



Dept of Journalism And Masscommuniacion
Kannada University, Hampi
Vidyaranya 583 276

DEPARTMENT IN STUDIES M A IN JOURNALISM AND MASSCOMMUNIACTION(CBCS)

Programme Code: MA6JM01

FIRST SEMESTER

Course Code	HC / SC / OE	Course Title	Units	Credits	Teaching Hours (Per Week)	Examination Marks-70 & Internal Marks-30			Examination Time (Hours)
MA6JM01	HC. 1.1	Introduction to Mass Media	5	4	4	70	30	100	3
MA6JM02	HC. 1.2	Reporting for print Media	5	4	4	70	30	100	3
MA6JM03	HC. 1.3	Reporting and Translation (Practical)	5	4	4	70	30	100	3
Select any Two Soft (Special Paper) core paper									
MA6JM04	SC 1.4.1	Mazomanie Journalism	5	4	4	70	30	100	3
and									
MA6JM05	SC. 1.4.2	Technical Writing	5	4	4	70	30	100	3
MA6JM06	SC. 1.5.1	Multi Media and Information Technology	5	4	4	70	30	100	3
and									
MA6JM07	SC. 1.5.2	Computer Application	5	TOTAL -20	20 Hrs	350	150	500	

HC-Hard core paper, **SC**- Soft (Special Paper) core paper, **OET**= Open Elective paper, **Di**= Dissertation/ Project Work.

SECOND SEMESTER

Course Code	HC / SC / OE	Course Title	Units	Credits	Teaching Hours (Per Week)	Examination Marks-70 & Internal Marks-30			Examination Time (Hours)
						70	30	100	
MA6JM08	HC. 2.1	Introduction to communication	5	4	4	70	30	100	3
MA6JM09	HC. 2.2	Introduction to Electronic Media	5	4	4	70	30	100	3
MA6JM10	HC. 2.3	Radio and T.V. writing Techniques	5	4	4	70	30	100	3
Select any Two Soft (Special Paper) core paper									
MA6JM11	SC. 2.4.1	Photo Journalism	5	4	4	70	30	100	3
and									
MA6JM12	SC. 2.4.2	Online Journalism	5	4	4	70	30	100	3
MA6JM13	SC. 2.5.1	Media Law	5	4	4	70	30	100	3
and									
MA6JM14	SC. 2.5.2	Web Journalism	5	4	4	70	30	100	3
Open Elective paper									
MA6JM15	O-E. 2.6.1	Introduction to Media	5	4	4	70	30	100	3
MA6JM16	O-E. 2.6.2	Video Editing Techniques	5	4	4	70	30	100	3

HC-Hard core paper, **SC**- Soft (Special Paper) core paper, **OET**= Open Elective paper, **Di**= Dissertation/ Project Work.

THIRD SEMESTER

Course Code	HC / SC / OE	Course Title	Units	Credits	Teaching Hours (Per Week)	Examination Marks-70 & Internal Marks-30			Examination Time (Hours)
						70	30	100	
MA6JM17	HC. 3.1	Media Research Methods	5	4	4	70	30	100	3
MA6JM18	HC. 3.2	Media Advertising and Marketing	5	4	4	70	30	100	3
MA6JM19	HC. 3.3	News Editing and Page design	5	4	4	70	30	100	3
Select any Two Soft (Special Paper) core paper									
MA6JM20	SC. 3.4.1	Film Communication	5	4	4	70	30	100	3
and									
MA6JM21	SC. 3.4.1	Media Business	5	4	4	70	30	100	3
MA6JM22	SC. 3.5.1	New Media	5	4	4	70	30	100	3
and									
MA6JM23	SC. 3.5.2	Political Communication	5	4	4	70	30	100	3
				TOTAL-20	20 Hrs	350	150	500	
Open Elective paper									
MA6JM24	O-E. 3.6.1	Introduction to Electronic media	5	4	4	70	30	100	3
MA6JM25	O-E. 3.6.2	Media and Society	5	4	4	70	30	100	3

HC-Hard core paper, **SC**- Soft (Special Paper) core paper, **OET**= Open Elective paper, **Di**= Dissertation/ Project Work.

