

Kuvempu  University

DEPT. OF JOURNALISM AND MASS COMMUNICATION

SYLLABUS

Master of Arts in

Journalism and Mass communication

(EFFECTIVE FROM THE ACADEMIC YEAR 2020-21)


Kuvempu University

DEPT. OF JOURNALISM AND MASS COMMUNICATION

SYLLABUS FOR MA in Journalism and Mass communication
 (EFFECTIVE FROM THE ACADEMIC YEAR 2020-21)

SEMESTER	TYPE OF PAPER	PAPER TITLE	CREDITS	
First Semester	Hard Core	HC 1.1 Communication Theories HC 1.2 Reporting HC 1.3 Editing	5 5 4	14
	Soft Core	SC 1.1 Development of Media SC 1.2 Advertising SC 1.3 Science Communication	4 3 3	7
Second Semester	Hard Core	HC 2.1 Communication Research HC 2.2 Radio Broadcasting HC 2.3 Introduction to Television Production	5 4 4	13
	Soft Core	SC 2.1 Media Management SC 2.2 Feature Writing and Photojournalism	3 4	7
	Elective	EL 2.1 Media and Society EL 2.2 Radio, Television and Internet	2 2	2
Third Semester	Hard Core	HC 3.1 Media Law and Ethics HC 3.2 Television Journalism	5 5	10
	Soft Core	SC 3.1 Media and Environment SC 3.2 Film Studies SC 3.3 Folk Media	4 4 3	8
	Elective	EL 3.1 Writing for Print Media EL 3.2 Intercultural Communication	2 2	2
Fourth Semester	Hard Core	HC 4.1 Development Communication HC 4.2 Digital Media	5 5	10
	Soft Core	SC 4.1 Corporate Communication SC 4.2 Political Communication SC 4.3 Technical Writing	4 4 3	8
	Project Work		6	6
Compulsory Credits	1 English for Communication 2 Computer Skills 3 Life Skills	1 1 1	3	
Total Credits			87+3 = 90	

MA JMC Syllabus 2020		
Semester: I	Paper Type: Hard Core	Credits: 5

HC 1.1: Communication Theories

- UNIT I Introduction to Communication: Functions. Types of communication: intrapersonal, interpersonal, group, mass communication. Verbal, non-verbal communication. Models of Communication: Aristotle, Shannon and Weaver, HUB model, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, Melvin DeFleur, George Gerbner, Theodore NewComb.
- UNIT II Introduction to Mass Communication Theory: Mass society theory, Hypodermic needle theory, propaganda theory. Paradigm shift in communication theory. Normative Theories: four theories of the press: Authoritarian, libertarian, social responsibility and Soviet media theory. Developmental media theory, democratic participatory theory.
- UNIT III Limited Effects Theories: two-step flow; multi-step flow; attitude change theories; selective process; information flow theory; Functional analysis, Diffusion theory, Social marketing theory. Klapper's Phenomenistic theory.
- UNIT IV Media and Audiences: Uses and gratifications, reception studies, framing analysis, Media system dependency theory, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis, catharsis, social learning theory.
- UNIT V Critical cultural studies: Marxist and Neo-Marxist approaches, Frankfurt School; Culture industry. Birmingham School, political economy theory; Harold Innis; bias of communication, Marshall McLuhan.

Books for Reference:

- Baran, Stanley S and Davis, Dennis K. (2014). *Introduction to Mass communication theory*. NewDelhi: Cengage learning.
- Bell, Bernard, Brouwer, Jan, Das, Biswajit, Parthasarathy, Vibodh and Poitevin, Guy (2005). *Media and mediation: Communication process. (Vol. 10)*. New Delhi: Sage.
- DeFleur, Melvin, L. (2016). *Mass communication theories: Explaining origins, processes and effects*. New York: Routledge.
- Croucher, Stephen, M. (2016). *Understanding communication theory: A beginner's guide*. New York: Routledge.
- Herman, E S, and Chomsky, Noam (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage..
- McQuail, Dennis (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
- Narula, Uma (2010). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications.
- Rosenberry, Jack and Vicker, Lauren, A. (2009). *Applied mass communication theory: A guide for media practitioners*. New York: Pearson Allyn & Bacon.
- Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- Watson, James, D. (2008). *Media communication: An introduction to theory and process*. London: Palgrave Macmillan.

