

Third Semester

HCT 3.1	Media Research	Marks 20+80=100
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COURSE OUTCOMES (COs): After the completion of this course, students will be able to:

CO-1: Differentiate pure and applied research

CO-2: Trace the areas and problems of research in mass media.

CO-3: Develop methodologies and techniques involved in communication research.

Unit - I	Teaching hours: 12
Research: Meaning, Definitions and concept of social science research, scientific approach, Communication and research, Role, Function, Scope and Importance of communication research, Pure and Applied research.	
Unit - II	Teaching hours: 12
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, media effects research.	
Unit - III	Teaching hours: 12
Tools of data collection, Sources: Primary and secondary, Questionnaire and schedules- People meter, Diary method, Field studies, Telephone surveys, Online survey, Media habits, Public opinion surveys, Pre-election studies and Exit polls. Sampling methods: Representativeness of the samples, Sampling errors and distributions, Hypothesis.	
Unit - IV	Teaching hours: 12
Data analysis techniques: - SPSS and other statistical packages, Coding and tabulation, non-statistical methods, Descriptive, Parametric and Nonparametric tests, Tests of significance, Levels of measurement, Central tendency - tests of reliability and validity.	
Unit - V	Teaching hours: 12
Preparation of research reports, Project reports, Dissertations, and theses. Ethical perspectives of media research. Media research: Evaluation, Feedback, Feed forward.	

References:

- 1) Wimmer, Roger D and Dominick, Joseph R. (2013). Mass Media Research- An Introduction. Singapore: Thompson Wadsworth.
- 2) Frederick Williams, Ronald E. Rice, Everett M. Rogers (1988), Rice and Roger's; Research Methods and New Media(Vol-2).Free Press
- 3) H.J.Hsia (2015), Mass communication and Research Methods, Tylor and Francis
- 4) Denis McQuail, Peter Golding, Els De Bens (2005) Communication Theory and Research, Sage Publications.
- 5) Berger, Arthur Asa (2014). Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches. New Dlehi: Sage
- 6) Hansen, A. Machin, D. (2019). Media & communication research methods. London: Red Globe Press.
- 7) Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). Qualitative communication research methods. New Delhi: Sage.
- 8) Somekh, Bridget (2012). Theory and methods in social research. New Delhi: Sage.
- 9) Treadwill, Donald (2014). Introducing communication research: Paths of inquiry. New Delhi: Sage.
- 10) ಸತೀಶ್ ಕುಮಾರ್ ಅಂಡಿಂಜಿ(೨೦೨೧). ಸಮಾಹ ಮಾಧ್ಯಮ ಸಂಶೋಧನೆ. ಬೆಂಗಳೂರು: ಸ್ನೇಹ ಎಂಟರ್ಪ್ರೈಸಸ್

HCT 3.2	Television Program Production	Marks 20+80=100
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COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:

CO-1: Undertake TV production independently.

CO-2: Practice the Vocabulary, usage, grammar and spellings in connection with television production.

CO-3: Write various types of television scripts.

Unit - I	Teaching hours: 12
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Organisational 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	Teaching hours: 12
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Types of TV programme: News bulletins, documentaries, Serials, Talk shows, Sitcoms, Phone-in, reality shows and emerging formats.

Unit - III	Teaching hours: 12
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Fundamentals of TV production techniques: TV Studio setup, Components of TV camera, Types of lenses and mountings, Basic camera operations, Different shots. Lighting, importance of lighting, Artificial and Natural lighting Techniques, Lighting Equipment. Lighting intensity, Lighting quality. White balance.

Unit - IV	Teaching hours: 12
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Writing for TV: Script writing and treatment, Storyboard, Interview, Panel discussion, PTC, Anchoring, Body language, Eye contact, Pronunciation, Voice modulation, Effective presentation, Walk through, Phono, Teleprompter.

Unit - V	Teaching hours: 12
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Video editing, Linear and Non-linear editing process, Voice over, Dubbing, Titling-subtitling, Graphics and animation, Digital effects, Transition techniques, Television Ratings (TRP).

