



Mangalore University
Department of Mass Communication and Journalism
Mangalagangothri – 574 199

Revised Scheme for Choice Based Credit System

Master of Arts (Journalism and Mass Communication)
(Effective from 2016-17)

SEMESTER	TYPE OF PAPER	PAPER CODE	PAPER TITLE	CREDITS
First Semester	Hard Core	JMH 401 JMH 402 JMH 403	Communication Theory News Reporting and Writing Editing Practice	3 x 5 = 15
	Soft Core (Any two)	JMS 404 JMS 405 JMS 406	Development of Media Advertising Marketing Communication	2 x 3 = 06
Second Semester	Hard Core	JMH 451 JMH 452 JMH 453	Media Law and Ethics Feature Writing Photography and Photo Journalism	3 x 5 = 15
	Soft Core (Any two)	JMS 454 JMS 455 JMS 456	Development Communication Magazine Journalism Business Communication	2 x 3 = 06
	Open Elective	JME 457 JME 458	Communication Skills or Writing for Media	1x 3 = 03
Third Semester	Hard Core	JMH 501 JMH 502	Media Research Methods Media Management	2 x 5 = 10
	Soft Core (Any Three)	JMS 503 JMS 504 JMS 505 JMS 506 JMS 507	Corporate Communication and PR Radio Broadcasting International Communication Science Communication Kannada Journalism	3 x 3 = 09
	Open Elective	JME 508 JME 509	Media and Society or Advertising and PR	1x 3 = 03
Fourth Semester	Hard Core	JMH 551 JMH 552	Television Programme Production New Media Technology	2x 5 = 10
	Project	JMP 553	Dissertation	1 x 5 = 05
	Soft Core (Any Two)	JMS 554 JMS 555 JMS 556	Environmental Communication Web Journalism Film Studies	2 x 3 = 06
Total Credits				88

Master of Arts (Journalism and Mass Communication)
(Effective from 2016-17)

SEMESTER	TYPE OF PAPER	PAPER CODE	PAPER TITLE	MARKS		TOTAL MARKS
				THEORY	INTERNAL ASSESSMENT	
First Semester	Hard Core	JMH 401	Communication Theory	70	30	100
		JMH 402	News Reporting and Writing	70	30	100
		JMH 403	Editing Practice	70	30	100
	Soft Core (Any two)	JMS 404	Development of Media	70	30	100
		JMS 405	Advertising	70	30	100
		JMS 406	Marketing Communication			
					500	
Second Semester	Hard Core	JMH 451	Media Law and Ethics	70	30	100
		JMH 452	Feature Writing	70	30	100
		JMH 453	Photography and Photo Journalism	70	30	100
	Soft Core (Any two)	JMS 454	Development Communication	70	30	100
		JMS 455	Magazine Journalism	70	30	100
		JMS 456	Business Communication			
Open Elective	JME 457 JME 458	Communication Skills or Writing for Media	70	30	100	
					600	
Third Semester	Hard Core	JMH 501	Media Research Methods	70	30	100
		JMH 502	Media Management	70	30	100
	Soft Core (Any Three)	JMS 503	Corporate Communication and PR	70	30	100
		JMS 504	Radio Broadcasting	70	30	100
		JMS 505	International Communication	70	30	100
		JMS 506	Science Communication			
Open Elective	JME 508 JME 509	Media and Society or Advertising and PR	70	30	100	
						600
Fourth Semester	Hard Core	JMH 551	Television Programme Production	70	30	100
		JMH 552	New Media Technology	70	30	100
	Project	JMP 553	Dissertation	100	-	100
	Soft Core (Any Two)	JMS 554	Environmental Communication	70	30	100
		JMS 555	Web Journalism	70	30	100
JMS 556	Film Studies					
					500	
Total Marks					2200	