MA JMC Syllabus 2020		
Semester: I	Paper Type: Hard Core	Credits: 5

HC 1.2: Reporting

- UNIT I Introduction to reporting. Qualification and responsibilities of a reporter, Organisation of reporting section in a newspaper. Role of chief reporter, special correspondent, foreign correspondent and stringer.
- UNIT II News: Concept, definitions, news values, elements. News writing techniques. News lead, types of leads, body. Writing backgrounders, curtain raisers, reporting for news agencies.
- UNIT III News gathering skills, News sources: Traditional sources, media sources, cross media sources, press conference, cultivation and protection of sources. Off the record. Preparations for conducting interviews, interviewing techniques, Types of interview: On the spot, planned and on phone.
- UNIT IV Reporting Types: Speech, politics, election, crime, court, accidents, education, health, science and technology, agriculture, economics, art, culture, sports, religion, rural environment, gender related issues. Specialized Reporting: In-depth, development, Investigative, legislature, Advocacy. Sting Operation, Celebrity Reporting.
- UNIT V Ethical aspects of reporting. Constraints of Reporting. Objectivity in reporting, internal and external pressures. Present status of news reporting in India. Citizen journalism.

Books for Reference:

- Ahuja, Charanjit & Hiteshi, Bharat (2016). *Print Journalism: A Complete Book of Journalism*. New Delhi: Partridge.
- Burgh, de Hogo (2000). *Investigative journalism: Context and Practice*. New York: Routledge.
- Harrison, Jackie (2009). *News*. Newyork: Routledge.
- Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House.
- Machin, David & Niblock Sarah (2006). *News Production Theories and Practice*. New York: Routledge.
- Mencher, Melvin (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
- Rajan, Nalini (2007). *21st Century Journalism in India*. New Delhi: Sage.
- Steen, Rob (2008). *Sports journalism*. Oxon: Routledge.
- Shrivastava, K. M. (2015). *News reporting and editing*. New Delhi: Sterling.
- Scanlan, Chip & Craig, Richard (2013). *News writing and reporting: The complete guide for today's journalist*. Oxford: Oxford University Press.

MA JMC Syllabus 2020		
Semester: I	Paper Type: Hard Core	Credits: 4

HC 1.3: Editing

- UNIT I News writing: Fundamentals of good writing. News writing, principles, structure and methods of writing a news story. Headlines: Functions, types, techniques of headline writing, headline writing for magazines, new trends.
- UNIT II Editorial department: Structure of a newspaper organization, structure and functions of editorial department. Qualification and role of editor, news editor, and sub editor. Editing: principles, ethical aspects, style sheet, typography.
- UNIT III Page design and layout: Principles of page design: Designing front page and inside pages. Page layout, techniques and types. Magazine page make up. Recent trends in page design and layout. Introduction to page making software: InDesign, PageMaker. Photo editing.
- UNIT IV Editorial page: Contents of editorial page, structure and purpose. Op-ed. Editorials, functions, types. Translation: Importance, techniques. Supplements, weekend magazines, pull outs, target audience supplements.
- UNIT V Printing: Types - letter press, rotogravure, offset, screen, digital printing. Recent trends in printing. Use of computers and new media in newsrooms. Online newspapers, characteristics, types. Editing online publications.

Books for reference:

- AP (2019) *The Associated Press Stylebook 2019*, US: Basic Books.
- Chicago Manual (2017) *The Chicago Manual of Style*, Chicago: The University of Chicago Press.
- Clarke, RP et. al. (2006). *America's best newspaper writing: a collection of ASNE prizewinners*, US: ASNE.
- Gilmore, Gene & Root, Robert (1976). *Modern newspaper editing*. San Francisco: Boyd & Fraser.
- Harrower, T & Elman, J. (2008) *The Newspaper designer's handbook*, seventh edition, London: McGraw Hill.
- Hohenberg, John (1978). *The professional journalist- A guide to the practices and the principles of the news media*. New Delhi: Oxford & IBH Publishing.
- Mencher, Melvin (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.
- Prasad, Sharada (1993). *Editors on editing*. New Delhi: National Book Trust.
- Strunk Jr, William (2000). *The elements of style*, New York: Longman.
- Wastly Bruce (1975). *News editing*. New Delhi: Oxford & IBH.