References:

- 1) Millerson,G.(2013). Lighting for TV and Film. CRC Press.
- 2) Ravindran, R. (2005). Handbook of Radio, TV And Broadcast Journalism. Anmol, Publications PVT. LTD.
- 3) Millerson, G.(1994).Video Camera Techniques CRC Press.
- 4) Mitchell,L.(2009). Production Management for Television Routledge.
- 5) Donald,Ralf and Thomas Spann (2000) Fundamentals of Television Production, Ames; Iowa state university press
- 6) Trottier, David (2005). The Screen Writer's Bible: a complete guide to writing, formatting, and selling your script, California: Silman James Press.
- 7) Ward, Peter (2001). Studio and outside broadcast camerawork, New Delhi: Focal press.
- 8) Zettl, Herbert (2014). Television Production Handbook, 12th edition, Boston: Wadsworth.
- 9) Millerson, Gerald (2016). Effective TV Production, London: Focal Press.
- 10) Owens, Jim (2015). Television Production, London: Routledge.
- 11) Robert L. Hilliard, L Robert (2007). Writing for television, radio, and new media, Connecticut: Wadsworth.

HCT 3.3	Film Studies	Marks 20+80=100
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COURSE OUTCOMES (COs) After the completion of this course, students will be able to:

CO-1 Imbibe the basics of cinema production.

CO-2 Discuss the historical development of cinema.

CO-3 Identify legendary film makers of the world, the National and regional film industry.

Unit - I	Teaching hours: 12
Introduction to Cinema, Characteristics, Film history in the world and India, Cinema as a medium of communication. Types: Art, Popular, Documentary, Short Films, Animated Films. Cinema in India and Karnataka, Cinema as a medium of communication.	
Unit - II	Teaching hours: 12
Types of Cinemas: Art, Popular, Documentary, Short Films, and Animated Films. Film Production Stages: Pre-Production, Production, Post-Production, Promotion and Distribution. Film production crew and their responsibilities.	
Unit - III	Teaching hours: 12
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	Teaching hours: 12
Famous film directors: Akira Kurusowa, Vittorio D'esica, Orson Welles, Satyajit Ray, Shyam Benegal, Puttanna Kanagal, Girish Kasaravalli.	
Unit - V	Teaching hours: 12
CBFC, FTII, NFAI, Karnataka Chalanachitra Academy, Film Festivals, Problems and prospects in Hindi and Regional language cinema. Recent Trends in Indian Cinema: Pan India Films, OTT, Multiplex, Global Film Production Giants, Film Awards.	

References:

1. Andrew, Dudley, J. (1976). The major film theories: An introduction. London: Oxford University Press.
2. Battaglia, Giulia (2018). Documentary film in India: An anthropological history. New York: Routledge.
3. Bordwell, David., Thompson, Kristin., & Smith, Jeff (2016). Film art: An introduction. New York: McGraw-Hill Education.
4. Braudy, Loe & Cohen, Marshall (2004). Film theory and criticism. New York. Oxford University Press.
5. Clarke, James (2011). Movie movements: Films that changed the world of cinema. Kamera Books
6. Jain, Manju (2009). Narratives of Indian cinema. Delhi: Primus Books.
7. Nichols, B. (2017). Engaging cinema: An introduction to film studies: New York: WW Norton & Co.
8. Prasad, Madhava (2002). Ideology of the Hindi film: a historical construction. Delhi: Oxford University Press. Roberge,
9. Gaston (2005). The subject of cinema. Kolkatta: Seagull Stam,
10. Robert (2017). Film theory: An introduction. Oxford: Blackwell Publishing

HCT 3.4	Feature Writing and Photo Journalism	Marks 20+80=100
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COURSE OUTCOMES (COs) After the completion of this course, students will be able to:

CO-1: Develop the essentials of feature writing.

CO-2: Handle the camera independently and develop the techniques of photography.

CO-3: Write photo captions and titles for photo content.

Unit - I		Teaching hours: 12
Feature writing: Definition, functions, nature, scope of feature writing. Types of Features: Human interest, Travel, Historical, Article writing and identification of various sources, columns and Syndicated columns.		
Unit - II		Teaching hours: 12
Photography: meaning, nature and scope of photography. Evolution of photography, Basics of Camera: Aperture, Shutter speed, Focal length, Depth of field, Camera operations,		
Unit- III		Teaching hours: 12
Types of Camera- Box camera, SLR, TLR, Polaroid, Pinhole, Types of Lenses and their functions, use of filters.		
Unit - IV		Teaching hours: 12
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, treatment, deciding placement and size.		
Unit - V		Teaching hours: 12
Photo editing: cropping, digital photo editing software used for photo editing, and Photoshop. Photo features, Archive photos, Photos from readers, Writing photo captions, Ethics in photography.		

