

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
MANGALORE UNIVERSITY  
(Accredited by NAAC with 'A' Grade)



ಕ್ರಮಾಂಕ/No. MU/ACC/CR6/CBCS-PG(SLB)/2017-18/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ  
ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199  
ಕರ್ನಾಟಕ, ಭಾರತೀಯ  
Office of the Registrar  
Mangalagangothri - 574 199  
Karnataka, India

ದಿನಾಂಕ/Date: 8/5/2017

**NOTIFICATION**

Sub: III & IV semester Choice Based Credit System syllabus of M.A.  
in Journalism & Mass Communication degree programme.

- Ref: 1) This office Notification No. MU/ACC/CR7/CBCS-PG(SLB)/  
2016-17/A2, dated: 17-8-2016.  
2) Academic Council decision dated 3-2-2017 vide Agenda  
No. 3:1 (2016-17)

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In continuation to this office Notification cited under ref. (1) above, the syllabus of III & IV semester M.A. in Journalism and Mass Communication degree programme which approved by the Academic Council at meeting held on 3-2-2017 is hereby notified for implementation with effect from the academic year 2017-18 and onwards (for students of 2016-17 batch and onwards).

  
REGISTRAR

To:

- 1) The Chairman of the Department concerned/ The Coordinator of the degree programme concerned.
- 2) The Principal of the college concerned.
- 3) The Registrar [Evaluation], Mangalore University.
- 4) The Chairman of the Board of Studies concerned.
- 5) The Superintendent [ACC], Office of the Registrar, Mangalore University.
- 6) Guard file.

# **THIRD SEMESTER**

## **JMH 501 Media Research Methods**

**Total = 60 hrs**

### **Unit – I**

Definition, elements of research, scientific approach, communication research, basic and applied research. Theory and research- constructs, concepts and variables. Levels of measurement, measurement scales, reliability and validity.

**10 hrs**

### **Unit – II**

Methods of communication research: census method, survey method, observation method, case studies, content analysis, descriptive research, historical method, experimental research, longitudinal studies, correlation designs. Print and electronic media research.

**14 hrs**

### **Unit – III**

Sampling methods: probability and non-probability sampling methods. Tools of data collection: primary and secondary sources, questionnaire and interview schedules, field studies, focus groups, public opinion polls, pre-election and exit polls.

**14 hrs**

### **Unit – IV**

Data analysis techniques, coding and tabulation, statistical analysis: measures of central tendency and dispersion. Parametric and non-parametric, testing hypothesis, tests of significance – SPSS and other statistical packages.

**12 hrs**

### **Unit – V**

Writing research proposals, Preparation and presentation of research reports: graphs, tables. Ethical perspectives of mass media research, trends in communication research.

**10 hrs**

### **Books recommended:**

1. Roger D Wimmer & Joseph R Dominick (1987). *Mass Media Research: An Introduction*, Wadsworth Publishing Company, United States.
2. Ralph O. Nafziger & David M. White (1968). *Introduction to Mass Communication Research*, Louisiana State University Press, United States.
3. Robert B. Burns (2000). *Introduction to Research Methods*, Sage Publications Ltd, United States.
4. Krishnaswamy O R (2008). *Methodology of Research in Social Sciences*, Himalaya Books, India.
5. Guido Hermann Stempel & Bruce H. Westley (1989). *Research Methods in Mass Communication*, Prentice Hall, United States.
6. Chaudhary C.M (2009). *Research Methodology*, RBSA Publishers, Rajasthan.
7. Susanna Horning Priest (2009). *Doing Media Research: An Introduction*, Sage Publications, London.
8. David L. Altheide (1996). *Qualitative Media Analysis*, Sage Publications, New York.
9. Barrie Gunter (2000). *Media Research Methods: Measuring Audiences, Reactions and Impact*, Sage Publications, New York.
10. Agarwal B L (2006). *Basic Statistics*, New Age International (P) Ltd Publishers, New Delhi.
11. Bower J.W. & Courtright J.A. (1983). *Communication Research Methods*, Pearson Scott Foresman, United States of America.
12. Shearon A. Lowery & Melvin L. DeFleur (1994). *Milestones in Mass Communication Research*, Pearson publishers, United States.

# JMH 502 Media Management

**Total = 60 hrs**

## **Unit – I**

Principles of management –application of management principles to media organizations. Structure and characteristics of media organizations : Newspapers, Magazines, Radio, Television, Cinema - Ownership patterns in Media Industries.

**14 hrs**

## **Unit – II**

Economics of newspaper – Advertising vs circulation – Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity.