FOURTH SEMESTER

Course Code	HC / SC / OE	Course Title	Units	Credits	Teaching Hours (Per Week)	Examination Marks-70 & Internal Marks-30			Examination Time (Hours)
MA6JM26	HC. 4.1	Development Journalism	5	4	4	70	30	100	3
MA6JM27	HC. 4.2	Public Relation & Corporate Communication	5	4	4	70	30	100	3
MA6JM28	HC. 4.3	Radio and T.V. programme Production (Practical)	5	4	4	70	30	100	3
MA6JM20	HC. 4.4	Dissertation/ Project Work-70Marks viva voce-30 Marks	5	4	4	70	30	100	3
Select any one Soft (Special Paper) core paper									
MA6JM30	SC. 4.5.1	Media Management	5	4	4	70	30	100	3
and									
MA6JM31	SC. 4.5.2	Science and Communication Technology	5	4	4	70	30	100	3
				TOTAL-20	20 Hrs	350	150	500	

HC-Hard core paper, **SC**- Soft (Special Paper) core paper, **OET**= Open Elective paper, **Di**= Dissertation/ Project Work

First Semester syllabus

HC-1.1: Introduction to mass media

Unit-1 : Journalism

- Origen and Growth of Indian Journalism, Pre and Post Independent Journalism,
- Important personalities of Indian Journalism: James Augustus hickey, James silk Buckingham, Mahatama Gandihiji, Jawaharlal Nehru.
- Growth of Language Jorunalism in India : Bal Gangdhar Tilak, Raj Ram Mohan Ray, Anni besant, Sadanada.

Unit-2 : Kannada Journalism

- Origen and Growth of Kannada Journalism
- Role Of Kannada Press for Freedom Struggle : Vruthntha Chinthamani, Karnataka Nandini, Thayinadu,Samyuktha Karnataka etc.
- Important Personalities of Kannada Journalism : M. Venkata Krishanya, P.R. Ramaiah,
D.V. Gundappa, NanjanaGudu Thirumlamb, T.T Sharma

Unit-3 : Radio

- Origin and Growth of Radio in India, Structure of Radio Station.
- Functions and Responsibilities of Radio, Types of Programmes and Production.
- Govt and Private Radio in Karnataka.
- Community Radio.

Unit-4 : Television

- Origin and Growth of television in India, Structure of T.V Station and Management
- Types of Programmes and Production in T.V
- Growth and Present trends of T.V in Karnataka

Unit-5 : Cinema

- Origin and Growth of Cinema in India
- Important Personalities of Indian Film Industry
- Present trend in Kannada Film Industry
- Important Personalities of Kannada Film Industry

HC-1.2: Print Media and Reporting

Unit-1 : News

- News definition, Nature and scope, Elements of News, Principles of news, Types of news.

Unit-2 : Method and Techniques of News

- News Sources, News Agencies and Correspondents, News gathering Techniques and Challenges.

Unit-3 : News Writing

- News Structure, Headline Importance and types, Intro, Intro types, News Writing Language and Style.

Unit-4 : Types of News

- Function Reports, speech, Press Conference, Politics, Crime, Accident, Investigative reporting, legislative and Court reporting, Interview.

Unit-5 : Special Reporting

- Feature writing, Environment and Agriculture, Health, Sports, Science and Technology reports, Present Trends in Special Reporting

HC-1.3: Reporting and Translation

(Practical Paper)

Unit-1 : News writing

- Various Function reporting, Political Function reporting, Crime News, Accident reporting, Flood and Natural Disasters reporting

Unit-2 : News writing

- Legislative and Judiciary reporting, Investigative reporting.

Unit-3: Special News writing

- Environment, Health, Sports, Science and Technology special reporting.

Unit-4: Special News writing

- Press Statement and Releases, Press Conference, Invitation Cards

Unit-5 : Translation

- Kannada to English 10 copies
- English to Kannada 10 copies

HC-1.4 Magazine Journalism

Unit-1 : Magazine

- Magazine definitions, Nature and Scope, Elements of Magazine Writing, Types of Magazines.