**LIST OF HARD CORE, SOFT CORE, OPEN ELECTIVE AND
PROJECT PAPERS**

PAPER TITLE (HARD CORE)	PAPER TITLE (SOFT CORE)	OPEN ELECTIVE	PROJECT
1. Communication Theory 2. News Reporting and Writing 3. Editing Practice 4. Media Law and Ethics 5. Feature Writing 6. Photography and Photo Journalism 7. Media Research Methods 8. Media Management 9. Television Programme Production 10. New Media Technology	1. Development of Media 2. Advertising 3. Marketing Communication 4. Development Communication 5. Magazine Journalism 6. Business Communication 7. Corporate Communication and PR 8. Radio Broadcasting 9. International Communication 10. Science Communication 11. Kannada Journalism 12. Environmental Communication 13. Web Journalism 14. Film Studies	1. Communication Skills or Writing for Media 2. Media and Society or Advertising and PR	Dissertation

Mangalore University
Syllabus of Master of Arts (Communication and Journalism) 2016 - 17 Onwards

FIRST SEMESTER
JMH 401 Communication Theory

Total = 60 hrs

Unit – I

Definition, scope of communication, variables, process and functions of communication. Verbal and non-verbal. Types of communication: intra-personal, inter personal, group communication and mass communication. **12 hrs**

Unit – II

Models of communication- Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, De Fleur, Gerbner, New Combs, HUB model, the media systems paradigm, Diffusion of Innovation theory. **10 hrs**

Unit – III

Levels of communication- communication flow models -multi step flow, opinion leadership, variables for evaluating the effectiveness of communication. Gatekeeping. Uses and gratification theory. **12 hrs**

Unit – IV

Normative media theories: Authoritarian, Libertarian, Social responsibility, Soviet media theory, Development media theory, Democratic participant theory. McLuhanism, Magic bullet theory, Agenda Setting Theory, cognitive dissonance theory, concept of selectivity, framing theory, media credibility, cultural integration and cultural pollutions. **14 hrs**

Unit – V

Effects of Mass Communication, violence and obscenity in media, media and children, Cultivation theory, Social Learning theory, Catharsis theory, reception analysis. **12 hrs**

Books recommended:

1. Dennis Mc Quail (2010). Mass Communication Theory: An Introduction, Sage Publication Ltd, London
2. Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication, Pearson, New York
3. Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication, Houghton Mifflin.
4. James D. Robinson, Kimberly Bell & Jeanine W. Turner (1969). Surgeon General's Scientific Advisory Committee on Television and Social Behaviour Reports, Sage Publication, USA.
5. Joshi P (1989). Culture, Communication and social Change, Vikas Publication House, New Delhi.
6. Wilbur Schramm (1971). The process and Effects of Mass Communication, University of Illinois Press.
7. Wilbur Schramm (1973). Men, Messages and Media, Harper & Row.
8. Dennis Mc Quail (1995). Milestones in Mass Communication Research, New York, Longman.
9. Stephen W. & Little John (1978). Theories of Women Communication, Waveland Press.
10. S.J. Baran & D.K. Davis (2011). Mass Communication Theory – Foundations Ferment & Future, Cengage Learning, United States
11. Hena Naqvi (2007). Journalism and Mass Communication, Upkar Prakashan, New Delhi

12. Robert L. Heath & Jennings Bryant (2000). Human Communication Theory and Research: Concepts, Contexts, and Challenges, Routledge, New Delhi.

JMH 402 News Reporting and Writing

Total = 60 hrs

Unit – I

News: definition, nature and scope of news. News values, elements. Structure of a news story-inverted pyramid. News lead – types of lead, body, sources of news. Reporting techniques, qualification of a reporter. **12 hrs**

Unit – II

Reporting types - – speeches, legislature, politics, crime, court, disaster, science and technology, financial, environment, sports, art and culture. **12 hrs**

Unit – III

Interview techniques – types of interviews –press conference. Objectivity in reporting, advocacy and professionalism. **10 hrs**

Unit – IV

Investigative reporting, development reporting, embedded journalism, citizen journalism. Legal and ethical aspects, new technologies in reporting. **14 hrs**

Unit – V

Reporting for radio, television and the new media, sting operations, reporting gender related issues, reporting lifestyle. **12 hrs**

Books Recommended:

1. David Wainwright (1972). Journalism Made Simple, W.H.Allen & Co Ltd, United Kingdom.
2. Hakemulder Jan R, Acde Jonge Fay & Singh P.P (2000). Professional Journalism, Anmol Publications, India.
3. Kamath M.V (1980). Professional Journalism, Vikas Publishing House Pvt. Ltd, Noida.
4. Melvin Mencher (1989). Basic News Writing, William C. Brown Publication, USA.
5. Rangaswamy Parthasarathy (1994). Here Is the News! Reporting for the Media, Sterling Publication, New Delhi.
6. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
7. William L. Rivers (1975). News Reporting and Editing, Joanna Cotler Books, USA.
8. Schudson Michael (1998). The power of News, Harvard University Press, United States.
9. Hugo de Burgh (2000). Investigative Journalism, Context & Practice, Routledge, United Kingdom.
10. Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
11. Melvin Mencher (2010). News Reporting and Writing, McGraw-Hill Education, United States.
12. Hugo de Burgh (2008). Investigative Journalism, Routledge, United Kingdom..

JMH 403 Editing Practice

Total = 60 hrs

Unit – I

Organizational structure and functions of an Editorial Department – Role of editor, sub editor, news editor, principles of editing, re-writing, style sheet.

12 hrs

Unit – II

News editing, characteristics of good headlines, techniques of headline writing, types of headlines, magazine headlines, new trends in headlining, typography.

12 hrs

Unit – III

Principles of page make –up and designing, mechanics of dummies, making front and inside pages, magazine page design, copy-fitting, types of make-up and design, news papers special supplements, contemporary newspaper design.

12 hrs

Unit – IV

Writing editorials, types of editorials, editorial page contents- op-ed, middle, letters to the editor. Translation techniques.

12 hrs

Unit – V

Recent trends in printing. Editing online newspapers, photo editing and caption writing. Page designing softwares: PageMaker, QuarkXPress, Indesign.

12 hrs

Books recommended

1. Harold Evans (2000). Newsman's English, Pimlico, USA
2. Harold Evans (1973). Editing and Design - Newspaper Design, Holt, Rinehart & Winston, USA.
3. Harold Evans (1974). Editing and Design - Handling Newspaper Text, William Heinemann Ltd, USA
4. Harold Evans(1974). News Headlines, Holt, Rinehart and Winston, USA
5. Bruce Westley (1972). News Editing, Houghton Mifflin, United States.
6. F.K. Baskette and J.Z. Sissors (1992). The Art of Editing, Macmillan, New York
7. John Hohenberg (1983). Professional Journalist, Thomson Learning, United States.
8. Leslie Sellers (1968). Doing It In Style, Elsevier, Amsterdam, Netherlands
9. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
10. K.M. Srivastava (2003). News Reporting and Editing, Sterling Publishers, India
11. Susan Bell (2008). The Artful Edit: On the Practice of Editing Yourself, W. W. Norton & Company, United States.
12. Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.

JMS 404 Development of Media

Total = 40 hrs

Unit –I

Evolution of printing - printing in India - Early publications - Birth of Indian language Press –Raja Ram Mohan Roy, first war of Indian Independence and the press.

08 hrs

Unit – II

The freedom movement and the Indian press- Bal Gangadhar Tilak, Mahatma Gandhi, Jawaharlal Nehru . Development of major newspapers: The Hindu, The Times of India, Amrith Bazar Patrika, Samyukta Karnataka.

12 hrs

Unit – III

Development of radio in India - Growth of AIR - Prasara Bharthi. Development of TV in India - Satellite and cable TV – Doordarshan

08 hrs

Unit – IV

Evolution of films in India- Kannada films: the status and problems of the Kannada film industry – New wave films.

06 hrs

Unit – V

Emergence of New Communication Technologies – growth of the internet, social media.