References:

- 1) Effective feature writing- C.A.Sheenfield
- 2) The feature writers Handbook-Stewart Harral
- 3) Techniques of Photo Journalism-Milten Feinberg
- 4) Picture Editing-Stanley E Kalishand Clifton CEdom
- 5) 1000IdeasforbetterNewsPicture-HighSidleyandRodneyFox
- 6) Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage
- 7) Wheeler, Sharon. (2019). Feature writing for journalists. London: Routledge.
- 8) Clarence A. Schoenfeld (1960) - Effective Feature Writing. Joanna Cotler Books.
- 9) Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage
- 10) Ganato, Len. (2006). Newspaper feature writing. New Delhi: Anmol Publications
- 11) Pictures on a Page : Photo Journalism, Graphic and Picture Editing-Evans
- 12) Newspaper Photography: A Professional View of Photo Journalism today-John
- 13) Photographic Color Printing:Theoryand Technique-Curren
- 14) ಆಸ್ಟೋಮೋಹನ್, ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 15) ಕಟ್ಟಿಮನಿ ಆರ್.ಎ, ಚಿತ್ರ ಜಗತ್ತು. ಸೋನು.ಎಂಟಪ್ರೈಸಿಸ್, ಬೆಂಗಳೂರು.

HCP 3.5(a)	Video Production and Editing(Practical)	Marks10+10+30=50
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COURSE OUTCOMES (COs) After the completion of this course, students will be able to:

CO-1 Write scripts for Television programs.

CO-2 Undertake video production, edit video clips and add effects to it.

CO-3 Review the content of various media platforms.

Component No	Particulars of Practical Components
01	Produce a short video demonstrating shot compositions
02	Produce a short video demonstrating the camera angles
03	Produce a short video with three-point lighting
04	Edit and prepare a script for a 3 to 5-minute television news
05	Edit a video with different transitions.
06	Edit a video with sound and sound effects
07	Edit video with titles and music

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

HCP 3.5 (b)	Lab Journal Practical- II	Marks 10+40=50
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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 member.

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.

OET 3.1	Introduction to Radio and Television (OEC)	Marks 10+40=50
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COURSE OUTCOMES (COs) After the completion of this course, students will be able to:

CO-1: Discuss about the history of Radio and Television

CO-2: Learn about the importance of Radio Broadcasting in India.

CO-3: Develop writing skills for Radio and Television.

Unit - I	Teaching hours: 10
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Evolution of radio, Growth of radio, Characteristics of radio, types of radio, AM, FM and Community radio, different programmes of radio.

Unit - II	Teaching hours: 10
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Evolution of television, Growth of television, Characteristics of TV, Doordashan, private channels, satellite television, different television programmes: News, Sitcoms, soap opera.

Unit - III	Teaching hours: 10
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Writing for radio and television, Recent trends in TV and Radio programmes; migration to digital platforms, Impact of TV and Radio programmes on contemporary society. Ethical aspects of broadcasting.

References:

- 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.OUP India.
- 13) Boyd,A.,Stewart,P.,&Alexander,R.(2012).BroadcastJournalism.CRCPress.
- 14) Ahuja, B.N.(1988).Audio Visual Journalism.

SCT 3.1	Folk Media	Marks 20+80=100
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COURSE OUTCOMES (COs) After the completion of this course, students will be able to:

CO-1: Trace the role and importance of folk media

CO-2: List the major folk forms of Karnataka and India

CO-3: Identify the role of folk media as a communication tool

Unit - I	Teaching hours: 12
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Folk Media, meaning, definitions of folk media, nature and scope of folk media in India. Characteristics of folk media, Importance of Folk Media,

Unit - II	Teaching hours: 12
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Integration of folk media into modern media, use of folk media for development, Status of folk artists and their reorganisation.

Unit - III	Teaching hours: 12
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Type of folk forms: Tamasha, Nautanki, Theatre, Keertana, Raas Leela, Burrakatha, Bhavai, Jatra, Theyyam, Street Play, Folk Dance, Folk Songs, Yakshagana, Kamsale, Veeragaase, Krishna Parijatha, Gombeyata, Pata Kunita, Dollu Kunita, Karaga Kunita and Kolata

Unit - IV	Teaching hours: 12
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Folk media for promoting literacy, social change, Tools of mass campaigns, Folk literature, Folk and social media, Cinema and folk

Unit - V	Teaching hours: 12
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Government Initiatives related to folk media, Ethical aspects of folk media, Mass media and folk, folk media institutions: Government and private. Contemporary celebrity folk artists in India and Karnataka.