**14 hrs**

## **Unit – III**

Economics of electronic media – Market driven media, public and private channels – Social commitment vs profit making.

**10 hrs**

## **Unit – IV**

Economics of film Industry – creativity, production, marketing, distribution, exhibition, ownership vs piracy. Multiplexes and the audience. Satellite distribution.

**10 hrs**

## **Unit – V**

Ownership and organization structures of news agencies and Syndicates: - Committees on various media in India: Chanda, Verghese, Joshi, Varadan, Mahalik, Ramaiah.

**12 hrs**

## **Books recommended:**

1. Aggarwal S.K. (1988). Press at the Crossroads in India, UDH Publishing House, New Delhi.
2. Frank Warren Rucker & Herbert Lee Williams (1969). Newspaper Organization and Management, Iowa State University Press, Chicago.
3. Sarkar R. C. S (1984). The Press in India, S. Chand Publication, New Delhi.
4. Minattur N.A (1910). Freedom of the Press in India: Constitutional Provisions and Their Application, Springer publication, New York.
5. Frank Thayer (1938). Newspaper Management, D. Appleton-Century Company, New York.
6. Gulab Kothari (1995). Newspaper Management in India, Rajasthan Patrika Pvt Ltd, Rajasthan.
7. Chaturvedi B. K. (2009). Media Management, Global Vision Pub House, New Delhi.
8. James Redmond and Robert Trager (2004). Media Organization Management Dreamtech Press, New Delhi.
9. John Prescott Thomas (2009). Media management manual: A Handbook for Television and Radio Practitioners in Countries-in-Transition, Communication and Information Sector, UNESCO.
10. Conrad C. Fink (1988). Strategic Newspaper Management, Southern Illinois University Press, Carbondale, Illinois.
11. Alan B. Albarran, Sylvia M. Chan-Olmsted & Michael O Wirth (2006). Handbook of Media Management and Economics, Lawrence Erlbaum Associates, Publishers, London.
12. Oommen M.A. And Joseph K.V (1981). Economics of Film Industry in India, Academic Press, Gurgaon, India.

# **JMS 503 Corporate Communication and PR**

**Total = 40 hrs**

## **Unit – I**

Corporate communication: definition, nature, scope, principles and functions of corporate communication. Corporate social responsibility. Flow of communication in an organization – Bottom-up, top down, vertical and horizontal, barriers to communication.

**10 hrs**

## **Unit – II**

Evolution of PR, PR in India, organization of a PR department, PR firms, Role of public Relations Practitioner.

**6 hrs**

## **Unit – III**

PR process – fact finding, planning, implementation, Evaluation, internal and external publics.

**6 hrs**

## **Unit – IV**

PR tools – press agency, media conference, press release, house journals, annual reports, interviews, speeches, persuasion, propaganda publicity and public opinion.

**8 hrs**

## **Unit – V**

PR in government, crises PR, Community Relations, Consumer Relations, PR for the public sector, PR for tourism. Event management, ethics in PR, PR and new media.

**10 hrs**

## **Books recommended:**

1. Balan K.R (2010). Applied Public Relations and Communication, Sultan Chand and Sons, New Delhi.
2. Dennis L. Wilcox, Philip H. Ault & Warren K. Agee (1997). Public Relations Strategies and Tactics, Longman Pub Group, United Kingdom.
3. Mehta D.S (1997). Handbook of Public Relations in India, Allied Publishers Pvt. Ltd, New Delhi.
4. Scott M. Cutlip, Allen H. Center & Glen M. Broom (2000). Effective Public Relations, Prentice Hall, United States.
5. Sandra Oliver (2004). A Handbook of Corporate Communication and Public Relations, Routledge, United Kingdom.
6. Jolly Mohan Kaul (1976). Public Relations in India, Naya Prokash Publisher, Kolkata.
7. Frank Jefkins (1993). Planned Press and Public Relations, Routledge, United Kingdom.
8. Dennis L. Wilcox & Bryan H. Reber (2015). Public Relations Writing and Media Techniques, Pearson Education, United States.
9. Paul A Argenti (2012). Corporate Communication, McGraw-Hill Education, New York, United States.
10. John Cass (2007). Strategies and Tools for Corporate Blogging, Routledge, United Kingdom.
11. John Brown, Pat Gaudin & Wendy Moran (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. Joep P Cornelissen (2004). Corporate Communications - Theory and Practice, Sage Publications Ltd, New York.

# **JMS 504 Radio Broadcasting**

**Total = 40 hrs**

## **Unit –I**

Radio broadcasting, broadcast models: American, British, State-owned. Types of radio services: Home service, external service and commercial service. AM, FM, DAB, narrowcasting, community radio, educational broadcasting, FM stations, radio jockeys, Private Radio stations.