Unit-2 : Techniques of Magazine Writing

- Techniques and challenges of Magazine Writing, Magazine writing Syndicates,

Freelance Journalists in Magazine writing

Unit-3 : Magazine Writing

- Language and Style of Magazine Writing, Head line and Important in Magazines, Intro in Magazines, types of Intro's

Unit-4 : Structure of Magazine Writing Agencies

- Structure of Magazine Writing Agencies, Editing techniques in Magazines, Editorial Department and Functions in Magazines

Unit-5 : Magazine Pagination

- Front Page Pagination in Magazine, Different Styles of Pagination, Present Trends in Magazines

HC-1.5: Multimedia and Information Technology

Unit-1 : Multimedia

- Multimedia Concept, Elements, Systems, Multimedia Types, Applied Multimedia, Process of Multimedia.

Unit-2

- Computer Introduction, definition of computer, Evolution and Classification of Computer, Uses of Computer Application in Media Field, Appearing System, Computer Networking.

Unit-3

- C.P.U Storage, Data base, Mother board, Hard disk, Device, Printer, Scanner, Interactive input, Keyboard, Track ball, Mouse, Graphics System , Computer tools.

Unit-4

- M.S. Office, and its uses, M.S. Word processing Techniques, Mail , M.S. Excel, M.S. Power Point, Strand Sheet and Graf design , Computer Software's.

Unit-5

- Introduction to new media, website, Blog, Tweeter, Face book etc. News Source as New Media, Role and Responsibilities of new Media. Present trends of new media.

HC-1.6 Technical Writing

Unit-1 : Technical Writing

- **Meaning, Definition, Nature and Scope, Technical Writing History, Elements of Technical Writing.**

Unit-2 : Technical Writers

- **Skill and Responsibility, Technical Writing Formula and Principals, Graphics Artists in Technical Writing.**

Unit-3 : Types of Technical Writing

- **Process and Tools of Technical Writing, Technical Writing Software's, Kannada Software in Technical Writing.**

Unit-4 : Types of Technical Writing Institutes

- **Structure of Technical Writing Institutes, Editors and Writers, Freelance and Professional Technical Writing Institutes, Kannada Websites in Technical Writing.**

Unit-5 : Editing of Technical Writing

- **Technical Writing Structure and Editing Principals, Technical Writing Style, Translation Role in Technical Writing.**

HC-1.7 Computer Application

Unit -1 :

- Introduction to Computers-: Definition –classification of Computers History and Development of Computers; Generations of Computers, Types of Computers; Uses and Limitations of Computers.

Unit-2:

- Computer Software: Systems Software - Compilers and Interpreters; Operating Systems - Single User Operating Systems - MSDOS, MS WINDOWS; Multi - User Operating Systems - Linux/Unix; Application Software. Hard copy devices –Printer – Scanner – Interactive Input methods – keyboard – Light pens – joysticks – track ball mouse.

Unit-3

- Study and Acquaintance with Software Packages: MS Office- Word, Excel, Power Point and Access; Data Representation; –Spread Sheet & Graph Preparation – Power Point –Presentation and Project – OHP & slide Preparation, Data Structure, File Organization- Concept, Types and their Advantages and Disadvantages, Role of Computers and their applications in Journalism and Mass Communication.

Unit –4

- Internet concepts – evolution of internet – internet connection– ISDN – ISP, World Wide Web, browsers – web servers- domain protocols- chat –email-e-groups. Overviews of Graphics systems- I/O devices- Display devices –CRT and LCD monitors.

Unit- 5

- Two dimensional transformations- Scaling – Translation – rotation – Three dimensional transformations- scaling –translation- rotation – reflection – display techniques- parallel projection – perspective projection-shading – morphing – Animation – Virtual reality –Video conferencing concepts.

Second Semester syllabus

HC-2.1 Introduction to Communication

Unit-1 : Communication

- Communication Meaning and Definition , Nature and Scope of Communication, Origen and Growth of Communication, Chacterstics and Functions of Communication, Uses of Communication.

Unit-2 : Steps in Communication Models

- Communication Process, Communication Steps, Impotent Models of Communication, Communication Barriers.

