

# REVISED SYLLABUS

## Second semester

<b>HCT 2.1</b>	<b>Advertising and Marketing</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:**

CO-1 Discuss the aims and objectives of advertising.

CO-2: Identify the basics of advertising and marketing.

CO-3 Trace the concepts of Sales, Advertising, Creative Design and Market Research.

<b>Unit - I</b>	<b>Teaching hours: 12</b>
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Advertising: Meaning, Definitions, Nature and scope of advertising, Evolutions of advertising, functions of advertising, Role of advertising in modern society, Socio-economic effects of advertising.

<b>Unit - II</b>	<b>Teaching hours: 12</b>
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Marketing communication, Consumer analysis, Market research, Media planning and scheduling, Marketing mix, Brand Building, Brand Loyalty, ASCI,

<b>Unit - III</b>	<b>Teaching hours: 12</b>
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Classification of advertising: Consumer advertising, Business advertising, Trade advertising, Industrial, Local, Regional, National and Sponsorships. Media of advertising: Newspaper Ad, Magazine Ad, Radio commercials, Television advertising, Outdoor advertising- Posters.

<b>Unit - IV</b>	<b>Teaching hours: 12</b>
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Advertising agencies: types of advertising agencies, Structure of ad agencies, Functions of Ad agencies, Writing advertisement copy for Print media, Radio, Television and Digital media. Ethics in advertising, Strategies for global marketing, Web advertising.

<b>Unit - V</b>	<b>Teaching hours: 12</b>
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Visualisation- Layout, Illustration, Colour, Elements of advertisement copy, Headline, Sub-headline, Taglines, Text, Slogan, Logo, and Trademark. Spectaculars and Transit media, Direct mail and New Media. Social service advertisements, Public service advertisement.

### References:

- 1) Media and Advertising, by Agarwal C.D. Mohit publication, 2006.
- 2) Advertising Management, by Rajiv Batra. Prentice publication, 2010.
- 3) The Fall of Advertising and the Rise of PR, by Al Ries & Laora Ries. Harper Business Publication, 2014.
- 4) Integrated Advertising Promotion and Marketing communication, by Clow and Baack. 6<sup>th</sup> edition Pearson Education India, 2013.
- 5) Advertising Media Planning , by Jack Z. Sissors. McGraw Hill Education (India) Private Limited, Candor TechSpace, 8th Floor, Tower No 5, Plot No 2, Block B, Sector 62, Noida, Uttar Pradesh, 2017.
- 6) Mohan Mahender Advertising Management: Concepts & Cases Tata Mc Graw Hill Publishers.
- 7) Valladares, June A. (2000). The craft of copywriting. New Delhi: Sage.
- 8) Vilanilam, J V and Varghese A K. (2004). Advertising basics: A resource guide for beginners. New Delhi: Sage.
- 9) Michael Phillips, Salli Rasberry, Diana Fitzpatrick (2005), Marketing without Advertising, Nolo
- 10) Barry Callen (2009), Managers Guide to Marketing, Advertising and Publicity, MacGraw Hill LLC.

# REVISED SYLLABUS

<b>HCT 2.2</b>	<b>Public Relations and Corporate Communication</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:**

CO-1 Explain the concept of public relations. Elaborate on the process of public relations

CO-2 Differentiate PR from propaganda and publicity

CO-3 Identify and apply the tools of public relations

<b>Unit - I</b>	<b>Teaching hours: 12</b>
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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 a developing society.

<b>Unit - II</b>	<b>Teaching hours: 12</b>
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Tools of Public Relations: Press Release, Press Conference, Interviews, Press kits, Corporate Advertising, Exhibition events, Media Relations, Sponsorship, House Journals, Open House, Media Tour.