**10 hrs**

## **Unit –II**

Broadcasting techniques, sound recording, audition techniques. Types of microphones, audio editing procedures, editing of voice reports, audio editing softwares.

**6 hrs**

## **Unit –III**

Principles of writing for radio programmes, news writing techniques, structure and types of news and current affairs programmes, radio play, radio commercials. Translation, reporting for radio, actuality tape inserts.

**8 hrs**

## **Unit –IV**

Radio formats: spoken word programmes, radio talks, features, discussion, and interviews and musical programmes, special audience programmes – rural, youth, women and children. Public service programmes on health, educational, environment, scientific programmes, phone – in programmes.

**10 hrs**

## **Unit –V**

Commercial broadcasting in India, AIR and private channels, Vividh Bharathi Service, listenership studies and evaluation.

**6 hrs**

## **Books recommended:**

1. Robert L Hilliard (1970). Radio Broadcasting - - An Introduction to the Sound Medium, Hastings House Publishers, New York.
2. William E. McCavitt (1981). Broadcasting Around the world, Tab Books, United States of America.
3. Donald W. Miles (1976). Broadcast – News Handbook, Sams Technical Publishing, United States.
4. Frank Barnas & Ted White (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Waltham, Massachusetts.
5. Mehra Masani 1976). Broadcasting and the people, National Book Trust, India.
6. Alec Nisbett (2003). Sound Studio: Audio techniques for Radio, Television, Film and Recording, Focal Press, Waltham, Massachusetts.
7. Paul De Maeseneer (1982). Here’s the News : a radio news manual, Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur, Malaysia
8. Peter B. Orlik (1994). Broadcast / Cable Copywriting, Allyn & Bacon Publishing, United States.
9. Philip T. Rosen (1988). International Handbook of Broadcasting Systems, Greenwood, United States.
10. Martin L. Gibson (1991). Editing in the Electronic Era, Iowa State University Press, Chicago.
11. Bhatt S.C (2007). Broadcast Journalism – Basic Principles, Har Anand Publications, New Delhi.

## **JMS 505 International Communication**

**Total = 40 hrs**

### **Unit –I**

Introduction: Meaning, scope and importance of international communication – An historical overview: Writing, Print, Radio, transnational news agencies and syndicates - Political, economic and cultural dimensions.

**10 hrs**

### **Unit –II**

Colonialism - Cold war - NWICO debate, MacBride Commission - International News Flow – Imbalances – Media growth - International, regional and internal disparities, NANAP, IPS.

**8 hrs**

### **Unit –III**

Impact of New Communication technology on news flow – Satellite – Internet – Era of De-regulation and global communication infrastructure Convergence, media conglomerates. International regulatory bodies.

**10 hrs**

### **Unit – IV**

Contemporary issues in international communication: globalization, Hegemony – Propaganda – Cultural autonomy- Political Rights – Counter-flow – Social justice.

**6 hrs**

### **Unit – V**

Applications of international communication – diplomacy and conflict resolution – Civil society – public sphere.

**6 hrs**

### **Books recommended:**

1. Sean MacBride (1980). Many Voices, One World - Towards a New, More Just, and More Efficient World Information and Communication Order, Rowman & Littlefield, United States.
2. Keval J. Kumar (1994). Mass Communication in India, Jaico Publishing House, Mumbai.
3. Denis McQuail (2010). McQuail's Mass Communication Theory, SAGE Publications Ltd, New York.
4. Bhaskar Mukherjee (2012). Information, Communication and Society, Ess Ess Publications, New Delhi.
5. Edward S. Herman & Noam Chomsky (2002). Manufacturing Consent: The Political Economy of the Mass Media, United States.
6. A. Shelton Gunaratne (2000). Handbook of the Media in Asia, SAGE Publications Ltd, New York.
7. Simon Haykin & Michael Moher (2009). Communication Systems, John Wiley & Sons, United States.
8. Fred E. Jandt (2012). An Introduction to Intercultural Communication: Identities in a Global Community, SAGE Publications Ltd, New York.
9. Kathryn Sorrells & Sachi Sekimoto (2015). Globalizing Intercultural Communication – A Readers, SAGE Publications Ltd, New York.
10. Daya Kishan Thussu (2009). International Communication: A Reader, Routledge, United Kingdom.
11. V. S. Gupta (2005). International Communication: Contemporary Issues and Trends in Global Information Revolution, Concept Publishing Company, New Delhi.