06 hrs

Books Recommended:

1. J. Natarajan (2000). History of Indian Journalism, Publications Division, India
2. G.C. Awasthy (1965). Broadcasting in India, Allied Publishers Private Limited, New Delhi.
3. Firoze Rangoonwala (1975). 75 years of Indian cinema, Indian Book Co, New Delhi.
4. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
5. Black and Bryant (1992). Introduction to Mass Communication, William C Brown publication, U.S.A
6. Rangaswami Parthasarathy (1989). Journalism in India, Sterling Publishers Pvt. Ltd, New Delhi
7. Nalin Mehta (2008). Television in India, Routledge, United Kingdom
8. S.C. Bhat (2007). Broadcast Journalism, Har Anand Publications, New Delhi
9. Martin Scott (2014). Media and Development, Zed Books, London
10. Chalapathi Rau M (1968). The Press in India, Allied Publishers, New Delhi.
11. Geoffrey Nowell-Smith (1997). The Oxford History of World Cinema, Oxford University Press, United Kingdom
12. Satyajit Ray (2011). Deep Focus: Reflection on Indian Cinema, Harper Collins India

JMS 405 Advertising

Total = 40 hrs

Unit – I

Advertising- definition and scope, evolution of advertising and functions of advertising, evolution of advertising in India, advertising agencies in India. Social and economic effects of advertisement. **10 hrs**

Unit – II

Planning advertising campaigns, Brand Positioning – USP- Selling Images. Ad Production: Preparation of Copy, Visualization, Layout, Text, Slogans, Brand, Colour, Illustration, Trade mark, Trade name, packaging. **10 hrs**

Unit – III

Media planning – Budget, Media Selection: Newspaper, Magazine, Radio, Television, Outdoor, Direct Advertising, new media Advertising. **06 hrs**

Unit – IV

Production of Radio and Television Commercials – Story board, Radio Scripting, Jingles, Production of Public Service Advertising. **06 hrs**

Unit – V

Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social marketing. Professional organizations and ethics **08 hrs**

Books recommended

1. B.S. Rathor (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. Manendra Mohan (1989). Advertising Management: Concepts and Cases, McGraw Hill Education, United States.
8. Watson S. Dunn (1982). Advertising: Its Role in Marketing, Dryden Press, U.S.A.
9. Otto Kleppner (1983). Advertising Procedure, Prentice Hall, United States.
10. Sethi and Chunnawala (2009). Foundations of Advertising in India, Himalaya Pub House, New Delhi
11. George E. Belch (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, United Kingdom
12. Jaishri Jethwaney and Shruti Jain (2006). Advertising Management, Oxford University Press, India

JMS 406 Marketing Communication

Total = 40 hrs

Unit – I

Marketing – definition and functions, core concept and approaches to marketing, communication and marketing, selection of target markets, telemarketing, direct marketing.

08 hrs

Unit – II

Nature and scope of marketing communication, evolution of advertising, role of advertising in marketing communication, advertising budget, economic and social effects of advertising.

08 hrs

Unit – III

Concept of integrated marketing communication, brand and corporate image management, market segmentation.

08 hrs

Unit – IV

Consumer and buying behaviour – retail and distribution management, marketing mix, Consumer promotions, personal selling, sales management.

08 hrs

Unit – V

Market research, laws relating to advertising in India, integrated marketing channels of consumer goods, industrial goods and services, recent trends in marketing.

08 hrs

References:

1. Philip Kotler (1972). Marketing Management, Prentice Hall, United States.
2. William Stanton and others (1986). Fundamental of Marketing, McGraw-Hill Companies, United States.
3. David Aaker and George Day (2012). Marketing Research, Wiley, United States.
4. Michael J. Etzel, Bruce, J. Walker & William J. Stanton (1994). Fundamentals of Marketing, McGraw-Hill, United States.
5. John R. Possiter and Larry Percy (1994). Advertising Communication and Promotion Management, McGraw-Hill, United States.
6. Charles Harold Sandage (1953). Advertising: Theory and Practice, R. D. Irwin, University of California
7. Thomas Russell and Glenn Verrill: Otto Kleppner's (1986). Advertising Procedure, Prentice Hall, United States.
8. Manendra Mohan (1989). Advertising Management: Concepts and Cases, McGraw Hill Education Private Limited, India.
9. Watson S. Dunn (1994). Advertising - Its Role in Modern Marketing, South-Western Company, United States.
10. Frank Jefkins (1982). Advertising Made Simple, Made Simple, United Kingdom.

