wadsworth Publishing Company
- 5) Williams, F., Rice, R. E., & Rogers, E. M. (1988, September 26). Research Methods and the New Media. Simon and Schuster
- 6) Hsia, H. (2015, October 23). Mass Communications Research Methods. Routledge.
- 7) Lowery, S., & DeFleur, M. L. (1995, January 1). Milestones in Mass Communication Research. Pearson
- 8) ಶಂಕರರಾವ್ ಚ.ನ (೨೦೧೦) - ಸಾಮಾಜಿಕ ಸಂಶೋಧನೆಯ ಕೈಪಿಡಿ. ಜೈ ಭಾರತ್ ಪ್ರಕಾಶನ,

Journalism and Mass Communication

Semester-III

3.2 : Television Program Production

Credits - 4

Learning Objectives:

1. To impart to students the essentials of television production techniques.
2. To prepare students to undertake TV production.

- Unit - I** Organizational structure of Doordarshan, Characteristics of television, Satellite and cable television in India, TV program production process and techniques, Pre-production, Production and Post production.
- Unit - II** Types TV programme formats: News bulletins, Documentary, Serials, Talk shows, Sitcoms, Phone-in, Quizzes and emerging formats. Fundamentals of TV production techniques: TV Studio setup, Components of TV camera, Types of lenses and mountings, Basic camera operations, Different shots, Principles of visual compositions, Framing and balance.
- Unit - III** Writing for TV: Script writing and treatment, Story board, Interview, Panel discussion, PTC, Anchoring, Body language, Eye contact, Pronunciation, Voice modulation, Effective presentation, Walk through, Phonos.
- Unit - IV** Lighting, importance of lighting, Artificial lighting, Natural lighting Techniques, Lighting Equipment's, Bulbs, Fixtures, Dimmers, Power units mounts, Light control, Light shape and area, Lighting intensity, Lighting quality.
- Unit-V** Video editing, Linear and Non-linear editing process, Voice over, Dubbing, Titling-subtitling, Graphics and animation, Digital effects, Transition devices, Programme Ratings.

Reference :

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

Learning Objectives:

1. To make the students understand the basics of cinema production.
2. To make the students understand historical development of cinema.
3. The course is intended to introduce legendary film makers of the world.

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

Reference :

1. Indian Film - Erik Barnoud and S. Krishnaswamy
2. Movies As mass Communication - Crarty Jowelt, James M Linton
3. Ellis, J. C., & McLane, B. A. (2005). A New History of Documentary Film. A&C Black.
4. Chakravarty, S. S. (2011, May 18). National Identity in Indian Popular Cinema, 1947-1987. University of Texas Press.
5. Rajadhyaksha, A., & Willemen, P. (1999). Encyclopaedia of Indian Cinema. Routledge.
6. Dharap, B. V. (2008). Indian cinema: A visual voyage. Rupa Publications.
7. Stam, Robert (2017) Film Theory an Introduction; Blackwell publishing oxford
8. Andrew, Dudley, J. (1976).The major film theories: An introduction.
9. Arnheim, Rudolf. (1992). Film as art. Calcutta: Rupa
10. Dasgupta, Chidananda. (2001) The Cinema of Satyajit Ray (2nd ed).
11. Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). Film theory and criticism (4th ed)

Learning Objectives:

1. To introduce students to the essentials of feature writing.
2. To prepare students to photography and make them to camera handling.

- Unit - I** Feature writing: Definition, functions, nature, scope of feature writing. Types of Features: Humanist News, Travel, Historical, Article writing searching for various sources, columns and Syndicated columns.
- Unit - II** Critical writing for mass media, How to appreciate- Arts, Cinema, Folk Arts, Theatre, Music, Books. Principles and methods of writing Reviews.
- Unit - III** Photography: meaning, nature and scope. Evolution of photography, Basics of Camera: Aperture, Shutter speed, Focal length, Depth of field, Camera operations, Types of Camera- Box camera, SLR, TLR, Polaroid, Pinhole, Types of Lenses and their functions, use of filters.
- Unit - IV** Concept of photo journalism, attributes of a good photograph (aesthetic and technical), Photo as a news: attributes of a news photo, use of photos in a newspaper; selection, deciding placement and size.
- Unit - V** Photo editing: cropping, digital photo editing software's used for photo editing, Photoshop. Photo features, Archive photos, Photos from readers, Writing photo captions.