12. Richard C Vincent (2008). International Communication, Pearson Education, United States.

## **JMS 506 Science Communication**

**Total = 40 hrs**

### **Unit – I**

Science communication – definition and concept, science and society, science and social movements, science and popular culture.

**6 hrs**

### **Unit – II**

Techniques of science and technology writing – types of science writing, qualifications of science reporter, sources of science news, science education, promoting scientific temper through media.

**8 hrs**

### **Unit – III**

Science and media –Science sections and supplements in Indian newspapers ; Science Magazines- Down to earth, Science Reporter ; Science Channels – Discovery, Animal Planet, National Geographic Channel, Internet and Science.

**10 hrs**

### **Unit – IV**

Science organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasar- Department of Science and Technology, Indian Science Communication Society (ISCOS), ICMR.

**8 hrs**

### **Unit – V**

Ethical aspects of science journalism, new trends in science journalism, status of science journalism, challenges of science journalism.

**8 hrs**

### **References:**

1. Stuart Allan (2005). Journalism: Critical Issues, Open University Press, United Kingdom.
2. Martin W. Bauer & Massimiano Bucchi ((2007). Journalism, Science and Society: Science Communication between News and Public Relations, Routledge, New York.
3. Deborah Blum, Mary Knudson & Robin Marantz Henig (2003). A Field Guide for Science Writers, Oxford University Press, New Delhi.
4. Peter Broks (2006). Understanding Popular Science, Open University Press, United Kingdom.
5. Massimiano Bucchi (2002). Science and the Media: Alternative Routes to Scientific Communications, Routledge, New York.
6. Tjempaka Sari Hartomo & Julian Cribb (2002). Sharing Knowledge: A Guide to Effective Science Communication CSIRO Publishing, Collingwood.
7. Joshua Schimel (2011). Writing Science. Oxford University Press, New Delhi.
8. Nalini Rajan (2007). 21<sup>st</sup> Century Journalism in India, Sage Publication, New Delhi.
9. Eileen Scanlon, Elizabeth Whitelegg & Simeon Yates (1999). Communication Science: Contexts and Channels, Routledge, New York.
10. John V. Vilanilam (1993). Science Communication and Development, Sage Publication, New Delhi.
11. Anthony Wilson (1998). Handbook of Science Communication, CRC Press, United States.

12. David Lindsay (2011). Scientific Writing - Thinking in Words, CSIRO Publishing, Clayton, Victoria.

## **JMS 507 Kannada Journalism**

**Total = 40 hrs**

### **Unit – I**

History of Kannada Journalism- Contribution of Christian missionaries, Mangalura Samachara, Role of kannada press during pre and post independent period.

**6 hrs**

### **Unit - II**

Contributions of leading Kannada Journalists : M. Venkatakrishnaiah, D.V Gundappa, Tirumala Tatacharya Sharma, P.R. Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Nanjangudu Tirumalamba, T.S.Ramachandra Rao, Khadri Shamanna, Y N Krishnamurthy, P. Lankesh.

**10 hrs**

### **Unit – III**

Origin and development of Kannada Newspapers – Prajavani, Samyuktha Karnataka, Kannada Prabha, Udayavani, Vijaya Karnataka, Vijayavani, Popular Kannada Tabloids – Lankesh Pathrike, Hai Bengaluru.

**8 hrs**

### **Unit – IV**

Leading Kannada Magazines – Sudha. Taranga, Roopathara, Tushara, Grihashobha, Karmaveera, Kasturi, Mayura, Mallige – Specialized magazines, agriculture, film.

**8 hrs**

### **Unit – V**

Contemporary issues in Kannada Journalism, recent trends in Kannada press, news portals in Kannada, Kannada online newspapers.