Unit-3 : Communication Models

- Meaning and definitions, Nature and Scope, Advantages, Mass Communication Models : Magic Bolt Theory, One Step Flow Theory, Multi Step Flow Theories.

Unit-4 : Theory of Communication

- Expiation of Communication Theory, Nature and Growth , Important Theories.

Unit-5 : Impact and Effect of Communication

- Communication Effects on Social, Cultural and Political, -----

HC-2.2 Electronic Media

Unit-1 : Electronic Media

- Introduction to Electronic Media : Radio, Television, New Media. Present Trends in Electronic Media.

Unit-2 : Radio

- Radio Program Production Process and Steps, Program Production Department and Staff, Radio Studio System, Role and Responsibilities of Radio Program Producer, Anchoring , Qualities and Duties of Anchors, Technical Department in Radio : voice Recording Process and tool, Audio Editing, Audio Mixing , Re-recording

Unit-3 : Television

- Television Program Production Process and Steps, Program Production Department and Staff, Television Studio System, Role and Responsibilities of Television Program Producer, Anchoring , Qualities and Duties of Anchors, Technical Department in Television: Video Editing Process and Staff, Editors.

Unit-4 : New Medias

- History of Internet , New Media, Growth and present trends of New Media, Social Media (Blog , Tweeter, Face book) Impact and Effects

Unit-5 : Impact and Effects of Electronic Media

- Radio and Television Medias Impact and Effect of Society, Advantages and Disadvantages of New Media.

HC-2.3 Radio and Television Writing

Techniques

Unit-1 : Radio Writing

- Radio writing Principals, Style, Formula, Language, Literature in Radio Program Writings, Writing Principals and Techniques.

Unit-2 : Writing for Functions

- Radio Speech, dram, Slogans writing, Special Audience Program writing, Women's and Children's Program writing, Agriculture and Documentary writing, Changing Pattern of Radio Technology and Language.

Unit-3 : Television Writing

- News and Functions writing , Language, Literature, Dialogue Script, Music Composition, in Television Program Writings, Television News Writing, Techniques and Principals of writing, News writing mistakes.

Unit-4 : Radio and Television Adverting Writing

- Radio Advertising writing, Commercial and Social Advertising writing, Techniques of Television Advertising writing.

Unit-5 : Radio and Television Writing Techniques

- Radio and Television writing Techniques and Code of Conduct, Writing Limits, Changes of Writing Trends.

HC-2.4 Photo Journalism

Unit-1 : Photo Journalism

- Photography History, Photography Growth in India, Photo shooting Materials, Digital Photography, Changes Pattern of Photography and Trends.

Unit-2 : Importance of Photo Journalism

- Importance of Photo Journalism, Nature and Scope, Photo journalism Code of Conduct, Duties and Responsibilities of Photo Journalists, Types of Photo Journalism

Unit-3: Values and Sources of Photo Journalism

- Selection and Eligibility of News Photography, Photography Agencies – Collective Photos, Freelance Photographer Photos, Satellite Photos, Agency and Syndicate Photographs, Civilization Photographs, Photo Editing, Photo Caption Writing, Photo

Unit-4 : Professional Photography Organizations

- Professional Photography, Professional Photography Organizations, Various Professional Photography Fields, Famous Press Photography Organizations and Photographers. (Karnataka and India)

Unit-5: Photography Technology and Techniques.

- Camera Parts, Types, Lens, Light, Lighting Instruments, Photography Process and Editing , Technology in Photography, Stature and Guide of Photography. Techniques of Photography.

HC-2.5 Media Laws

Unit-1: Indian Constitution and Media

- Characteristics of Indian Constitution, Preamble, Fundamental Rights and Duties, Directive Principles, Media Ethics and Principles.

Unit-2: Media Freedom

- Freedom of press Concept, Press as fourth Estate, Prohibition of Press in Pre-Independence, Press in Emergence time-1975, Role of Press in Democracy, Media Freedom Article 19(A) and 19 (B) In Indian Constitution

Unit-3: Media Laws

- Defamation and Sedition, Obscenity, Censorship, Contempt of Court : Civil and Criminal, Cyber Law Journalist Code of Conduct, Right to Information act- 2005.