Reference :

1. Effective feature writing - C.A.Sheenfield
2. The feature writers Handbook - Stewart Harral
3. Photo Journalism - Rothsteline
4. Techniques of Photo Journalism - Milten Feinberg
5. Photo Journalism Manual - Bergin
6. Picture Editing - Stanley E Kalish and Clifton C Edom
7. News Photography - Jack Price
8. 1000 Ideas for better News Picture - High Sidley and Rodney Fox
9. Press Photography - Rnede and Mc Cal
10. Pictures on a Page: Photo Journalism, Graphic and Picture Editing - Evans
11. Photo Journalism: The Professional's Approach - Kebre
12. Newspaper Photography: A Professional View of Photo Journalism today - John
13. Practical Composition in Photography - Bruck
14. Photographic Color Printing: Theory and Technique - Curren

Journalism and Mass Communication

Semester-III

3.5 : Introduction to Radio and Television (OEC)

Credits - 4

Learning Objectives:

1. To make understand the students about the history of Radio and Television.
2. To make aware of the importance of Radio Broadcasting in India.
3. To teach about writing for Radio and Television.

- Unit - I** Brief Introduction to Radio: Origin and Growth of radio in India, Characterization of Radio, Types of Radio, and types of radio programmes.
- Unit - II** Brief Introduction To TV: Origin And Growth of television, Characterization of Television.
- Unit - III.** Writing for Radio : Radio - Talks ,Discussion, Interview Documentary ,Phone In Programs, Features, Commercial Radio Programmes, Production Stages.
- Unit - IV.** Writing for TV: Different TV programs ; producing TV programs Talk shows, panel discussion, interview, Infotainment programs -TV program production process.
- Unit - V** Recent trends in TV and Radio programmes. Impact of TV, and Radio programmes on viewers and listeners. Ethical aspects of broadcasting.

Reference :

- 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.
- 6) Bathgate, G. (2020). Radio Broadcasting. Pen and Sword History.
- 7) Hamill, P. B., & Education, U. S. O. O. (1960). Radio and Television.
- 8) Chakravarthy, J. (2004). Changing Trends in Public Broadcasting Journalism.
- 9) Millerson, G. (1983). Effective TV Production. Butterworth-Heinemann.
- 10) Gerald Millerson : The Techniques of TV Production.
- 11) Ravindran, R. (2005). Handbook Of Radio, T.V. And Broadcast Journalism. Anmol Publications PVT. LTD.
- 12) Belavadi, V. (2013, June 20). Video Production 2/e. OUP India.
- 13) Boyd, A., Stewart, P., & Alexander, R. (2012). Broadcast Journalism. CRC Press.
- 14) Ahuja, B. N. (1988). Audio Visual Journalism.

Journalism and Mass Communication

Semester-II

3.6 (a) : Video Production and Editing (Practical)

Credits - 2

Learning Objectives:

1. To make understand the students about script writing for Television programs.
2. To train the student about video production and edit video clips and add effects to it.

Particulars of Practical Components

- | |
|--|
| 1. Identify the concepts for television program production. |
| 2. Prepare and write scripts for television program |
| 3. Produce a short film of duration ranging from 2 minutes to 20 minutes |
| 4. Produce an advertising film |
| 5. Produce a television show |
| 6. Produce a comedy program |
| 7. Understanding video editing softwares |
| 8. Edit and modify video clips add effects, transitions and sound effects. |

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Journalism and Mass Communication

Semester-I

3.6 (b) : Practice Journal (Practical)

Credits - 2

Learning Objectives:

4. To make students to write accurate and objective reports of various events
5. To train the students to give appropriate headline for different news stories
6. To make practice of newspaper design and layout of the journal using different softwares

The Lab Journal shall be weekly/fortnightly and each student shall produce textual and photographic content on a given theme/functions held in different of the campus on regular basis. All the students (Issue wise) will be assigned to produce a one lab journal practical paper under the supervision of one faculty.