**8 hrs**

### **References:**

1. Ahuja B. N (1988). History of Indian Press – Growth of Newspaper in India, Surjith Publications, New Delhi.
2. Motilal Bhargava (1987). Role of Press in the Freedom Movement, Reliance, New Delhi.
3. Chalapati Rao M (1974). The Press in India, National Book Trust, New Delhi.
4. Nadig Krishnamurthy (1966). Indian Journalism, Prasaranga, Mysore University, Mysore.
5. Niranjana Vanalli (2001). Kannadadalli Kale – Sahitya Pathirikegalu. (Art and Literacy Magazines in Kannada) Dr.Shivarama Karantha Adhyayana Kendra, Puttur.
6. 'Karnataka Patrika Ethihasa' (History of Karnataka Press) Vol. I, II, III, IV - Karnataka Press Academy
7. Usha Rani N (2010). Kannada Patrikodyama, Karnataka State Open University, Mysore.
8. Nadiga Krishnamurthy (1966). Indian Journalism: Origin, Growth and Development of Indian journalism from Asoka to Nehru, Prasaranga, University of Mysore, Mysore
9. ರಂಗನಾಥ ರಾವ್ ಜಿ.ಎನ್ (2005). ಪತ್ರಿಕೋದ್ಯಮ (ವರದಿಗಾರಿಕೆ ಮತ್ತು ಸುದ್ದಿ ಪರಿಷ್ಕರಣೆ), ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು.
10. ಪದ್ಮರಾಜ ದಂಡಾವತಿ (2011). ಪತ್ರಿಕಾ ಭಾಷೆ, ಪ್ರೆಸ್ ಕ್ಲಬ್ ಪ್ರಕಾಶನ ಕಬ್ಬನ್ ಉದ್ಯಾನ, ಬೆಂಗಳೂರು.



11. ಅರ್ಜುನ್ ದೇವ ಎನ್(2003). ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

12. ಜೋಶಿ ಸಿ.ಟಿ (2004). ಪತ್ರಿಕಾ ನೀತಿ ಸಂಹಿತೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

## **OPEN ELECTIVE - THIRD SEMESTER**

### **JME 508 Media and Society**

**Total = 40 hrs**

#### **Unit – I**

Characteristics of mass media – print, radio, film, television, new media, Theories of the press, responsibilities of media – media and national development, rural development.

**8 hrs**

#### **Unit – II**

Media ownership patterns – media monopoly, concentration of Media ownership, pressures on media – censorship, media regulations.

**8 hrs**

#### **Unit – III**

Role of media in democracy, media and society interface, Freedom of Speech and Expression, public sphere, Right to Information Act in India, Right to Privacy, media and social change.

**8 hrs**

#### **Unit – IV**

Mass media and social movements, coverage of issues related to religion, environment, gender, women and children; sensationalism in media, mass culture, Freelance Journalism.

**8 hrs**

#### **Unit – V**

New Media Technology – nature and scope, digital and divide, social media and its influence, online journalism, citizen journalism.

**8 hrs**

#### **References:**

1. James Curran (2010). Mass Media and Society (5<sup>th</sup> Ed), Hodder Education, London.
2. Peter Dahlgren (1995). Television and the public sphere, Sage Publication, New Delhi.
3. Graeme Burton (2010). Media and Society – Critical perspectives, McGraw-Hill, New York.
4. Lawrence Grossberg, Ellen A. (Ann) Wartella, D. Charles Whitney, J. (John) & Macgregor Wise (2005). Media Making: Mass Media in a Popular Culture (2<sup>nd</sup> Ed), Sage Publication, New Delhi.
5. Edward S Herman & oam Chomsky. (1995). Manufacturing Consent: The Political Economy of the Mass Media, Vintage, London.
6. Ed Herman, Robert Waterman McChesney & Edward S. Herman (1998). The Global Media: The Missionaries of Global Capitalism, Cassel, London.
7. Norman Jacobs (1992). Mass Media in Modern Society, Transaction Publishers, New Brunswick New Jersey.
8. Keval J. Kumar (2004). Mass communication in India, Jaico Publishing House, New Delhi.
9. Denis McQuail (2005). McQuail's Mass Communication Theory, Sage Publications, New Delhi.
10. Alan Wells (1997). Mass Media and Society, Ablex Publishing Corporation, New York.
11. Mark Bauerlein (2011). The Digital Divide: Arguments for and Against Facebook, Google, Texting, and the Age of Social Networking, Penguin, United Kingdom.

12. George Rodman (2011). Mass Media in a Changing World, McGraw-Hill Education, New York.

## **OPEN ELECTIVE - THIRD SEMESTER**

### **JME 509 Advertising and PR**

**Total = 40 hrs**

#### **Unit – I**

Advertising – definition, nature and scope, evolution of advertising in India, Advertising Agency.

**8 hrs**

#### **Unit – II**

Elements of Advertising – Headlines, Copy, Illustration, slogan and colour. Types of Advertising– classified – display –corporate – political - public service advertising.

**8 hrs**

#### **Unit – III**

Advertising media – newspaper, magazines, radio, television, outdoor and web advertising.

**8 hrs**

#### **Unit – IV**

Public relations – definition – nature, scope – Evolution of PR in India – responsibilities of a PR practitioner, corporate communication.

**8 hrs**

#### **Unit – V**

PR Tools– house journal, press release, media conference and media kits. Types of Public Relations – community relations, Corporate Social Responsibility, Crisis PR, PR for Government and Event Management.