Unit-4: Roles and Regulations of Journalists

- Official Secret act 1923, Working Journalist act 1955, News Paper and Book Registration act 1867, Copy right act 1957, Drug Prohibition Advertisement act 1954, Prasar Bharathi act 1990, Cinema Autography act 1952.

Unit-5: Press Commissions and Press Council

- Press Commissions: First and Second Press Commission Suggestions, Advantages and Disadvantages. Indian Press Council Functions and Statute

HC: 2.6 Online Journalism

Unit -1: Computer

- Introduction to computer, History, Hardware and software, Computer Parts (Inputs-Outputs), Programming (Program Composition), Operating system.

Unit -2: Online Websites

- Online website explanation, History, Diversity, Functions and management, Online communication media and Uses, E-governed, E- Banking, E-learning etc.

Unit -3: Search Engine and Website

- Search engines: Google, Yahoo, Netscape, Bing, Ask.com etc. web site Various websites, website Design and growth, Language: HTML Basic, Dream weaver, Flash, Maya Website Uses.

Unit -4: Writing for Online Journalism

Web writing, Multimedia writing, World wide web writing, Cyber Journalism, Code of Conduct in Web media writing.

Unit -5: Blog Writing

Blog explanation, Nature and scope, Blog Importance, Blog types, Eligibility and Techniques for Blog writer, Present trends in Blog writing.

HC: 2.6.1 International Communication

Unit 1:

- International communication- nature and scope – communication systems- communication policies- global communication- structure and order- issues of international communication.

Unit -2

- Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.

Unit -3:

- Telecommunication – satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R&D – media management in developing countries.

Unit -4:

- Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations, Transnational Media corporations.

Unit -5:

- Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

HC-2.7: Introduction to media

Unit-1 : Journalism

- Origen and Growth of Indian Journalism, Pre and Post Independent Journalism,
- Important personalities of Indian Journalism: James Augustus hickey, James silk Buckingham, Mahatama Gandihiji, Jawaharlal Nehru.
- Growth of Language Jorunalism in India : Bal Gangdhar Tilak, Raj Ram Mohan Ray, Anni besant, Sadanada.

Unit-2 : Kannada Journalism

- Origen and Growth of Kannada Journalism
- Role Of Kannada Press for Freedom Struggle : Vruthnthamani, Karnataka Nandini, Thayinadu, Samyuktha Karnataka etc.
- Important Personalities of Kannada Journalism : M. Venkata Krishanya, P.R. Ramaiah, D.V. Gundappa, NanjanaGudu Thirumlamb, T.T Sharma etc.

Unit-3 : Radio

- Origin and Growth of Radio in India, Structure of Radio Station.
- Functions and Responsibilities of Radio, Types of Programmes and Production.
- Govt and Private Radio in Karnataka.
- Community Radio.

Unit-4 : Television

- Origin and Growth of television in India, Structure of T.V Station and Management
- Types of Programmes and Production in T.V
- Growth and Present trends of T.V in Karnataka

Unit-5 : Cinema

- Origin and Growth of Cinema in India
- Important Personalities of Indian Film Industry
- Present trend in Kannada Film Industry
- Important Personalities of Kannada Film Industry

HC-2.7.1 : Video Editing Techniques

Unit 1:

- Visual editing- trends of editing, stages of editing and the role of video editor. Aesthetic approaches- realism – modernism- post-modernism- editing types- fiction- non-fiction.

Unit 2:

- Editing technology and techniques- non-linear- capture video and film. Editing software. Recent trends in editing. Editing desk. Online editing- offline editing

Unit 3:

- Video tape linear editing- linear editing process- types of editing- assemble and insert editing- time code. Post-production techniques.

Unit 4:

- Film editing – screening the work print- synchronizing the dailies- rough cutting- tape slicing- cements splicing- head leaders.

Unit 5:

- Basic film editing desk – editing machine- digital film editing- conforming- preparation of work print- edge numbers- online editing- offline Editing.

Third Semester syllabus

HC-3.1 Media Reaserch Methdology

Unit-1 : Research

- Research Meaning, Divinations, Nature and scope of Research, Origin and Growth of Research, Research Chacterstics and Rules, Uses of Research.