11. Lynne Eagle, Stephan, Dahl, Barbara & Czarnecka, Jenny Lloyd (2014). Marketing Communications, Routledge, United Kingdom
12. John Egan (2007). Marketing Communications, Thomson Learning, United States.

SECOND SEMESTER

JMH 451 Media Law and Ethics

Total = 60 hrs

Unit – I

Introduction to the Indian Constitution – salient features, Directive Principles of State Policy, Fundamental Rights and duties. Human Rights.

10 hrs

Unit – II

Freedom of Speech and Expression, article 19 (1)(a) and (2), freedom of the press in India, Right to Information Act 2005.

10 hrs

Unit – III

Law of Defamation, Seditious Speech, Obscenity, Cinematograph Act 1952 and film censorship, Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act, Consumer Protection Act.

14 hrs

Unit – IV

Press and Registration of Books Act, Legal and ethical aspects of radio and television broadcasting, photography and advertising in India, Information Technology Act.

14 hrs

Unit – V

Recommendations of the first and second press commissions, Press Council of India Act, structure and functions of the PCI, Evaluation of performance of the Press Council – code of ethics and case studies.

12 hrs

Books recommended

1. A.N. Grover (1991). Press and the law, Vikas Publishing House Pvt Ltd, Mumbai
2. A.G. Noorani (1971). Freedom of the Press in India, Nachiketa Publications, Mumbai
3. Durga Das Basu (2010). Law of the Press in India, Lexis-Nexis India
4. R.C. Sarkar (1984). The press in India, S. Chand, New Delhi
5. J Natarajan (2000). History of Indian Journalism, Publications Division, India
6. K.S. Venkateswaran (1993). Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Singapore
7. S.K. Aggarwal (1993). Media & Ethics, Shipra Publications, New Delhi
8. James Curran (2011). Media and Democracy, Routledge, U.K
9. Aparna Viswanathan (2012). Cyber Laws, LexisNexis, United States

10. Sudhir Naib (2011). The Right to Information Act, Oxford University Press, United Kingdom
11. Kashyap Subhash C (2012). Constitution Of India Review and Reassessment, Universal Law Publishing - LexisNexis, United states
12. Roy L. Moore & Michael D. Murray (2007). Media Law and Ethics, Routledge, United Kingdom

JMH 452 Feature Writing

Total = 60 hrs

Unit – I

Features – definition and scope, types of features – news features, personality features, scientific features, how-to-do-it features, travel features, lifestyle features, business features, human interest features, historical features, Institutional features and ad features.

14 hrs

Unit – II

Structure of feature stories: headlines, feature leads: types of leads, characteristics of feature writing. Differences between features and news story, features and articles.

12 hrs

Unit – III

Writing feature stories, articles, profiles, obituaries, editorials, travel writing. Trends in features writing.

10 hrs

Unit – IV

Column - types of columns, columnists, cartoons, comic strips, feature syndicates, freelancing.

10 hrs

Unit – V

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews.

14 hrs

Books recommended:

1. Brian Nicholas (1972). Features with Flair, Vikas Publications, India
2. Todd Hunt (1972). Reviewing for the Mass Media, Chilton Book, Southborough
3. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K
4. Louis Alexander (1975). Beyond the facts: A Guide to the Art of Feature Writing, Gulf Publishing Co, Houston
5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P (2002). Professional Journalism, Anmol Publications Pvt Ltd, New Delhi.
6. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi
7. Peter Dahlgren and Colin Sparks (1992). Journalism and Popular Culture, Sage publication, India.
8. Jay Friedlander & John Lee (1993). Feature Writing for Magazines and Newspapers, HarperCollins, India.
9. Julian Harris, Kelly, B Leiter & Stanley Johnson (1981). The Complete reporter, MacMillan Publishing Company, United Kingdom.
10. A.Clay Schoenfeld & Karen S. Diegmuller (1982). Effective Feature Writing, Holt McDougal, United States.
11. Robert Gunning (1968). Techniques of Clear Writing, McGraw Hill, United States.
12. David Ogilvy (1985). Ogilvy on Advertising, Vintage, United States.