<b>Unit - III</b>	<b>Teaching hours: 12</b>
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Public Relations Process: Fact finding, Planning, Implementation and Evaluation, Organisational communication patterns, Strategic communication. Crisis, Crisis communication and Crisis Management, New media and Public Relations, Public Relations events and event management

<b>Unit - IV</b>	<b>Teaching hours: 12</b>
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Corporate Communication: Definition, Concept of corporate communication, Nature and Scope of corporate communication, Development of corporate culture in India, Characteristics of the Indian corporate sector

<b>Unit - V</b>	<b>Teaching hours: 12</b>
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Importance of Corporate Communication, Corporate Reputation and Image Identity, Concept of corporate personality and identity.

## References:

- 1) Effective Public Relations and Media Strategy, by C V Narsimha Reddy. 3rd edition PHI Learning Pvt Ltd;Publishers, 2019.
- 2) Public Relations Management, P M Meera Mohiddin. Nahidha Publishers, 2018.
- 3) Philip Lesly (Rdt). 2000. Handbook of public Relations and Communication. New Delhi, JBS Publishers.
- 4) Singh JK 2004. Media and Public Relations New Delhi, APH Publishers,
- 5) Donald Treadwell 2004 Public Relations Writing , New Delhi, Sage Publications
- 6) Stephen P Banks 2004. Multi Cultural Public Relations, New Delhi, Suraj Publications
- 7) Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill
- 8) Cornellisen, J P. (2004). Corporate communication: theory and practice, New Delhi: Sage.
- 9) Fernandez, Joseph (2004). Corporate Communications. Chennai: Sage.
- 10) Jaithwaney, J. (2010). Corporate communication: principles and practice, New Delhi: Sage.

# REVISED SYLLABUS

<b>HCT 2.3</b>	<b>Media Laws and Ethics</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (COs) after the completion of this course, students will be able to:**

CO -1 Identify the salient features of the Indian Constitution.  
CO-2 Discuss the reasonable restrictions to Article 19(1)a.  
CO-3 Classify and explain various media laws and their implications.

<b>Unit - I</b>	<b>Teaching hours: 12</b>
Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties – Directive Principles of State Policy, Freedom of Speech and Expression with Case studies related to article 19(1)a.	
<b>Unit - II</b>	<b>Teaching hours: 12</b>
Right to Information – Right to Privacy, Case Studies – The Official Secrets Act 1923, The Copyright Act, Intellectual Property Rights Act.	
<b>Unit - III</b>	<b>Teaching hours: 12</b>
The Press Council of India, The Contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act, Press Registrar General of India.	
<b>Unit - Iv</b>	<b>Teaching hours: 12</b>
Law of Defamation, Sedition, Obscenity, The Censorship – The Law of Parliamentary Privileges. Press Commissions – Laws relating to Broadcasting and Advertisement in India., Indecent Representation of Women's Act 1986. Cyber Laws, DPDP Act-2023.	
<b>Unit - V</b>	<b>Teaching hours: 12</b>
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.	

## **References:**

- 1) Law of the Press in India by Basu, D. D. New Delhi: Prentice Hall of India, 1980.
- 2) Mass Media Laws and Regulations in India, by Iyer, V. India Research Press, 2000.
- 3) Media Law and Ethics, by Neelamalar, M. PHI Learning Pvt. Ltd, 2009.
- 4) Media Law in India, by Prasad, K. 2011.
- 5) Nanda, Vartika. (2018). Media Laws and Ethics: An introduction to legal and ethical issues in journalism. New Delhi: Kanishka.
- 6) Prasad, Kiran. (2008). Media Law and Ethics: Readings in Communication Regulation. Delhi: B R Publishing Corporation.
- 7) Rao, Naresh & Suparna (2008). Media Laws- an Appraisal. Bangalore: Premier.
- 8) Rao, Someswar B. (2002). Journalism- Ethics, Codes, Laws. Bangalore: ACME.
- 9) న్యాయాంగ నిందన మత్తు మాధ్యమ స్వాతంత్ర్య హరిశుమార్, కె.ఎన్.ఎన్.కనాచండక మాధ్యమ అకాడమీ, 2015.
- 10) పత్రికా కానూను, దేవ అజువ్, ఎన్.ఎన్.ఎన్.కనాచండక మాధ్యమ అకాడమీ, బెంగళూరు
- 11) పత్రికోద్యమ, రంగనాథరావ్, జి.ఎన్.ఎన్.కామధేను ప్రకాశన, బెంగళూరు, 2005.
- 12) భారతీయ మాధ్యమ కానూనుగఱు మత్తు నీతి సంహిత, డా.అండింజె సతీత కుమార, స్క్రేహ పబ్లిషింగ్ హోస్, బెంగళూరు