MA JMC Syllabus 2020		
Semester: I	Paper Type: Soft Core	Credits: 4

SC 1.1: Development of Media

- UNIT I History of writing. Invention of printing and Guttenberg's contribution. Origin and spread of newspapers in Europe and America. Newspapers and printing in the world. Development of printing in India. James Augustus Hickey. Birth of the Indian Language press in the 18th and 19th Century. Contribution of Serampore missionaries.
- UNIT II The Indian press and the freedom movement. First war of Indian independence. Media during emergency. Important personalities of Indian journalism: Raja Ram Mohan Roy. Bal Gangadhar Tilak, JS Buckingham, BG Horniman, Annie Besant, S Sadanand, Mahatma Gandhi, Jawaharlal Nehru. Historical development of important newspapers and magazines: *The Hindu, Amrit Bazar Patrika, The Times of India, The Indian Express.*
- UNIT III Origin and growth of journalism in Karnataka. Role of Kannada journalism in the unification of Karnataka. Historical development of important newspapers and magazines in Kannada: *Samyukta Karnataka, Kannada Prabha, Prajavani, Deccan Herald.* Important personalities of Kannada Journalism: M. Venakatakrisnaiah, P R Ramaiah, D V Gundappa, T. T. Sharma, T.S. Ramachandra Rao.
- UNIT IV Development of radio as a medium. Public service and commercial broadcasting. Introduction to All India Radio, Vividh Bharathi, FM – public and private, HAM and community radio. Development of television as a medium of mass communication in India and Karnataka. Doordarshan, satellite, cable and DTH television.
- UNIT V Early efforts in film making. Films as mass media. Historical development of films in India. International and national film festivals and awards. Oscar and Dada Saheb Phalke awards. Activities of the Film Wing under the IB Ministry: Films Division, Directorate of Film Festivals, Children's Film Society of India, National Film Development Corporation.

Books for Reference:

- Adams, J. Michael; David D. Faux & Lloyd J. Rieber (1988). *Printing technology*. Publisher: Delmar Pub
- Briggs, Asa & Peter Burke (2005). *A social history of the media: From Gutenberg to the internet*. Cambridge: Polity Press
- Chatterji, P C. (1991). *Broadcasting in India*. 2nd Edition. New Delhi: Sage Publications.
- Fang, Irving E (1997). *A history of mass communication: Six information revolutions*. Boston: Focal Press.
- McLuhan, Marshall (1962). *The Gutenberg galaxy: The making of typographic man*. Toronto, Canada: University of Toronto Press.
- Murthy, Nadig Krishna (1966). *Indian journalism*. Mysore: Prasaranga, Mysore University.
- Natarajan, J. (2000). *History of Indian journalism*. Reprint II. New Delhi: Publications Division, Govt. of India.
- Parthasarathy, Rangaswami (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.
- Saran, Renu (2012) *History of Indian Cinema*. New Delhi: Diamond Books.
- Smith, Geoffrey Nowell (2018). *History of cinema: A very short introduction*. New York: Oxford University Press

MA JMC Syllabus 2020		
Semester: I	Paper Type: Soft Core	Credits: 3

SC 1.2: Advertising

- UNIT I Fundamentals of advertising: Evolution of advertising. Evolution of advertising in India. Advertising and market economy. Advertising as a tool of marketing, marketing mix, market segmentation, product-classification. Advertising: Definition, purpose. Advertising models and theories.
- UNIT II Advertising industry: Advertising industry in India. Structure and functions of advertising agencies. Leading Indian ad agencies, Campaign planning: Planning and executing advertising campaigns. Objectives, strategy, brand-brand building, brand equity. Positioning - brand positioning, market positioning.
- UNIT III Advertising copy: Visualization, illustration, layout, headline, body, color, trademarks, slogans. Radio and television commercials. Media selection, media planning - process, media mix, media buying, media scheduling, print, broadcast, outdoor, transit, movie, digital media.
- UNIT IV Types of ads: Industrial advertising, retail advertising, corporate advertising, public service advertising, political advertising, social marketing. Evaluation of advertising effectiveness - copy testing, consumer behavior, and other methods. Market research.
- UNIT V Ethical aspects of advertising: ASCI, Surrogate advertising. Economic and social impact of advertising. Portrayal of women and children in advertising. Professional organizations - AAAL. Case studies of advertising campaigns.

