

RUR New CBCS II Sem (New CBCS)

HCT 2 5 units

SCT 3 17 questions OE-3 units

Raichur University, Raichur 12 questions

RAICHUR
UNIVERSITY



Syllabus

For

Master of Arts in Journalism and Mass Communication

Choice Based Credit System (CBCS)

From

2023-24 & Onwards

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.

Unit-I	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.
Unit-II	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.
Unit-III	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.
Unit-IV	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.
Unit-V	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, Fombrun and Charles J. (2007). Essentials of Corporate Communication.
- 2) Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
- 3) Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- 4) Cutlip, S (1995). Effective Public Relations, et al, London.
- 5) David Ogilvy, Ogilvy on Advertising, Pan/Prion Books Delhi
- 6) Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- 7) Douglas Torin, The Complete Guide to Advertising, MacMilan, London
- 8) Mohan Mahender Advertising Management: Concepts & Cases Tata McGraw Hill Publishers.
- 9) Essential of Advertising - Chandan Singh and Malhan
- 10) Ogilvy on Advertising - David Ogilvy
- 11) Advertising Principles and Practice - Sethia and Chunawall
- 12) Aaker, Myers & Batra, Advertising Management.
- 13) Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal

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, workplace health and safety, consumer rights advocacy, community development.

Reference:

1. Balan K. R - Lectures on applied Public relations
2. Dennes L. Wilcox, Phiolip H. Ault & Warren K Agee - Public Relations Strategies and Tactics
3. Mehta D. S - Handbook of Public Relations in India
4. Scott M Cutlip, Alian H Centre & Glen M Broom - Effective Public Relations
5. Managerial Communication: Strategies and Applications - Geraldine E. Hynes and Geraldine Hynes
6. The Power of Corporate Communication: Crafting the Voice and Image of Your Business - Paul A.Argenti
7. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications - Shel Holtz

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 practices in professional life.
3. The course is intended to make the students understand the context and effect of relevant laws, guidelines, policies and codes 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, 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 Book 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.

Unit-I	Introduction to radio: Organizational structure of radio, Radio as a medium of mass communication, Characteristic of radio, Prasar Bharati Act.
Unit-II	Privatization radio Private FM, Community radio, code of ethics for broadcasting, Interactive radio, Phone-in-programmes, Radio programme Marketing, Voice modulation and pronunciation.
Unit-III	Types of radio programmes: Music based programmes, Radio Jockey, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes.
Unit-IV	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.
Unit-V	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. Broadcasting 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- Erta D. Fossard
5. Broadcasting in India - Chattarji.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** History of Printing technology, Early growth and development of Indian Press, Major newspapers of India, Contributions of James Augustus Hicky to Indian journalism.
- Unit-II** Writing for newspaper: Structure of news, features, Articles, Columns and letters to editor.
- Unit-III** Newspaper production process, News collection, Sources of news, News agencies, Syndicates.
- Unit-IV** Magazine production: Types of magazines, Specialized magazines and general magazines, Magazine writing.
- Unit-V** Organizational structure of newspaper. 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, January 1). Modern History of Indian Press.
- 10) ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್,(೨೦೦೦) ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

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	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	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

2.5:Introduction to Journalism (OE)

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.ಭಿನ್.ರಂಟಿನಾಱರಾತ್,(2000)ಪತ್ರಿಕೆಗದ್,ತುಚಿತುಡು,9ನುಪಚಿತ ನ,ಬರಟಿಱರು.