All the students must bring out a lab journal within stipulated time (At least fortnightly) and submit the same to the department and circulate in the campus.

Journalism and Mass Communication

Semester-IV

4.1 : Writing for Digital Media

Credits - 4

Learning Objectives:

1. To make the students understand the various digital media formats.
2. To enable the students to create, manipulate and present the multimedia content in digital platforms.

- Unit - I** Evolution & History of Digital Media, Nature and Scope of digital media, Characteristics of digital media, Types of digital media Era and expansion of digital communication, Search engine content optimization.
- Unit - II** Online Media Platforms: Blogs, News Websites, E-Paper, Social Media- Facebook, Instagram, X, YouTube, WhatsApp, News Applications.
- Unit - III** Online Sources of News, Web browser, Search Engines, Ethical concerns of online media, Fact Checking and Verification, Digital Audience, Media Literacy
- Unit - IV** Content Writing for Online Media: Techniques of writing for online media, Headline Writing, Info-Graphics, Keywords, Hashtags, Search Engine Optimization, Distributing online media contents, Content Management System (CMS).
- Unit - V** Recent Trends in Online Media: Artificial Intelligence, Rewriting Applications, Translation Techniques, OTT, Virtual Reality, Hyperlinks, Animation, Live Streaming, Mobile Journalism.

Reference :

1. Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage,
2. Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication, London, Sage,
3. Mirabito , Michael M. A., 1994, The New Communication Technologies, Focal Press,
4. Minasi, 1999, Expert guide to Windows98, BPB Publications,
5. Stultz A Russel (2000) Office 2000, BPB Publications.
6. S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,
7. Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press
8. Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media
9. August E Grant, Understanding Media Convergence, Oxford University Press.
10. Gorham Anders Kindem and Robert B. Musburger, Introduction to Media Production: The Path to Digital Media Production.

Journalism and Mass Communication

Semester-IV

4.2 : Media Management

Credits - 4

Learning Objectives:

1. To make the students understand the principles of media management.
2. To prepare the students identify the economics of media.

- Unit - I** Management, Definition, Nature, Scope and Significance of media management, Principles of media managements, India's major electronic media houses, Capital in media, Major income heads in media industry.
- Unit - II** Ownership patterns of mass media in India- Sole proprietorship, Partnership, Private limited companies, Public limited companies, Trust, Co-operatives, Cross media ownership, Vertical integration, Religious institutions (societies) and Franchises, Transnational ownership.
- Unit - III** Principles of media Management and their significance- media as an industry and profession, Different Media organizational structure, delegation, decentralization, motivation, control and co-ordination.
- Unit - IV** Structure of radio and television organization, Recruitment and hiring of staff, service conditions, channel management, training for staff, apex bodies: DAVP, INS and ABC.
- Unit - V** Programme management in electronic media; Scheduling, Transmitting, Record keeping, Quality control and cost effective techniques, Ethics in electronic media management, Employee, Employer and customer relations services.

Reference:

1. Adrian Athique, Vibodh Parthasarathi & and S.V. Srinivas: The Indian Media Economy (Volume I & II), Oxford University Press.
2. Alan Albarran, Bozena Mierzejewska, Jaemin Jung: Handbook of Media management and Economics.
3. Eastman, S. T., & Ferguson, D. A: Broadcast/cable/web programming: Strategies and practices. Belmont, CA: Wadsworth.
4. Greco, A. N: Business journalism: Management notes and cases. New York: New York University Press.
5. Laurel, J: The future of television in a streaming world. Retrieved from <http://www.spectare.com/technology/tvfuture.html>
6. Owen, B. M., & Wildman, S. S: Video economics. Cambridge, MA: Harvard University Press.
7. Picard, R: The economics and financing of media companies. New York: Fordham University Press.
8. Picard, R: The economics and financing of media companies. New York: Fordham University Press. Robert G. Picard and Steven S. Wildman: Handbook on the Economics of the Media. Edward Elgar.
9. Ulrike Rohan & Tom Evens: Media management matters: Challenges and Opportunities for Bridging Theory and Practice. Routledge.