**8 hrs**

#### **Books for Reference:**

1. Rathor B.S. (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner(1986). Advertising Procedure, Prentice - Hall, United States.
7. Frank William Jefkins (1982). Introduction to Marketing, Advertising and Public Relations, Macmillan Education, London
8. Scott M. Cutlip, Allen H. Center & Glen M. Broom (1985). Effective Public Relations, Prentice - Hall, United States.
9. Jolly Mohan Kaul (1976). Public Relation in India, Naya Prokash, Calcutta.
10. C.K. Sardana (2007). The Challenge of Public Relations, Har Anand Publications, New Delhi.

11. John Brown, Pat Gaudin & Wendy Moran (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. Reddi C.V.N (2013). Effective Public Relations and Media Strategy, Prentice Hall India Learning Private Limited, New Delhi.

## **FOURTH SEMESTER**

### **JMH 551 Television Programme Production**

**Total = 60 hrs**

#### **Unit – I**

Characteristics of television, Stages of TV programmes– pre-production, rehearsal and set –up budgeting, actual production and post-production, graphics – CG and VG, animation, ENG – DSNG and OB broadcasting.

**10 hrs**

#### **Unit – II**

Fundamentals of TV production techniques, TV telecasting modes, principles of video / TV camera, components of camera lens, basic shots and its composition, sound and lighting and its types, special effects, type of editing, analog and non – linear type softwares.

**14 hrs**

#### **Unit – III**

TV formats – TV telecasting types – terrestrial and satellite, community antenna TV, pay TV, CCTV, Cable TV, tele text and videotext, DTH services, DSNG.

**10 hrs**

#### **Unit - IV**

Writing for television: script writing, genres of TV programmes: news, documentary, talk shows, panel discussion, quiz, current affairs sports, musical and dance programmes, live programmes, TV anchoring. Special audience programmes: women, children, youth.

**14 hrs**

#### **Unit – V**

Education TV programmes (E TV) in India – Consortia for Educational communication– Gyan Darshan. Commercialization of TV, Reality shows, audience research.

**12 hrs**

#### **Books Recommended:**

1. Alan Wurtzel (1983). Television Production, McGraw-Hill Education, New York.
2. Gerald Millerson (1974). The Technique of Television Production, Hastings House, Kolkata.
3. Robert L. Hartwig (2005). Basic TV Technology: Digital and Analog, Focal Press, Waltham, Massachusetts.
4. Joseph Dominick, Barry Sherman & Fritz Messere (2011). Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media, McGraw-Hill Education, New York.
5. Robert L. Hilliard (2014). Writing for Television, Radio, and New Media, Taxmann Publications Private Limited, Mumbai.
6. Chatteji P.C (1987). Broadcasting in India, Sage Publications, New Delhi.
7. Frank Barnas & Ted White: Broadcast news Writing, Reporting, and Producing, Focal Press, Waltham, Massachusetts
8. Norman Desmarais (1994). Multimedia on the PC: A Guide for Information Professionals, McGraw-Hill Education, New York.
9. John Watkinson (2001). An introduction to Digital Video, Focal Press, Waltham, Massachusetts.

10. Sam Kauffmann (2012). Avid Editing: A Guide for Beginning and Intermediate Users, Focal Press, Waltham, Massachusetts.
11. John Watkinson (2002). Introduction to Digital Audio, Focal Press, Waltham, Massachusetts.
12. Stephen Cushion (2011). Television Journalism, Sage Publications, New Delhi.

## **JMH 552 New Media Technology**

**Total = 60 hrs**

### **Unit – I**

Emergence of new communication technologies, characteristics, global village and globalization, satellite television.

**10 hrs**

### **Unit – II**

ARPANET, internet, Search engines, web radio and TV, technological convergence, ICT and information society - factors influencing information society, theories of information society, WSIS summit on information society.

**14 hrs**

### **Unit – III**

Electronic governance- issues and priorities, Bhoomi and Sakal project, information super-highway, leap-frogging, digital divide. ICT grass- roots initiatives, case studies.