Books for Reference:

- Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.
- Lewis, M, Spignesi, S (2017). *Outdated advertising*. US: Simon and Schuster.
- Ogilvy, David (1985). *Ogilvy on advertising*. New York: Random House.
- Ogilvy, David (2011). *Confessions of an advertising man*, New York: Atheneum Books.
- Pandey, Piyush (2015) *Pandeymonium: Piyush Pandey on advertising*, New Delhi: Penguin Books India.
- Roman, Kenneth and Griffin, SM (2009) *The King of Madison Avenue: David Ogilvy and the making of modern advertising*, New York: Macmillan.
- Sandage C H, Fryburger, Vernon and Rotzoll, Kim (2003). *Advertising theory and practice*. New York: Aitbs Publishers.
- Schwab, Victor O. (2013). *How to write a good advertisement: A short course in copywriting*, US: Eco Points Books and Media.
- Valladares, June A. (2000). *The craft of copywriting*. New Delhi: Sage.
- Vilanilam, J V and Varghese A K. (2004). *Advertising basics: A resource guide for beginners*. New Delhi: Sage.

MA JMC Syllabus 2020		
Semester: I	Paper Type: Soft Core	Credits: 3

SC 1.3: Science Communication

- UNIT I Origin and growth of science and scientific temper. Contributions of scientists to modern science: Aristotle, Galileo, Plato, Immanuel Kant, David Hume, Freud. Evolution of scientific methods: Different schools of thought on scientific methods. Science and rational thinking. Science and superstition, goals and assumptions of science.
- UNIT II Recent trends in science and technology; genetics, robotics, nanotechnology, nuclear science, artificial intelligence. Major science and technology institutions: NASA, ISRO, CSIR, Jawaharlal Nehru Centre for Advance Scientific Research. Science and technology policy in India.
- UNIT III Science communication: History of science communication, goals and motivation. Process of science communication, factors determining science communication. Communicating scientific innovation, perception of scientists and audience.
- UNIT IV Reporting science and technology: Accuracy in S&T reporting, sources and techniques to gather S&T data. Coverage of S&T in different media: Print, radio, television, web and OTT. Problems of technical terminologies in science communication.
- UNIT V S&T Publications in English and regional languages, overview of their content patterns. Science for social change. Efforts of government and voluntary agencies in popularizing science. Problems and prospects. Science writing for news media, popular magazines and specialized journals. Scripting for radio, television and digital media.

Books for Reference:

- Bauer, W Martin & Bucchi Massimiano (2007). *Journalism, science and society: science communication between news and public relations*. New York: Routledge.
- Bennett J. David, Jennings C. Richard (2011). *Successful science communication: Telling it like it is*. New York: Cambridge University Press
- Bowater, Laura, Yeoman, K. (2013). *Science Communication: A Practical guide for scientists*, UK: Wiley-Blackwell.
- Brake, M L, Weitkamp, E. (2010). *Introducing science communication: A practical guide*, UK: Palgrave Macmillan.
- Bucchi, Massimiano (2002). *Science and the media*. New York: Routledge.
- Gilbert K. Jhon, Stocklmayer , Susan (2013). *Communication and engagement with science and technology*. New York: Routledge.
- Halliday, M A K & Martin, J R. (2004). *Writing Science*. Oxon: Routledge.
- Jamieron, KH et. al. (2017). *The Oxford Handbook of the Science of Science Communication*, London: OUP.
- Russell, Nicholas (2010). *Communicating science: Professional, popular, literary*. New York: Cambridge University Press.
- Wilson, A (Eds). (1999). *Handbook of science communication*, London: IOP Publishing.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Hard Core	Credits: 5