JMH 453 Photography and Photo Journalism

Total = 60 hrs

Unit – I

Nature and scope of photography, evolution of photography, photography as an art form, pictorialism and realism, visual language, types of Camera , types of lenses, filters, lighting devices, Digital Photography.

14 hrs

Unit – II

Techniques of photography, composition and camera control devices, aperture and shutter speed, attributes of a good picture - black and white and colour photography.

10 hrs

Unit – III

Branches of photography: nature, architecture, life, landscape, wildlife, sports, environment, portraiture, aerial, travel, industry, fashion, press photography.

14 hrs

Unit – IV

Definition, nature and scope of Photo journalism, evolution of Press photography, sources of photographs, news photographs, photo agencies, photo library.

10 hrs

Unit – V

Types of pictorial coverage, photo contest, leading photo journalists. Techniques of photo editing and softwares, caption writing- types, legal and ethical aspects of photography.

12 hrs

Books Recommended:

1. Rothstein A (1980). Photo Journalism, Amphoto Books, New York.
2. Kenneth Kobre (2008). Photojournalism: The Professionals Approach, Focal Press, Massachusetts.
3. Beaumont Newhall (1982). The History of Photography, The Museum of Modern Art, New York.
4. Jack Price (1932). News photography, Industries publishing company, USA
5. Brenda Tharp (2010). Creative Nature & Outdoor Photography, Amphoto Books, New York.
6. Jonai Wabwire (2014). Photojournalism distinguished from other branches of Photography, Lap Lambert Academic Publishing, Germany.
7. Calder, Julian and Garrett J (1999). New 35mm Photographer's Handbook, Pan Books, Germany.
8. Allyn Salomon (1984). Advertising Photography, Amphoto Books, New York.
9. Petr Tausk (1976). An Introduction to Press Photography, Imported by Imported Publications, Chicago.
10. Logan H. Richard (1971). Elements of Photo Reporting, Amphoto, New York.

11. Erickson B. and Romano F (1999). Professional Digital Photography, Hall International, London.
12. Tom Ang (2013). Digital Photography Masterclass, Dorling Kindersley (DK), United Kingdom.

JMS 454 Development Communication

Total = 40 hrs

Unit – I

Development: meaning, concept, process and models of development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramm. Approaches to development, characteristics of developing societies.

08 hrs

Unit – II

Development Communication: concept, definition, process, strategies and action plans, democratic decentralization, Panchayat Raj.

08 hrs

Unit – III

Agricultural communication: Diffusion of innovation, agricultural extension, communication for rural development.

08 hrs

Unit – IV

Development support communication: population and family welfare, health, education and society, issues of empowerment.

08 hrs

Unit – V

Uses of folk media and alternative media for development. Case studies of experiments in development communication: Chatera, Udayavani and Jhabua experiments.

08 hrs

Books recommended:

1. Srinivas Melkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India.
2. Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States.
3. Sinha and Arvind K (1985). Mass Media and Rural Development, concept publishing company, New Delhi
4. Arvind Singhal and E.M. Rogers (1989). India's Information Revolution, Sage Publications, USA.
5. Bella Mody (1991). Designing Message for Development, Sage Publications, USA.
6. N. Jayaveera and Amunugama (1989). Rethinking Development Communication, Asian Mass Communications Research and Information Centre, Singapore.
7. Subhash C. Bhatnagar and Robert Schware (2002). Information and Communication Technology in development, Sage Publication, New Delhi.
8. Jess K. Alberts, Judith N. Martin & Thomas K. Nakayama (2010). Communication in Society, Pearson, United Kingdom.
9. Jan Servaes, Thomas, L Jacobson & Shirley A White (1996). Participatory Communication for social change, Sage Publication, USA.
10. Kirk A. Johnson (1999). Television and Social Change in Rural India, Sage Publication, New York.