# REVISED SYLLABUS

<b>HCT 2.4</b>	<b>Radio Program Production</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:**

CO-1 Identify different types of radio and their characteristics.

CO-2 Describe the organisational structure of All India Radio and its functions.

CO-3 Produce different radio programmes for different groups of people in the society.

<b>Unit - I</b>	<b>Teaching hours: 12</b>
Introduction to radio: Organisational structure of radio, Radio as a medium of mass communication, Characteristics of radio. Prasar Bharati Act. Privatisation of radio. Private FM, Community radio. Code of ethics for radio broadcasting.	
<b>Unit - II</b>	<b>Teaching hours: 12</b>
Interactive radio, Phone-in programmes, Marketing and economics of Radio production, Voice modulation and pronunciation, Radio Jockey.	
<b>Unit - III</b>	<b>Teaching hours: 12</b>
Radio programme formats: Music-based programmes, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes and radio interviews.	
<b>Unit - IV</b>	<b>Teaching hours: 12</b>
Structure and operation of a radio station, Studio, Basics of broadcast technology, Basics of Sound, Acoustic, Radio frequencies, Types, Characteristics and functions of microphones. Sound pick up patterns: Omni- Directional, Bi-Directional, Uni-Directional, Sound recording Indoor and Outdoor. Sound editing software and the process of sound editing.	
<b>Unit - V</b>	<b>Teaching hours: 12</b>
Writing for radio: News writing and sourcing, Reporter's copy, Compiling and structuring of radio news programme, Editing agency copy for radio, script writing for drama and documentary, Writing for radio feature,	

## References:

- 1) Baruah, U L (1983). This is All India Radio: A handbook of radio broadcasting in India. Govt. of India: Publications Division.
- 2) Beaman, Jim (2000) Interviewing for radio. New York: Routledge.
- 3) Chantler, Paul & Peter Stewart (2007). Basic radio journalism. New Delhi: Reed Elsevier India Pvt.Ltd
- 4) Fossard, Esta De (2015). Writing and producing radio dramas. Communication for behavior change series. New Delhi: Sage Publications.
- 5) Hendricks, John Allen & Bruce Mims (2018). The radio station: Broadcasting podcasting and streaming. New Delhi: Rout India
- 6) Audio Technology, Music, and Media, by Ashbourn, J. Springer Nature, 2020.
- 7) The Technique of Radio Production, by McLeish, R. 1988.
- 8) Indian Broadcasting by Luthra, H. Publications Division Ministry of Information & Broadcasting, 1986.
- 9) ಕೇಳುವ ಕೌತುಕ, ಸಿ.ಯು.ಬೆಳ್ಕಿ, ನವಕನಾರ್ಡಿಕ ಪ್ಲಿಕೇಶನ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್, ಬೆಂಗಳೂರು
- 10) ಬಾನುಲಿದ ಬೇಂದ್ರೆ ಬೆರಗು, ಸಿ.ಯು.ಬೆಳ್ಕಿ, ಡಾ.ಡ.ಡಾ. ಬೆಂದ್ರೆ ಸಂಶೋಧನಾ ಸಂಸ್ಥೆ, ಹುಬ್ಳಿ
- 11) ರೇಡಿಯೋ, ಚೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂಪರ್ಕ, ಬಿ.ಎನ್.ಗುರುಮೂರ್ತಿ, ಕನಾರ್ಡಿಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

## REVISED SYLLABUS

<b>HCP 2.5 (a)</b>	<b>Radio Program Production Practical-I</b>	<b>Marks 10+10+30=50</b>
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**COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:**

CO-1: Imbibe the skills of post-production activities of a radio programme.