HC 2.1: Communication Research

- UNIT I Introduction to research: elements of scientific research; Concepts, Constructs, Variables., Basic and applied research. Communication research.
- UNIT II Research procedure and approaches: Steps in research. Qualitative and quantitative approaches. Focus group, case studies, field observation, intensive interviews, ethnography, semiotic analysis, rhetorical analysis, discourse analysis. Survey research, content analysis; Experimental research, longitudinal studies. Sampling techniques.
- UNIT III Research Tools and Data Analysis: Research tools- questionnaires, interview schedules. Levels of measurement, measurement scales. Hypothesis. Descriptive statistics- measures of central tendency and variability; normal curve. Statistical procedures: Chi-square, t-test, correlation, regression, analysis of variance (ANOVA).
- UNIT IV Media Research: newspaper and magazine research. Types - readership research, circulation research, newspaper management research, readability research, website usability research. Research in Electronic media. Types - Ratings and non ratings research. Advertising research.
- UNIT V Report Writing: Writing research proposals; Styles of presenting research findings, essential aspects of thesis/ dissertation, citation styles, ethics in research.

Books for Reference:

- Berger, Arthur Asa (2014). *Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches*. New Dlehi: Sage
- Hansen, A., & Machin, D. (2019). *Media and communication research methods*. London: Red Globe Press.
- Jensesn, Klaus Bruhan (2012). *A handbook of Media and Communication Research: Qualitative and quantitative methodologies*. New York: Routledge.
- Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). *Qualitative communication research methods*. New Delhi: Sage.
- Merrigan, G. & Huston, C.L. (2019). *Communication research methods*. Oxford. Oxford University Press.
- Nafiger, Ralph O and White, David M. (1999). *Introduction to Mass Communication Research*. Louisiana: Louisiana State University Press,
- Ruddock, A. (2017). *Exploring media research: Theories, practice and purpose*. New Delhi: Sage.
- Somekh, Bridget (2012). *Theory and methods in social research*. New Delhi: Sage.
- Treadwill, Donald (2014). *Introducing communication research: Paths of inquiry*. New Delhi: Sage.
- Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- An Introduction*. Singapore: Thompson Wadsworth.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Hard Core	Credits: 4

HC 2.2: Radio Broadcasting

- UNIT I Invention of Radio. Unique features of radio as a mass medium. Commercial and public service broadcasting. Uses of radio waves. Technological innovations in radio broadcasting. AM, FM, DAB, Satellite, Web radio. Radio broadcasting in the world.
- UNIT II Nature and qualities of sound, sound engineering. Mikes, recorders, mixer, editing, dubbing. Sound effects and library. Analogue and digital recording and broadcasting, archives management. Acoustics. Studio and field recording. Broadcasting and narrowcasting.
- UNIT III All India Radio: Objectives, administration and organizational structure. Prasar Bharathi, three tier system. News Division, External Service Division. Private radio in India. Radio policy, broadcasting code - AIR Code. Gyan vani, Vividh Bharathi, HAM and Community Radio.
- UNIT IV Reporting and writing for radio. General audience programs: Bulletins, talks, interview, discussions, phone-in, serials and dramas, music, current affairs programs. Special audience programs: Rural, youth, women and children. Special programs on health, science, education, development and environment.
- UNIT V Adlibbing and commentary, Radio jingles and ads, PSA, RJ-ing, Disk Jockeying. News reading styles. Principles of translation.

Books for Reference:

- Baruah, U L (1983). *This is All India Radio: A handbook of radio broadcasting in India*. Govt. of India: Publications Division.
- Beaman, Jim (2000) *Interviewing for radio*. New York: Routledge.
- Chantler, Paul & Peter Stewart (2007). *Basic radio journalism*. New Delhi: Reed Elsevier India Pvt.Ltd
- Fleming, Carol (2002) *The radio handbook*. New York: Routledge.
- Fossard, Esta De (2015). *Writing and producing radio dramas*. Communication for behavior change series. New Delhi: Sage Publications.
- Hendricks, John Allen & Bruce Mims (2018). *The radio station: Broadcasting podcasting and streaming*. New Delhi: Rout India
- Nanda, Vartika (2017). *Radio journalism in India*. New Delhi: Kanishka Publishers
- Neelamalar, M (2018). *Radio programme production*. New Delhi: Prentice Hall
- White, Ted (2005). *Broadcast news writing, reporting, and production*. New York: Focal Press, Elsevier.
- Zachariah, Aruna (2009). *Radio jockeying and news anchoring*. New Delhi: Kanishka Publishers