**12 hrs**

### **Unit – IV**

Web journalism, journalists and the internet, electronic publishing, virtual reality, Information technology Act 2000. Social media: facebook, twitter, youtube, pinterest, google+, WhatsApp,

**14 hrs**

### **Unit – V**

Web-designing, HTML, multimedia, animation. Softwares for page designing: Page Maker, QuarkExpress, Indesign, Photo Shop

**10 hrs**

### **Books recommended:**

1. Indrajit Banerjee & Kalinga Seneviratne (2006). Public Service Broadcasting in the Age of Globalization, AMIC, Philippines
2. Denis McQuail (2010). McQuail's Mass Communication Theory, SAGE Publications Ltd, New Delhi.
3. Frederic E. Davis & John A. Barry (1988). Newsletter Publishing with Page Maker, Irwin Professional Pub, Illinois.
4. Martin Lister, Jon Dovey, Seth Giddings, Iain Grant & Kieran Kelly (2008). New Media: A Critical Introduction, Routledge, United Kingdom.
5. Rajesh Kumar Sharma (2009). Web Designing, Vayu Education of India, New Delhi.
6. Keith Brindley (1993). QuarkXPress for Windows, Butterworth-Heinemann Ltd, United Kingdom.
7. V. Rajaraman (2013). Introduction to Information Technology, Prentice-Hall of India Pvt. Ltd, New Delhi.

8. Gurdip Singh & Gaurav Sharma (2007). Fundamentals of Computer Programming and Information Technology, S.K. Kataria & Sons, New Delhi.
9. Leah A. Lievrouw (2005). Handbook of New Media, SAGE Publications Ltd, London.
10. Clifford G. Christians & Thomas W. Cooper (1998). New Media Technologies: A Special Issue of the Journal of Mass Media Ethics, Routledge, United Kingdom.
11. Brian Winston (1998). Media Technology and Society: A History from the Telegraph to the Internet, Psychology Press, United Kingdom.
12. Paul Bradshaw & Liisa Rohumaa (2011). The Online Journalism Handbook: Skills to survive and thrive in the digital age, Longman, United Kingdom.

## **JMS 554 Environmental Communication**

**Total = 40 hrs**

### **Unit – I**

Environmental consciousness, environmental movements, environmental movement in India and Karnataka. Development Vs environment debate.

**6 hrs**

### **Unit – II**

Ecosystems and biodiversity, renewable and non-renewable resources, international initiatives for environmental conservation. Earth summits, Kyoto protocol, agreements on climate change, Montreal protocol, UNEP, Environmental (Protection) Act, Forest (conservation) Act 1980.

**10 hrs**

### **Unit – III**

Major global, regional and local environmental issues, global warming, e-waste, big dams, water and air pollution, waste management. Special Economic Zones, Environmental campaigns.

**10 hrs**

### **Unit – IV**

Environmental communication- Reporting environment for print, electronic and new media. Environmental news sources. Objectivity and advocacy in environmental reporting.

**8 hrs**

### **Unit – V**

Organizations of Environmental journalists, Code of ethics for environmental news coverage. Case studies in environmental reporting.

**6 hrs**

### **Books recommended**

1. Lester R. Brown (2001). Eco – Economy, W. W. Norton & Company, United States.
2. Michael Frome (1998). Green Ink - An Introduction to Environmental Journalism, University of Utah Press, United States.
3. Ramachandra Guha (1999). Environmentalism - A Global History, Pearson, United States.
4. Madhav Gadgil & Ramachandra Guha (1995). Ecology and Equity - : The Use and Abuse of Nature in Contemporary India, Routledge, United Kingdom.
5. Graham Chapman, Caroline Fraser, Ivor Gaber & Keval Kumar (1997). Environmentalism and Mass Media - The North/South Divide, Routledge, United Kingdom.
6. John Bellamy Foster (1994). The Vulnerable Planet: A Short Economic History of the Environment , Monthly Review Press, New York.
7. Madhav Gadgil & Ramachandra Guha (1993). The Fissures Land: An Ecological History of India, University of California Press, United States.

8. R. Rajagopalan (2011). Environmental Studies: From Crisis to Cure, Oxford, United Kingdom.
9. T. N. Khoshoo (1984). Environmental Concerns and Strategies, Indian Environmental Society, New Delhi.
10. Sumi Krishna (1996). Environmental Politics - People's Lives and Development Choices, Sage Publication, New Delhi.
11. Kiran B. Chhokar, Mamata Pandya and Meena Rangunathan (Eds) (2004). Understanding Environment, Sage Publication, New Delhi.
12. Chopra Kanchan & Gulati S C (2001). Migration, Common Property Resources and Environmental Degradation, 2001 Sage Publications New Delhi.

## **JMS 555 Web Journalism**

**Total = 40 hrs**

### **Unit – I**

Internet – evolution, definition and concept, search engines, role of computers and their applications in journalism, digitalization and convergence, principles of web page designing.

**10 hrs**

### **Unit – II**

Online journalism, online newspapers, multimedia, interactivity, e-zines, writing for web, computer assisted reporting, difference between online and traditional journalism, news portals, web advertising.