CO-2: Develop proficiency in handling audio recording equipment.

CO-3: Develop the basic skills of Production techniques for various radio programmes.

<b>Component No</b>	<b>Particulars of Practical Components</b>
<b>01</b>	Write 3 3-minute radio news reports and record them in different audio formats.
<b>02</b>	Produce 3 to 5 minutes of Radio Jockeying
<b>03</b>	Record live talk shows using multiple microphones.
<b>04</b>	Produce a radio jingle and add special effects.
<b>05</b>	Produce a radio advertisement on a service/product of your choice.
<b>06</b>	Produce Programmes in different formats: Talk, compering, announcements, anchoring and interviews.
<b>07</b>	Create an audio story with BGM.

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

<b>HCP 2.5 (b)</b>	<b>Lab Journal Practical-II</b>	<b>Marks 10+40=50</b>
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**COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:**

CO-1: Write accurate and objective reports of various events.

CO-2: Give an appropriate headline for different news stories.

CO-3: Design the newspaper and layout of the journal using different software.

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

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

## REVISED SYLLABUS

<b>OET 2.1</b>	<b>Introduction to Journalism</b>	<b>Marks 10+40=50</b>
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**COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:**

CO-1: Examine the contemporary functions of journalism.

CO-2: Trace the development of printing technology over the period of time.

CO-3: Demonstrate the significance of journalism in contemporary society.

<b>Unit - I</b>	<b>Teaching hours: 10</b>
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Early growth and development of the Indian Press, Major newspapers of India, Contributions of James Augustus Hicky to Indian journalism.

<b>Unit - II</b>	<b>Teaching hours: 10</b>
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Writing for a newspaper: Structure of news, features, Articles, Columns and letters to the editor. News collection, Sources of news.

<b>Unit - III</b>	<b>Teaching hours: 10</b>
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Magazine production: Types of magazines, Specialised magazines and general magazines, Magazine writing. Ethics of journalism, responsibilities of a journalist.

### **References:**

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

# REVISED SYLLABUS

<b>SCT 2.1</b>	<b>Technical Writing</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:**

CO-1: Acquaint the students with the basics of technical writing.

CO-2: Impart skills of required technical writing.

CO-3: Identify the need and significance of technical writing for various media.

<b>Unit - I</b>	<b>Teaching hours: 12</b>
Nature and scope of technical writing. The difference between technical writing and other forms of writing. Types of technical writing. Principles of technical writing. Style in technical writing.	
<b>Unit - II</b>	<b>Teaching hours: 12</b>
Gathering of data (primary and secondary sources). Organisation of data. Elements of technical documents. Use of charts, diagrams, and tables. Preparing technical papers, proposals, project reports, and product profiles.	
<b>Unit- III</b>	<b>Teaching hours: 12</b>
Technical writing team. Role of technical writers and managers. Editing the technical documents. The editorial process. Review of document design, content, and accuracy.	
<b>Unit- IV</b>	<b>Teaching hours: 12</b>
Use of software for writing and editing technical documents. Technical writing style. Grammar and its usage. Hands-on assignment on writing efficiently.	
<b>Unit- V</b>	<b>Teaching hours: 12</b>
Tools for technical writing. Preparation of technical reports. Polishing of technical reports.	