Learning Objectives:

1. To make the students understand the principles of political communication.
2. To prepare the students identify fact and policies of political reporting.

- Unit - I** Political Communication, Definition of Political communication. Nature and scope of political communication. Features of political communication. Media and democracy. Media and freedom of expression. Political communication theories and effects, Media effects of political communication, Political marketing: Advertising and political PR.
- Unit - II** Public opinion, reliability and validity of public opinion, Conducting of public opinion, Public opinion and audiences, Guiding public policies, Media and policy making.
- Unit - III** Political ideology: Left, right and centre media, Media power in politics, Role of Media in elections and its impact, Media and political campaigns.
- Unit - IV** 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, Mass Media as an instrument of foreign policy.
- Unit - V** Online media and Political Communication: Diverse uses of Internet and Mobile phones in politics. Online political campaigns. Political communication by civic actors. Social movements. Role of NGOs in creating Political awareness among citizens.

Reference:

1. W.L. Bennet and R.M. Entman (Ed) Mediated Politics: communication and future of democracy. 2004 Cambridge Univ. Press, Cambridge.
2. Darren G. Lillekar Key concepts in political communication. 2006 Sage Publ., New Delhi
3. F.P. Esser and B. Fresch (Editors) Comparing Political Communication: theories, cases and challenges 2004 Cambridge Univ. Press, Cambridge
4. S. Foster Political Communication: Politics Study Guides. 2010 Edinburgh Univ. Press, Edinburgh
5. G. Graig The Media, Politics and Public life 2004 Allen & Unwin, Auckland
6. S. Iyengar Media politics: a Citizen's guide 2011 WW Norton & Co., New York.
7. Basu, Aparna, The Growth of Education and Political Development in India (New Oxford University Press. 1974.
8. K. S. Johnson-Cartee and G. Copeland, Strategic political communication: rethinking social influence, persuasion, and propaganda, vol. Communication, media, and politics. Lanham, Md: Rowman& Littlefield, 2004.
9. E. S. Herman and N. Chomsky, Manufacturing consent: the political economy of the mass media. London: Vintage, 1994.

Learning Objectives:

1. To make the students understand the concept of development.
2. To prepare the students identify different models of development.
3. The course is intended to enable the students to prepare developmental messages for different media.

- Unit - I** Development communication: definitions, nature and scope, old and new paradigm of development, Indian concept of development, characteristics of developing societies; gap between developed and developing societies. Approaches to development- development indicators, dominant and alternative paradigms; Theories and models of development.
- Unit - II** Social Change: Meaning, Nature, Direction and process; Theories of social change, factors of social change; .Role of communication in social change; Diffusion of innovation- Concept of Modernization and post modernization.
- Unit - III** Development policies and practices in India, Indian media and development communication, Development support communication; Role of folk and ICT in development.
- Unit - IV** Strategies for participatory communication, Ethical perspective, Need for alternative communication, Development stories: Stereotyping development, Development message, development news story and feature, Packaging of the development story, Development feature writing, Conflict of interests, Mobilizing support for development.
- Unit - V** Case studies: Agriculture, Population and Environment, Health, SITE, Chhatra project, Kheda communication projects, Jabua communication project, Udayavani experiment, Communication for rural development.

Reference:

1. Communication for Development in the third World - Srinivas R.Melkote. H. Leslie Steeves
2. Theory and Practice for Empowerment - N. Jayaweera & S. Jayaweera and Anaunu Gama
3. Participatory Communication: Working for Change and Development- S.A White, K.S Nair and J. Ascroft
4. Mass Media & National Development - Wilbur Schramm
5. Wilbur Schramm - Mass Media and National Development
6. B.Kuppuswamy- Social change in India.
7. Melkote -Communication for development in third world Countries
8. Narula- Development Communication.
9. H.K Raganath -Traditional folk media.
10. N.Usharani- Folk media for Development

Journalism and Mass Communication

Semester-IV

4.5 : Dissertation

Credits - 4

Learning Objectives:

1. To enable students to apply the theoretical knowledge they have gained in Communication Research Methods into practice.
2. To conduct a small scale research project and prepare final research report.