11. Shyam Parmar (1994). *Traditional Folk Media in India*, Routledge, United Kingdom.
12. Srinivas Raj Melkote & H Leslie Steeves (2015). *Communication for Development*, Sage Publication, India.

JMS 455 Magazine Journalism

Total = 40 hrs

Unit – I

Nature and scope of magazine journalism, types of periodicals - technical journals, specialized magazine for youth, men, women and children, agriculture, tourism, science and technology magazines, film magazines.

10 hrs

Unit – II

Content for magazines – articles, features columns, profiles, interviews, reviews, photographs, magazine advertising.

08 hrs

Unit – III

Editing for magazines, headline writing, polishing of headlines, copywriting, illustration and visualization, style sheets, creative writing.

08 hrs

Unit – IV

Magazine design and layout - cover page, dummyming, pagination software -Adobe Photoshop, Adobe InDesign.

08 hrs

Unit – V

Freelancing, ezines, readership studies, comparative study of different magazines, trends in magazine journalism.

06 hrs

References:

1. Simeon Lindstrom (2015). *Creative writing – From Think to Ink*, CreateSpace Independent Publishing Platform, Canada.
2. Jeremy Leslie (2013). *The modern magazine: Visual Journalism in the Digital Era*, Laurence King Publishing, United Kingdom.
3. Ruari McLean (1969). *Magazine design*, Oxford University Press, London
4. Menon S (2010). *Freelance Writing*, Unicorn Books Pvt Ltd, New Delhi
5. K. C.Sharma (2007). *Journalism in India: History, growth and Development*, Regal Publication, New Delhi.
6. Tom Wolfe (1973). *The New Journalism*, Harper and Row, New York.
7. Tim Holmes (2008). *Mapping the magazine*, Routledge, Houghton.
8. Victor S. Navasky & Evan Cornog (2012). *The Art of Making Magazines: On Being an Editor and Other Views from the Industry*, Columbia University Press, New York.
9. Tim Holmes & Liz Nice (2012). *Magazine Journalism (Journalism Studies: Key Texts)*, Sage Publications Ltd, London.
10. Christopher D. Benson & Charles F. Whitaker (2014). *Feature Writing*, Routledge, New York.

11. Raymond Dorn (1986). How to design and improve magazine layouts, Wadsworth Publishing, United States.
12. David Abrahamsan, Marcia R Prior Miller (2015). Hand book of Magazine research, Routledge, London.

JMS 456 Business Communication

Total = 40 hrs

Unit - I

Business Journalism- definition and scope, principles of business reporting, qualifications of a business reporter, sources of business reporting.

08 hrs

Unit - II

Tools of business communication, Video and web conferencing, Social networking sites, house journals, trade Journals, annual reports.

08 hrs

Unit - III

Types of business reporting- Financial reporting, Budget reporting, market reporting, Chamber of commerce, foreign direct investment, CSR and business.

08 hrs

Unit - IV

Business newspapers- Economic Times, Business Line, Financial Express, Business pages and supplements of major Newspapers, leading business magazines – Business India, Business World, Business Today, Outlook Business Magazine.

10 hrs

Unit - V

Ethics in Business Journalism, New trends in business journalism, Consumer relations and media.

06 hrs

References:

1. Anjaneethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
2. Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
3. R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.
4. P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
5. Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.
6. Michael Chesher & Rukesh Kaura. (1998). Electronic Commerce and Business Communications, Springer-Verlag, India.
7. M. K. Sehgal, Vandana Khetarpal (2008). Business Communication, Excel Books, India
8. Koehn, Daryl, Spence, Laura (2014). The International Society of Business, Economics, and Ethics, Springer, Germany
9. Ibrahim Seaga Shaw (2016). Business Journalism- A Critical Political Economy Approach, Routledge, United Kingdom.

10. Chris Roush. (2006). Profits and Losses - Business Journalism and its role in Society, Marion Street Press, Portland.
11. Peter Kjar & Tore Slaatta (2007). Mediating Business - The Expansion of Business Journalism, Copenhagen Business School Press, Denmark.
12. Asha Kaul (2000). Effective Business Communication, PHI Learning, New Delhi.

