

**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

<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.*

## 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.

<b>Unit-I</b>	A brief history of British and American Journalism- Benjamin Franklin, Benjamin Harris- Penny press- Yellow Journalism.
<b>Unit-II</b>	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.
<b>Unit-III</b>	Role of newspapers during Freedom struggle-publications of Tilak, Gandhiji, Nehru and Dr.B.R.Ambedkar.
<b>Unit-IV</b>	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.
<b>Unit-V</b>	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 Mc.Luhan 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.

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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.

## 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-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

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|--|
| 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-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.