**10 hrs**

### **Unit – III**

Social media – history and development – Facebook, Twitter, LinkedIn, YouTube, blogs, Pinterest, podcasting, webcasting, digital story telling.

**8 hrs**

### **Unit – IV**

Social media influence on politics, youth, children, women, social media and development.

**6 hrs**

### **Unit – V**

Ethics in cyber journalism, cyber laws of India, challenges and opportunities of web journalism, citizen journalism.

**6 hrs**

### **References:**

1. Timothy Garrand (2006). Writing for Multimedia and the Web - Content development for Bloggers and Professionals, Focal Press, Waltham, Massachusetts.
2. Gary B. Shelly, Thomas J. Cashman & Misty E. Vermaat (2007). Disvoering Computers: A Gateway to Information, Complete, Course Technology, United States.
3. Richard Craig (2004). Online Journalism: Reporting, Writing, and Editing for New Media, Cengage Learning, United States.
4. Steve Jones (1995). CyberSociety: computer-mediated communication and community, Sage Publication, New Delhi.
5. Michael Miller (2009). Absolute Beginner's Guide to Computer Basics, QUE Publishers, New York.
6. Andras Nyiro; Laszlo Turi, Laszlo Turi & Zoltan Kaprinay; Gabor Florian (2007). 21st Century Journalism - A Practical Guide, Ringier Hungary, United Kingdom.
7. John V. Pavlik (2001). Journalism and New Media, Columbia University Press, United States.
8. Stephen Pite (2002). The Digital Designer: 101 Graphic Design Projects for Print, the Web, Multimedia, and Motion Graphics, OnWord Press, United Staes.

9. Rahul Singhai (2006). Computer Applications for Journalism, Reference Press, New Delhi.
10. Robert Walsh (2007). Celar Blogging: How People Blogging are Changing the World and How You Can Join Them, Apress Publication, United States.
11. Jason Whittaker (2009). Producing for Web 2.0: A Student Guide (Media Skills), Routledge, United Kingdom.
12. Rakesh Arora (2012). Web Journalism, Arise Publishers & Distributors, New Delhi.

## **JMS 556 Film Studies**

**Total = 40 hrs**

### **Unit – I**

Introduction to cinema, film as an art form, aesthetics of film, the language of cinema, sociology of films.

**6 hrs**

### **Unit – II**

Elements of films – Camera, Lighting, sound, colour, editing.

**6 hrs**

### **Unit – III**

Major theories of cinema: Munsterberg, Arnheim, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage. Film Movements: Expressionism, Neo-realism, French new wave, Avante Garde, Cinema verite, Film noir. Major film Directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, Bergman, Majid Majidi, Girish Kasaravalli

**12 hrs**

### **Unit – IV**

Major genres of cinema, documentary, social crusades, animation film, feature film, popular films, cinema and society.

**6 hrs**

### **Unit – V**

Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, film awards, Film society movement, film appreciation.

**10 hrs**

### **Books recommended:**

1. Garth Jowett and James M. Linton (1980). Movies as Mass Communication, Sage Publications, New Delhi.
2. John L. Fell (1975). Film: An Introduction, Praeger Publishers, United States.
3. Satyajit Ray (2001). Our Films Their Films (Disha), Orient BlackSwan, Telangana.
4. Vaidyanathan T. G (1999). Hours in the Dark: Essays on Cinema, Oxford University Press, United Kingdom.
5. Leo Braudy & Marshall Cohen (2009). Film Theory and Criticism, Oxford University Press, United Kingdom.
6. Yves Thoraval (2000). Cinemas of India (1896 – 2000), Macmillan Publishers, India.
7. Eli L. Levitan (1970). An Alphabetical Guide to Motion Picture, Television and Videotape Production, McGraw-Hill, United States.
8. James Monaco (2009). How to Read a Film: Movies, Media, and Beyond, Oxford University Press, United Kingdom.

9. M. Madhava Prasad (1998). *Ideology of the Hindi Film: A Historical Construction*, Oxford University Press, United Kingdom.
10. Fareed Kazmi (1999). *The Politics of India's Conventional Cinema: Imaging a Universe, Subverting a Multiverse*, Sage Publications, New Delhi.
11. K. Moti Gokulsing & Wimal Dissanayake (2004). *Indian Popular Cinema: A Narrative of Cultural Change*, Trentham Books Ltd, United Kingdom.
12. Ashish Rajadhyaksha & Paul Willemen (1999). *Encyclopaedia of Indian cinema*, British Film Institute, United Kingdom.