- Unit - I** Identifying various media problems and formulate research question, finalization of research topic on print media, Radio, TV, Online, Digital, Social Media, advertising, cinema, public relations and corporate communication, etc. Uses and Users of different media, Utility and credibility of media, Media effects on users. (Selection and finalization of the topic for project work) (**Time limit:** first 2 weeks of the semester)
- Unit - II** Review existing studies. (Record the findings of early studies) (**Time limit:** 3 weeks after defining project title)
- Unit - III** Adopting appropriate methodology (Survey, Content analysis, Case study. etc) for the study, preparing data collection tools. (**Time limit:** 2 weeks after reviewing existing data and early studies)
- Unit - IV** Data Collection, Data tabulation, Creating tables and charts (**Time limit:** 4 weeks after designing tools of data collection)
- Unit - V** Finding out the results, Discussion on major findings, identify key points to make suggestions, Concluding the (Study) project, Preparing final report of the project submission. (**Time limit:** 3 weeks after data collection).

Reference :

- 1) Wimmer, R. D., & Dominick, J. R. (2000, January 1). Mass Media Research. Wadsworth Publishing Company.
- 2) Berger, A. A. (2011, January 1). Media and Communication Research Methods. SAGE.
- 3) Hansen, A., & Machin, D. (2018, September 12). Media and Communication Research Methods. Bloomsbury Publishing.
- 4) Kerlinger, F. N. (1986). Foundations of Behavioral Research. Wadsworth Publishing Company
- 5) Williams, F., Rice, R. E., & Rogers, E. M. (1988, September 26). Research Methods and the New Media. Simon and Schuster
- 6) Hsia, H. (2015, October 23). Mass Communications Research Methods. Routledge.
- 7) Lowery, S., & DeFleur, M. L. (1995, January 1). Milestones in Mass Communication Research. Pearson
- 8) ಶಂಕರರಾವ್ ಚ.ನ (೨೦೧೦) - ಸಾಮಾಜಿಕ ಸಂಶೋಧನೆಯ ಕೈಪಿಡಿ. ಜೈ ಭಾರತ್ ಪ್ರಕಾಶನ,

Note : Research work should be carry out under the supervision of eligible faculty members and should be completed within stipulated time limit as mentioned at the end of each units. (Total time limit: 14 Weeks)

Journalism and Mass Communication

Semester-II

4.6 (a) : Digital Media Production (Practical)

Credits - 2

Learning Objectives:

3. To make students to create the content for different web based platforms, prepare and publish the content.
4. To showcase student digital content to cyber community.

Particulars of Practical Components

1. Each students shall learn and practice the Web Design by creating HTML page
2. Creating a web page with advanced features using one of the web development tools - Dreamweaver / MS-Frontpage etc.
3. Each student shall create one YouTube Channel and post the journalistic content on weekly basis.
4. Create a one Blog and post the features or issues. (Minimum 5 posts)
5. Creating an account on one of the social networking sites.

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Journalism and Mass Communication

Semester-I

4.6 (b) : Practice Journal (Practical)

Credits - 2

Learning Objectives:

1. To make students to write accurate and objective reports of various events
2. To train the students to give appropriate headline for different news stories
3. To make practice of newspaper design and layout of the journal using different softwares

The Lab Journal shall be weekly/fortnightly and each student shall produce textual and photographic content on a given theme/functions held in different of the campus on regular basis. All the students (Issue wise) will be assigned to produce a one lab journal practical paper under the supervision of one faculty.

All the students must bring out a lab journal within stipulated time (At least fortnightly) and submit the same to the department and circulate in the campus.