

**RaichurUniversity,Raichur**



## **Syllabus**

**For**

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

*ChoiceBasedCreditSystem(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 mark card 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 student 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 Programing Journalism and Mass Communication

### Course outline

<b>First semester</b>							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
1.1	History of Indian Journalism	04	3Hours	20 Marks	80 Marks	100	04
1.2	Introduction to Mass Communication	04	3Hours	20 Marks	80 Marks	100	04
1.3	Reporting	04	3Hours	20 Marks	80 Marks	100	04
1.4	Editing	04	3Hours	20 Marks	80 Marks	100	04
1.5	Information Technology for Media	04	3Hours	20 Marks	80 Marks	100	04
1.6(a)	Reporting and Editing (Practical)	04	2Hours	**10 Marks	40 Marks	50	02
1.6(b)	Lab Journal(Practical)	04	*	10 Marks	40 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	3Hours	20 Marks	80 Marks	100	04
2.2	Public Relations and Corporate Communications	04	3Hours	20 Marks	80 Marks	100	04
2.3	Media Laws and Ethics	04	3Hours	20 Marks	80 Marks	100	04
2.4	Radio Program Production	04	3Hours	20 Marks	80 Marks	100	04
2.5	Introduction to Journalism (OEC)	04	3Hours	10 Marks	80 Marks	50	02
2.6(a)	Radio Program Production (Practical)	04	2Hours	**10 Marks	40Marks	50	02
2.6(b)	Lab Journal	04	*	10 Marks	40 Marks	50	02
					<b>Total</b>	<b>550</b>	<b>22</b>

*\*Practice journal will be prepared by the student with supervision of teaching faculty and submit the same for evaluation for 40 Marks and 10 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	3Hours	20 Marks	80 Marks	100	04
3.2	Television Program Production	04	3Hours	20 Marks	80 Marks	100	04
3.3	Film studies	04	3Hours	20 Marks	80 Marks	100	04
3.4	Feature Writing and Photo Journalism	04	3Hours	20 Marks	80 Marks	100	04
3.5	Introduction Radio and Television(OEC)	04	3Hours	10 Marks	40 Marks	50	02
3.6(a)	Video Production and Editing(Practical)	04	2Hours	**10 Marks	40 Marks	50	02
36.(b)	Practice Journal (Practical)	04	*	10 Marks	40 Marks	50	02
<b>Total</b>						<b>550</b>	<b>22</b>
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	3Hours	20 Marks	80 Marks	100	04
4.2	Media Management	04	3Hours	20 Marks	80 Marks	100	04
4.3	Political Communication	04	3Hours	20 Marks	80 Marks	100	04
4.4	Development Communication	04	3Hours	20 Marks	80 Marks	100	04
4.5	Dissertation	04	3Hours	20 Marks	80 Marks	100	04
4.6(a)	Digital Media Production(Practical)	04	2Hours	**10 Marks	40 Marks	50	02
4.6(b)	Practice Journal (Practical)	04	*	10 Marks	40 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 40 Marks and 10 Marks for viva-voce.*

*\*\*The practical record books 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**

## Journalism and Mass Communication

Semester-II

2.1:Advertising and Marketing

Credits-4

### 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.

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<b>Unit-I</b>	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.
<b>Unit-II</b>	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.
<b>Unit-III</b>	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.
<b>Unit-IV</b>	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.
<b>Unit-V</b>	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, Fom brun and Charles J. (2007). Essentials of Corporate Communication.
- 2) Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
- 3) Cutlip S. Mand Center A.H., Effective Public Relations, Prentice Hall
- 4) Cutlip, S(1995).Effective Public Relations, etal, London.
- 5) David Ogilvy, Ogilvyon Advertising, Pan/Prion Books Delhi
- 6) DennisL. Wilcose & GlenT,PublicRelations,Pearson
- 7) Douglas Torin, The Complete Guide to Advertising, Mac Milan, London
- 8) Mohan Mahender Advertising Management: Concepts & Cases Tata Mc Graw Hill Publishers.
- 9) Essential of Advertising–Chandan Singh and Malhan
- 10) Ogilvyonin Advertising– David Ogilvy
- 11) Advertising Principles and Practice–Sethiaand Chunawall
- 12) Aaker, Myers & Batra, Advertising Management.
- 13) Black Sam & MelvinL. Sharpe, Practical Public Relations, Universal

## Journalism and Mass Communication

**Semester-II**

**2.2:Public Relations and Corporate Communications**

**Credits-4**

### *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, work place health and safety, consumer rights advocacy, community development.

### *Reference:*

1. Balan K.R–Lectureson applied Public relations
2. DennesL. Wilcox ,Phiolip H. Ault& Warren K Agee–Public Relations Strategies and Tactics
3. Mehta D.S–Hand book of Public Relationsin India
4. Scott M Cutlip, Alian HCentre & Glen M Broom–Effective Public Relations
5. Managerial Communication: Strategies and Applications– GeraldineE. Hynesand Geraldine Hynes
6. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A. Argenti
7. CorporateConversations:AGuidetoCraftingEffectiveandAppropriateInternal 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 practice in professional life.
3. The course is intended to make the students understand the context and effect of relevant laws, guidelines, policies and code 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, Seditious Speech, 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 Books 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.

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<b>Unit-I</b>	Introduction to radio: Organizational structure of radio, Radio as a medium of mass communication, Characteristic of radio, Prasar Bharati Act.
<b>Unit-II</b>	Privatization radio Private FM, Community radio, code of ethics for broadcasting, Interactive radio, Phone-in- programmes, Radio programme Marketing, Voice modulation and pronunciation.
<b>Unit-III</b>	Types of radio programmes: Music based programmes, Radio Jockey, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes.
<b>Unit-IV</b>	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.
<b>Unit-V</b>	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. Broad casting 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-ErtaD. Fossard
5. Broad casting in India-Chatrarji. 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** Early growth and development of Indian Press, Major newspapers of India, Contributions of James Augustus Hicky to Indian journalism.

**Unit-II** Writing for news paper: Structure of news, features, Articles, Columns and letters to editor. News collection, Sources of news.

**Unit-III** Magazine production: Types of magazines, Specialized magazines and general magazines, Magazine writing. . 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, January1).Modern History of Indian Press.
- 10) 9.ci.gonEÁ¼gÁvi,(2000)¥was9z|vÄ,aÁVÄzi9EÄY'aÁ±E, ``onBsgÄ.

Journalism and Mass Communication		
Semester-II	2.6(a): Redio Programme Practice (Practical)	Credits-2

*Learning Objectives:*

1. To Understand handling audio recording equipments .
2. To Understand the principles of programme production technology for various radio programmes.

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 setup (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-II	2.6(b): Journal (Lab)	Credits-2

*Learning Objectives:*

1. To make students to write accurate and objective reports of various events
2. To train the student 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.