

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

Course outline

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	25Marks	75Marks	100	04
3.2	Television Program Production	04	3Hours	25Marks	75Marks	100	04
3.3	Film studies	04	3Hours	25Marks	75Marks	100	04
3.4	Feature Writing and Photo Journalism	04	3Hours	25Marks	75Marks	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	**15Marks	35Marks	50	02
3.6(b)	Journal (Practical)	04	*	15Marks	35Marks	50	02
Total						550	22

**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-III

3.1 :Media Research

Credits-4

Learning Objectives:

1. To make the students understand the basics of media research.
2. To guide the students in identifying the problems in electronic media field.
3. 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) ಶರಣರಾತ್ 'ಜೆ.ಎನ್'(2020)-ಸಾತಕಾ9ಚಸುಶೃದ್ರನರಠುಚ್ಚಿಡಿ ಜಿ'ಬಾರಜ್ಪಚಿಶ'ನ',

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 under take 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. Varma, N. (2014). 24/7 News. SAGE Publications.
8. Donald, Ralf and Thomas Spann (2000) Fundamentals of Television Production. Ames; Iowa state university press

Journalism and Mass Communication		
Semester-III	3.3:Film Studies	Credits-4

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 Kurosawa, 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)

Journalism and Mass Communication		
Semester-III	3.4: Feature Writing and Photo Journalism	Credits-4

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 writhing 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-StewartHarral
3. PhotoJournalism-Rothsteline
4. Techniques of PhotoJournalism-MilttenFeinberg
5. Photo Journalism Manual-Bergin
6. Picture Editing-Stanley E Kalishand Clifton CEDom
7. News Photography-Jack Price
8. 1000IdeasforbetterNewsPicture-HighSidleyandRodneyFox
9. Press Photography -Rnede and Mc Cal
10. Picturesona 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:Theoryand 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 Origin and Growth of radio in India, Characterization of Radio, Types of Radio, and types of radio programmes.

Unit – II Origin And Growth of television, Characterization of Television. Types of TV Channels and Types of TV Programme. Writing for Radio. Writing for TV.

Unit – III. 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 Broad casting. Penand Sword History.
- 7) Hamill ,P.B.,& Education, U.S.O.O.(1960).RadioandTelevision.
- 8) Chakravarthy,J.(2004).ChangingTrendsInPublicBroadcastingJournalism.
- 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,June20).VideoProduction2/e. OUPIndia.
- 13) Boyd,A.,Stewart,P.,&Alexander,R.(2012).BroadcastJournalism.CRCPress.
- 14) Ahuja, B.N.(1988).Audio Visual Journalism.

Journalism and Mass Communication		
Semester-III	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-III	3.6(b): Journal (Lab)	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 of twares

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 for t nightly) and submit the same to the department and circulate in the campus.