MA JMC Syllabus 2020		
Semester: II	Paper Type: Hard Core	Credits: 4

HC 2.3 Introduction to Television Production

- UNIT I Television medium: Television as a medium of communication. Evolution of television. Segments of television industry: Content creation, production, transmission and delivery system, types of platforms, audience, subscription and measurement.
- UNIT II Production process: Pre-production: Research, budgeting, scheduling, program proposal. Production: Video camera, components, principles; basics of composition - types of shots.
- UNIT III Studio production: Television studio structure, diverse roles of production crew, procedures and terminology. Live production process. Components of a studio: Production control room, audio booth, studio floor. Floor management. Single and multi camera productions.
- UNIT IV Lighting and sound: Lighting - technical and aesthetic aspects, types of lighting instruments, studio lighting techniques, field lighting. Sound: Role of sound in television production. Aesthetics of sound. Microphones. Sound recording basics. Audio mixer, functions.
- UNIT V Television Writing: Script writing techniques for television news, Rundown script. Introduction to non-fiction genres. Non-fiction formats. Writing for fiction. Story board, family Drama, sitcom, short films. Non-fiction writing. News, interview based shows, special programs like travel shows, game shows.

Books for reference:

- Aiyer, Balakrishna (2008) *Digital television journalism*, New Delhi: Neha Publishers.
- Belavadi, Vasuki (2013). *Video Production* 2nd edition, New Delhi: OUP.
- Brown, Lucy & Duthie, Lyndsay (2016). *The TV Studio Production Handbook*, London: IB Tauris Publishers.
- Donald, Ralph and Thomas Spann (2000). *Fundamentals of television production*, Iowa: Iowa State University Press.
- Millerson, Gerald (2016). *Effective TV Production*, London: Focal Press.
- Owens, Jim (2015). *Television Production*, London: Routledge.
- Robert L. Hilliard, L Robert (2007). *Writing for television, radio, and new media*, Connecticut: Wadsworth.
- Trottier, David (2005). *The Screen Writer's Bible: a complete guide to writing, formatting, and selling your script*, California: Silman James Press.
- Ward, Peter (2001). *Studio and outside broadcast camerawork*, New Delhi: Focal press.
- Zettl, Herbert (2014). *Television Production Handbook*, 12th edition, Boston: Wadsworth.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Soft Core	Credits: 3

SC 2.1: Media Management

- UNIT I Introduction to management, principles of management, classical and modern approaches to management, management process, theories and functions of management in the context of media, Factors influencing management decisions.
- UNIT II Organisational structure and functions of Media organizations: Newspapers, magazines, radio, television production houses and news agencies. Types of media ownership, merits and demerits. Media monopoly. Economics of newspaper: Marketing, advertising, circulation, distribution. Newspaper agencies. ABC, NRS, INS.
- UNIT III Management problems of small, medium, large newspapers. Gathering, processing, printing, circulation, distribution. FDI, impact of FDI on media management. Advertising, professionalism, trade unionism.
- UNIT IV Administrative concerns of Government owned electronic media. Private channels, market driven media, social commitment vs. profit making. FM Radio policy. Economics of film industry, production, marketing, distribution, exhibition, film piracy. TRP, TAM.
- UNIT V Human resource management in media houses. Accreditation of journalists. Committees to study the problems of the various media in India: Chanda Committee, B.G. Verghese Working Group, P. Ramaiah Committee, Ram Vilas Paswan Committee, Kuldip Nayyar Committee, Khosla Committee. Professional organizations: Indian Newspaper Society, Editors Guild of India, Indian Broadcasting Federation, News Broadcasters Association.

Books for Reference:

- Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael (2006). *Handbook of Media Management and Economics*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
- Chiranjeevi, Aravind (2000). *Electronic media management*. New Delhi: Authors Press.
- Deuze, Mark (2011). *Managing media work*. New Delhi: SAGE publications India Pvt. Ltd.
- Herrick F. Dennis (2012). *Media management in the age of giants*. Albuquerque: University of New Mexico Press.
- Hollifield, C. Ann & others (2015). *Media Management: A Case book approach*. London: Routledge.
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage.
- Padmaja, R. (2008). *Marketing of newspapers*. New Delhi: Kanishka Publishers.
- Stradling, Linda (2010). *Production management for TV and Film: The professional's guide*. London: Methuen Drama.
- Tyagi C.L., Kumar, Arun (2004). *Advertising management*. New Delhi: Atlantic Publishers and Distributors.
- Singal, Mittikar (2014). *Media management*. New Delhi: Random.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Soft Core	Credits: 4