Unit-2 : Process and Steps of Research

- Research Process, Steps of Research, Problems Faced in Research.

Unit-3 : Types of Research

- Media Research methods, Historical method, Observation method, Practical method, Survey method, Case Study and other methods.

Unit-4 : Data Analysis process of Research

- Intro of data analysis, Process of data analysis, Explanation of data, Database graph,

Unit-5 : Research Report Writing

- Research report Style and steps, Introduction , Objective, Review of Literature, Research Method, Data Analysis, Fin digs and suggestions for Research.

HC-3.2 Media Advertising and marketing

Unit-1: Media Advertising

- Meaning and definitions of Advertising, Nature and scope of Advertising, Origin and Growth of Advertising, Impact and Effect of Advertising.

Unit-2 : Structure of Advertising Agency

- Concept of Advertising , Evaluation of Advertising Agency, Functions of Advertising, Types of Advertising Agencies.

Unit-3 : Types of Advertising

- Types of Advertising : Print, Audio and Video Media, Internet Advertising, Film Advertising, Merits and Demerits of Advertising.

Unit-4 : Public Relations

- Public Relation Definitions, Nature and scope of Public Relation, Evaluation of Public Relation Present trends and Growth of Public Relation.

Unit-5 : Public Relation Tools

- Public Relation Process, Qualifications and Responsibilities of Public Relation Officer, Media Relations

HC-3.3 News Editing and Pagenation

(Print Media)

Unit-1 : News Editing

- Importance of News Editing, Principals of News Editing, Duties of News Editing.

Unit-2 : Editorial Department

- Editorial Department, Functions and Responsibilities, Chef Sub editor, Sub editor Duties and Responsibilities.

Unit-3 : Editorial Page

- Editorial and Editor, Editorial Page Concept, Letters to Editor, Columns Writing etc.

Unit-4 : Headlines

- Importance and necessary of Headlines, Techniques of Headline writing, Types of Headlines.

Unit-5 : Pagenation

- Impotence of Pagenation, Principals of Pagenation, Types and Formulas of Pagenation, Techniques of Pagenation, Pagenation Software's, Pagenations, Problems and Challenges, Present Trends in Pagenation

HC-3.4 Film Communication

Unit-1 : Film Communication

- Film as a medium, Characteristics of Film, Impact and Effect of Film.

Unit-2 : Development of Film

- Origin and Growth of Film in World, Origin and Growth of Film in India, Important Personalities of Film Industry : Dada sheba Palke, Satyajith ray, Aduru Gopal etc.

Unit-3 : Kannada Film

- Evolution of Kannada film Industry, New wave Films, Present Trends, Personalities of Kannada Film Industry.

Unit-4 : Film Production Steps and Techniques

- Film Production Process and Steps, Film Awards, Film Society, Censorship and Film Certificate.

Unit-5 : Types of Film

- Types of Film, Problems and Challenges of Film Production , Present trends in Indian Film.

HC-3.5 New Media

Unit-1: Internet

- Internet Concept, Evaluation of Internet , Search Engines and Browsers, Internet and Medias.

Unit-2 : New Media

- New Media Concept, Nature and Scope , Evaluation of New Media, Convergence, Information Society, Chacterstics of Information Society, Industrial Society, Chacterstics of Industrial Society

Unit-3 : Web Journalism

Online Journalism and Reporting, Web Radio, Web T.V, E-Book, E- Commerce, Use of Graphics in Media, Advantages.

Unit-4 : Social Media as News Source

- New Media as News Source: Website, Tweeter, Blog, Whatsapp, Facebook etc, Social Media Role and Responsibilities of Social Development, Present Trends.

Unit-5 : New Media Laws and Ethics

- Problems in New Media Communication, Law and Ethical Elements , Information and Communication Technology Act.

HC-3.6 Political Communion

Unit-1 : Introduction to Political communication

- Introduction to Political communication, Meaning, Definitions, Nature and Scope, political Communication Characteristics and Functions, Communication and People Participation.

Unit-2 : Political Communication Theories

- Political Theories: Agenda Setting Theory, The role of media in the formation and change of political attitudes. political theories, publicity models, political ownership of media, social media and impacts politics case studies.

