

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.f2023-24)
PostGraduationPrograminJournalismandMassCommunication

Courseoutline

Fourthsemester							
Code	TitleofthePaper	Teaching Hrs.	Exam. Duration	IA/Viva-voce	Max. Marks	Total Marks	Credit
4.1	WritingforDigital Media	04	3Hours	25Marks	75Marks	100	04
4.2	MediaManagement	04	3Hours	25Marks	75Marks	100	04
4.3	Political Communication	04	3Hours	25Marks	75Marks	100	04
4.4	Development Communication	04	3Hours	25Marks	75Marks	100	04
4.5	Dissertation	04	3Hours	25Marks	75Marks	100	04
4.6(a)	DigitalMedia Production(Practical)	04	2Hours	**15Marks	35Marks	50	02
4.6(b)	PracticeJournal (Practical)	04	*	15Marks	35Marks	50	02
Total						600	24

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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 Windows 98, 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 Kind 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 management, 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 Program 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 & 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.

Journalism and Mass Communication		
Semester-IV	4.3: Political Communication	Credits-4

Learning Objectives:

1. To make the students understand the principles of political communication.
2. To prepare the students identify facts 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. Bennett 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 W.W. 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.

Journalism and Mass Communication		
Semester-IV	4.4: Development Communication	Credits-4

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, Chhatera 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 Ananugama
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. Kuppaswamy- 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 a 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
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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-IV	4.6(a): Digital Media Production (Practical)	Credits-2

Learning Objectives:

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

Particulars of Practical Components
<ol style="list-style-type: none"> 1. Each student 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- IV	4.6(b): Journal (Lab)	Credits-2

Learning Objectives:

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