OPEN ELECTIVE - SECOND SEMESTER

JME 457 Communication Skills

Total = 40 hrs

UNIT - I

Communication- definition, functions of communication, process of communication, types of communication - verbal and nonverbal communication, intrapersonal, interpersonal, group, mass communication. Barriers to communication.

08 hrs

UNIT - II

Communication models: Aristotle, Shannon and Weaver, Osgood, Berlo and Schramm model of communication, Gatekeeping, Agenda Setting, public speaking techniques.

08 hrs

UNIT - III

Writing for print media – journalistic writings -news, features, articles, editorials, interviews, reviewing- art, films, theatre.

08 hrs

UNIT - IV

Radio as a medium of communication, radio programme formats-news, features, interviews, documentaries, radio talks, writing for radio.

08 hrs

UNIT - V

Television as a medium of communication, stages of TV programme production - news, talk shows, interviews, documentaries, panel discussions. News presentation and anchoring. Public Service Advertising.

08 hrs

References:

1. Schramm Wilbur (1973). Men, Messages and Media, Harper & Row, New York.
2. Schramm Wilbur (1971). The process and effects of Mass Media, University of Illinois Press, USA.
3. Shrivastava. KM (2003). News Reporting and Editing, Sterling Publishers Pvt Ltd, New Delhi.
4. Roy Paul Nelson (1978). Articles and Features, Houghton Mifflin, Boston.
5. Uma Narula (2006). Communication Models, Atlantic Publishers, New Delhi.
6. Frank Barnas & Ted WhitePaul Sureya (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Amsterdam, Boston.
7. Bhatt S.C (2007). Broadcast Journalism - Basic Principles, Har Anand Publications, New Delhi.
8. Robert Hilliard (1973). Radio Broadcasting, Longman, United Kingdom.
9. Alan Wurtzel (1983). Television Production, McGraw-Hill, United States.

10. Gerald Millerson (1999). Television Production, Focal Press, Waltham.
11. Owen Hargie (2006). Hand book of Communication Skills, Routledge, United Kingdom.
12. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai.

OPEN ELECTIVE - SECOND SEMESTER

JME 458 Writing for Media

Total = 40 hrs

Unit – I

Journalism – definition, nature and scope, attributes of a journalist, press and democracy, journalistic writing Vs literary writing.

08 hrs

Unit – II

News writing techniques, opinion writings - editorials, features, columns, interviews, middle, letters to editor.

08 hrs

Unit – III

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews.

08 hrs

Unit – IV

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programme for youth, children, women, and farmers.

10 hrs

Unit – V

Skills of TV anchor, scripting for TV programmes, writing for web media.

06 hrs

References:

1. Waldo Abbot and Richard L. Rider (1957). Handbook broadcasting, McGraw-Hill Book Company, United States.
2. Mehra Masani (1976). Broadcasting and the people, National Book Trust, India
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Frank Messere, Carl Hausman, Lewis B. O'Donnell & Philip Benoit (2012). Modern Radio Production: Production Programming & Performance, Cengage Learning Custom Publishing, United States.
5. Eric G. Norberg (1996). Radio programming- Tactics and Strategy, Focal Press, Waltham.
6. Esta De Fossard (2004). Writing and Producing Radio Dramas, Sage Publication, India.
7. Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated.

8. James G. Stovall (2014). *Writing for the Mass Media*, Pearson, United States.
9. Lynda Felder (2011). *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*, New Riders, Denmark.
10. James G Stovall (2014). *Writing for the Mass Media*, Pearson, New York.
11. Chip Scanlan and Richard Craig (2013). *News Writing and Reporting, the Complete Guide for Today's Journalist*, Oxford University Press, United Kingdom.
12. Robert M. Knight (2010). *Journalistic Writing: Building the Skills, Honing the Craft*, Marion Street Press, Portland.

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



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

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳೂರಿಗೋತ್ಥಿ - 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)

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). 21st 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 (5th 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 (2nd 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.