Unit-3 : Political News Publics and Broadcast

- Political news in media, news publish, and broadcast, Media bias in Political news, Press- Government relations

Unit-4 : Mass Media and Forging Policy

- Mass media and foreign policy, Mass media as an instrument of foreign policy: Global media influences, FDI in media – Govt Policies.

Unit-5 : Political Communication and On- line Media

- Impact and Effect of Political Communication, Advantages and Disadvantages, Political Communication Impact and effect of Society, the diverse use of internet and mobile phones in politics, online political campaigns: Political Communication by civic actors, social movements and NGO'S

HC-3.6.1 Media Business

Unit:1:

- Basic Concepts of Media Business : Understanding and analysis of Media Business. Printing Business in India, Karnataka. Regional v/s State media Business, national V/S International media Business.

Unit-2:

- Mass media and business: An overview of business publications in India; a study of major business publications; reporting commerce; budget stock market and trends; reporting proceeding of the meetings of stock holders, chambers of commerce and other financial/business organizations; takeover and mergers; preparing of articles for business publications.

Unit-3:

- Business analysis: Interpretation, investigation in depth reporting of commerce and economic trends, performance of public and private companies, micro and macro analysis, economic policies, Institutions and Industries in Media houses

Unit-4:

- Business correspondence, reporting and proposals: Reports and Proposals routine letters and Goodwill messages, persuasive and sales Messages, Negative messages, Report planning and research. Business Reports proposals and Formal Reports. Preparing and production of annual report.

Unit: 5:

- Economic theories and Policies: An overview of Indian media economic policies after economic liberalization, Exam policies, industrial policies, corporate structure and financial institutions; Multinationals; salient features of companies Act and Labour Act of Centre and state Govt.

HC-3.7 Electronic Media (open elective paper)

Unit-1 : Introduction to Electronic Media

- Introduction to Electronic Media , Nature and Scope of Electronic Media.

Unit-2 : Radio

- Origin and Growth of Radio in India, Structure of Radio Station and management, Govt and Private Radio in Karnataka. Types of Programmes : Agriculture, Education, Entertainment Programmes.
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Unit-3 : Television

- Origin and Growth of television in World
- Evulsions of television in India, Govt and Private T.V Channels, News Channels and Present Trends, Structure of T.V Station and Management
- Types of Programmes and Production in T.V : Agriculture, Education, Entertainment and Special Programmes.

Unit-Writing and Reporting of Electronic Media

- Reporting for Radio and Television Media, Functions and Responsibilities, Writing, Language, Literature, Dialog, Anchoring, Voice, Pronunciation, Clarity for Radio and Television , news Writing, Programmes : Editing.

Unit-5 : New Media

- New Media Concept, Nature and Scope, New Media Emulation, Online Journalism and Reporting, Web Radio, web T.V. , E- Book, E- Commerce, New Media as a News Source: Website, Blog, Tweeter, Whatsapp, Fecebook, etc. Role and Responsibilities of New Media, Present Trends.

HC-3.7.1 Media and Society (open elective paper)

Unit 1 :

Legal aspects of media operations- freedom of speech and expression in the Indian constitution- reasonable restrictions, defamation, contempt of court, legislative privileges, official secrecy, Right to Information- right to privacy.

Unit 2:

Dominant and cultural ideologies, Media ideology and societal norms, media effects, framing media representation, TV violence: impact youth and children.

Unit 3:

Media ethics- social responsibility of online media – guidelines for parliamentary coverage – AIR code for election coverage – Doordarshan commercial code – Advertising Council of India.

Unit 4:

Role of media in national development – social marketing – supporting public campaigns – social effects – learning – uses and gratification – portrayal of women – advertising – persuasion – dissonance.

Unit 5:

Culture and communication: New media and culture – impact of foreign channels on India audience – globalization – hybrid culture- mass culture – centripetal and centrifugal tendencies – social changes and modernization.

Fourth Semester syllabus

HC-4.1 Development Journalism

Unit-1 : Development

- Development Concept, Development Communication, Development Journalism, View Point of Development Journalism, Problems and Challenges of Development Journalism.