## **References:**

- 1) St. Martin's Handbook of Technical Writing by Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. St. Martin's Press, London.
- 2) Survivor's Guide to Technical Writing by David Ingre. South Western Educational Publishing, London.
- 3) Writing for the Information Age by Bruce Ross-Larson. W.W. Norton and Company, New York.
- 4) The Technical Writer's Handbook: Writing with Style and Clarity by Matt Young. University Science Books, New York.
- 5) Technical Writing Basics: A Guide to Style and Form by Brain R. Honaway. Prentice Hall, New York.
- 6) Technical Writing: A Practical Approach, 5th Ed by William Sanborn Pfeiffer Prentice-Hall, New York.
- 7) SudhiashteAlla – NiranjanaVanalli Blog Writing - The Content Creation Blueprint - Anthony James
- 8) How Anyone Can Become an Online Content Writer - Jamie Farrell.
- 9) Science Journalism: An Introduction – Martin W Angler
- 10) Business Journalism: How to Report on Business & Economics
- 11) Raman, Meenakshi and Sharma, Sangeetha- Technical Communication Principles and Practice. Oxford University Press: New Delhi, 2014.
- 12) Rizvi, Ashraf. M. Effective Technical Communication. Tata McGraw-Hill, New Delhi.2005
- 13) Rutherford, Andrea. J Basic Communication Skills for Technology. Pearson, New Delhi. 2001.

# REVISED SYLLABUS

<b>SCT 2.2</b>	<b>Media and Society</b>	<b>Marks 20+80=100</b>
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**COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:**

CO-1 Decipher the Indian social system and the importance of mass media in society.

CO-2 Moot media activism towards the betterment of society.

CO-3 Identify the various issues of social problems and challenges before the media.

<b>Unit - I</b>	<b>Teaching hours: 12</b>
Indian Society, Social system in India, Mass society, Mass communication, characteristics of mass media. Newspapers, radio, television and cinema as mass media. Internet and social media. Responsibilities of the media.	
<b>Unit - II</b>	<b>Teaching hours: 12</b>
Mass Media and Politics, Mass Media and Social Movements. Media and democracy. Media freedom, Media campaign and crusade. Media advocacy, Media ownership and control, pressures on media, media regulation, censorship. Public opinion, propaganda and its impact, agenda setting.	
<b>Unit- III</b>	<b>Teaching hours: 12</b>
Media coverage related to religion, gender, youth and children. Sensationalism, hype and trivialization. Violence and obscenity in media. Misleading advertisements and Advertorials. Page 3 reporting.	
<b>Unit- IV</b>	<b>Teaching hours: 12</b>
Mass Media, Social change and integration, divisive politics, identity politics and polarisation. National integration and development. Impact of media on knowledge, attitude and behaviour. Media, culture and cultural imperialism.	
<b>Unit- V</b>	<b>Teaching hours: 12</b>
Global village. Liberalisation, Privatisation and Globalisation, Mass Media as a source of infotainment, Impact on education and learning. Citizen Journalism.	
<b>References:</b>	
1) Media and society: Production, content and participation by Carah, Nicholas & Eric Louw. New Delhi: Sage Publications, 2015.	
2) Media/society: Industries, images, and audiences by Croteau, David. New Delhi: SAGE Publications Graeme, 2014.	
3) Media and Society, by Burton. New York: McGraw-Hill, 2009.	
4) Media making: Mass media in a popular culture by Grossberg, Lawrence. New Delhi: Sage, 2006.	
5) Media, culture and society: An introduction, (2nd Ed.). by Hodkinson, Paul. New Delhi: Sage Publications, 2017.	
6) Understanding media ethics by Horner, David. New Delhi: Sage Publications, 2014.	
7) Media and modernity by Jeffrey, Robin. New Delhi: Orient Blackswan, 2012.	
8) Society, media, communication and development: The Indian experience by Kumar, Rajesh Saarbrucken: Lap Lambert Academic Publishing, 2012.	
9) Digital media and society by Lindgren, Simon. New Delhi: Sage Publications, 2018.	
10) Media effects research: A basic overview, by Sparks, G G . Fifth edition. Australia: Cengage Learning, 2016.	