References:

1. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
2. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.
3. Mishra, Raghavendra (2016). Traditional folk media in India: Practice and Relevance. Varanasi: Bharati Prakashan.
4. Mukhopadhyay, Durga Das (2017). Folk Arts and Social Communication. New Delhi: Publications Division,
5. Parmar, Shyam (1975). Traditional Folk Media in India. New Delhi: Geka Books.
6. Kumar, Sathish (2013). Role of traditional folk arts as media of mass communication: A Study with special reference to coastal Karnataka. Germany: LAP.
7. Ranganath, H.K. (1980). Folk Media and Communication. Bangalore: Chaitanya Publications.
8. Ranganath, H.K. (2000). Live Media for Development Communication. Udupi: RRC.
9. Usharani, N. (1996). Folk Media for Development: A study of Karnataka's traditional media. Bangalore: Karnataka Book Publishers Vatsyayan,
10. Kapila (2007). Traditional Indian theatre. New Delhi: National Book Trust.
11. Vijaya, N. (1988). The role of traditional folk media in rural India. Delhi: Gian Publishing House.

SCT 3.2	Social Media Management	Marks 20+80=100
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COURSE OUTCOMES (CO's) After the completion of this course, students will be able to:

CO1: Demonstrate an in-depth understanding of social media platforms, their functionalities, and their role in communication.

CO2: Develop strategic social media plans, create engaging content, and manage online communities effectively.

CO3: Analyse social media data, and apply ethical, legal, and professional principles in managing digital communication.

Unit - I	Teaching hours: 12
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Introduction to social media: Evolution of social media: Web 1.0 to Web 4.0, Key Concepts: Social networks, communities, user-generated content. Types of Social Media Platforms: Social networking, microblogging, video-sharing, photo-sharing, messaging apps, and professional networks. Role of social media in Society, Business, and governance. Social Media Ecosystem: Influencers, creators, brands, agencies. Current trends, emerging technologies, and the future of social media.

Unit - II	Teaching hours: 12
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Social Media Strategy: Frameworks and models. Identifying goals, objectives. Target audience analysis, Content Strategy, Platform-specific strategy (Facebook, Instagram, X/Twitter, YouTube, LinkedIn, Pinterest, WhatsApp, Threads, etc.). Social Media Calendars: Planning, workflow, and scheduling. Case studies of successful brand strategies

Unit - III	Teaching hours: 12
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Content formats: Posts, Reels, Shorts, Stories, Live, Podcasts, Blogs, Memes, Visual communication basics: Design principles for social media. Tools for content creation (Canva, Adobe Express, etc.). Copywriting for social media: Captions, hashtags, Community building: Audience engagement & relationship management. Managing online communities: Moderation, feedback, crisis handling, Influencer marketing and collaborations

Unit - IV	Teaching hours: 12
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Social Media Advertising: Basics of digital advertising, Paid campaigns: Boosted posts, ads manager, audience targeting. Ad formats and budgeting, Social Media Metrics: Reach, impressions, engagement, conversions, Careers in Social Media: Roles, responsibilities & required skills, Trends: AI tools, automation, chatbots, creator economy, metaverse.

Unit - V	Teaching hours: 12
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Ethics and Professional Practices: Social Media Policies for Organisations, Legal and Regulatory Framework: IT Act, copyright, privacy laws, content guidelines, Ethical issues: Fake news, trolling, data misuse, online harassment, Crisis communication and reputation management, Social media for public relations, political communication and social change.

References:

- 1) Barker, M., Barker, D., Bormann, N., & Neher, K. (2017). Social media marketing: A strategic approach (2nd ed.). Cengage Learning.
- 2) Evans, D., & McKee, J. (2010). Social media marketing: The next generation of business engagement. Wiley.
- 3) Kawasaki, G., & Fitzpatrick, P. (2014). The art of social media: Power tips for power users. Portfolio.
- 4) McDonald, J. (2020). Social media marketing workbook. CreateSpace Independent Publishing.
- 5) Scott, D. M. (2020). The new rules of marketing and PR (7th ed.). Wiley.
- 6) Holiday, R. (2012). Trust me, I'm lying: Confessions of a media manipulator. Portfolio.
- 7) Berger, J. (2013). Contagious: How to build word of mouth in the digital age. Simon & Schuster.
- 8) Eyal, N. (2014). Hooked: How to build habit-forming products. Penguin.
- 9) Quesenberry, K. A. (2020). Social media strategy: Marketing and advertising in the consumer revolution (2nd ed.). Rowman & Littlefield.
- 10) Paine, K. D. (2011). Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships. Wiley.