Unit-2 : Development Models

- Introduction to Development Communication Models, Unilinear Model, New Marxist Theory, Sustainable Development, Human Development and Development Index, Experiments in Development Communication, Introduction to Panchayat Raj and Rural Development Plans.

Unit-3 : Development and Mass Communication Media

- Development and Communication, Mass Media Contribution to Development : (Print Media, Radio, Television, Cinema and New Media.) Development Journalism and Responsibilities.

Unit-4 : Development and Community Journalism

- Introduction to Community Journalism, Aim and Objectives, Community Paper, Community Radio Origen and Growth : Community Radio Functions and Role.

Unit-5 : Globalization and Development

- Introduction to Globalization, Globalization Impact of Media, Sustainable Journalism Growth and Challenges in Globalization Era, Resent Trends of FDI.

HC-4.2 Public Relation and Corporate Communication

Unit-1 : Advertising

- Introduction to Advertising, Nature and Scope, Growth of Advertising, Structure of Advertising Agency, Types of Advertising.

Unit-2 : Public Relation

- Introduction to Public Relation, Elements of Public Relation, Principals of Public Relation, Growth of Public Relation,

Unit-3 : Types of Public Relation

- Types of Public Relation, Govt and Non Govt Organizations in Public Relation, Process of Public Relation, Medias in Public Relation.

Unit-4 : Public Relation Tools

- Introduction to Public Relation Tools : Press Release, Print and Electronic Media.

Unit-5 : Corporate Communication

- Corporate Communication, Corporate Public Relations, Corporate Culture, Corporate

HC-4.3 Radio and T.V Program Production

Unit-1 :

- Radio Writing : Programs and news Writing, Radio advertising writing.

Unit-2

- Radio Programs and news Production, Jingles, Bites,

Unit-3:

- Radio Special programmes : Skit, Features, Discussion, Phone-in, Special Audients Programs : Women's, Children's , Youths, Former Programs Production.

Unit-4:

- Voice, Acoustic use, mono/ stir, DTS, Dalti, Microphones Characteristics and Functions, Recording Boom Microphone, Condenser, Lapel, Various types of Microphone uses and Management.

Unit-5:

- Radio News and Programs Editing, various types of Audio models, Audio mixers, and Moniterning use, on-line recording/ off -line recording, Various audio editing softwars (Adob audition, sound forge, soundtrack pro.)

HC-4.5 Media Management

Unit-1:

- Media management Definition, Principals, Management Rules, Print media management, Various Departments: Editorial , Circulation, Advertising, Marketing and Production Department

Unit-2:

- Radio, Radio Stations Organization and Structure, Ownership Types, Akashvani and Private F.M Stations Structure, Budget time table, pre production and post production management.

Unit-3:

- Television ownership, television Stations Structure, D.D. Channels, Staff planning, Budget, time table, pre production and post production management.

Unit-4:

Production organizations, Exhibition, Circulation, Marketing Publicity, Elements of Investment, Resource Preparation, Global trends.

Unit-5:

- Division, Market Research R and D, Pre observation System, Publicity, Problem, Law Restruction elements, Indian media,

HC-4.6 Science and Communication Technology

Unit-1 :

- Introduction to multimedia, Elements of multimedia, Multimedia System Architecture, Hyper media Technologies, Objects of multi media, types of multimedia, Components of Multimedia,

Unit-2:

- Computer Fundamentals, Evolution and types of Computers: Personal. Mainframe, mini and super computers.

Unit-3:

- Internals –CP, memory, motherboard, disk Drives, System bus, plug- in cards. Externals- I/O devices, commotion cables, Network peripherals- Modem, network cards and basic components of networks, Storage devices- Floppy, Hard disk, CD and DVD.

Unit-4:

- Software Issues: Various types of operating Systems and their applications. DOS, fundamentals, Windows operating system, important features of packages like MS- word, MS- Excel, MS-Power Point.

Unit-5:

- Page make up and design: Use of Quark express for page make up; page tools, boss tools, line tools, filename, Edit mint, Style menu (text, picture and line), Item, utilities, View, pallets.