SC 2.2: Feature Writing and Photojournalism

- UNIT I Feature: Difference between feature and news story, feature and article. Techniques of writing feature stories: Structure and style - Title, lead, body, conclusion. Types of feature leads.
- UNIT II Types of features: News, background, experience, personality, scientific features, how-to do it features, travel, business, human interest, historical and photo features. Sources of features: primary and secondary sources of information. Feature syndicates.
- UNIT III Writing articles, profiles, obituaries. Columns - types, columnists, cartoons, cartoonists, comic strips, freelance journalism. Reviewing: Techniques of reviewing book, film, theatre.
- UNIT IV Magazine: Newspaper supplement and magazines. Types of magazines: General interest magazines, news magazines, academic or scholarly magazines, house journals, special interest magazines - women's, men's, children's, teen, cine, science and technology, business, consumer magazines and literary magazines. Online and web magazines.
- UNIT V Introduction to photography: Evolution of photography. Digital photography. Branches of photography: Nature, architecture, portraiture, landscape, wild life, sports, environment, aerial, travel, industry, fashion and glamour, advertising. Press photography: Origin and development of press photography. Concept of photojournalism, attributes of a good photograph.

Books for reference:

- Allan, Stuart. (2019). *Photojournalism and citizen journalism: cooperation, collaboration and connectivity*. London: Routledge.
- Friedlander, Jay & Lee, John (eds.). (2010). *Feature writing for newspapers and magazines: The pursuit of excellence* (6th Ed). London: Allyn & Bacon.
- Garrison, Bruce. (2009). *Professional feature writing*. London: Lawrence Erlbaum Associates.
- Gaskell, Nathaniel & Gujral, Diva. (2019). *Photography in India: A visual history from the 1850s to the present*. New Delhi: Prestel.
- Pape, Susan & Featherstone, Susan. (2006). *Feature writing: A practical introduction*. New Delhi: Sage.
- Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage
- Rao, Meera Raghavendra. (2010). *Feature writing*. New Delhi: Prentice Hall of India.
- Tanner, Stephen & others (2018). *Feature writing: Telling the story*. USA: Oxford University Press.
- Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage
- Wheeler, Sharon. (2019). *Feature writing for journalists*. London: Routledge.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Elective	Credits: 2

EL 2.1: Media and Society

- UNIT I Mass society, mass communication, characteristics of mass media. Newspapers, radio, television and cinema as mass media. Internet and social media. Responsibilities of media.
- UNIT II Media and politics, media and democracy. Media freedom. Media ownership and control, pressures on media, media regulation, censorship. Public opinion. Right to information, right to privacy.
- UNIT III Media coverage of issues related to religion, gender, youth and children. Sensationalism, hype and trivialization. violence and obscenity in media. Misleading advertisements. Page 3 reporting.
- UNIT IV Media and social change. Media impact on knowledge, attitude and behavior. Media and cultural change. Global village. Impact on education, learning, consumer behavior.
- UNIT V Social movements and the media. Media activism. Citizen journalism. Impact on corruption, governance and justice system. Media as source of information and entertainment. Media and development.

Books for Reference:

- Carah, Nicholas & Eric Louw (2015). *Media and society: Production, content and participation*. New Delhi: Sage Publications.
- Croteau, David (2014). *Media/society: Industries, images, and audiences*. New Delhi: SAGE Publications
- Graeme, Burton (2009). *Media and Society*, New York: McGraw-Hill
- Grossberg, Lawrence (2006). *Media making: Mass media in a popular culture* (2nd Ed). New Delhi: Sage.
- Hodkinson, Paul (2017). *Media, culture and society: An introduction*, (2nd Ed.). New Delhi: Sage Publications.
- Horner, David (2014). *Understanding media ethics*. New Delhi: Sage Publications.
- Jeffrey, Robin (2012). *Media and modernity*. New Delhi: Orient Blackswan
- Kumar, Rajesh (2012). *Society, media, communication and development: The Indian experience*. Saarbrücken: Lap Lambert Academic Publishing.
- Lindgren, Simon (2018). *Digital media and society*. New Delhi: Sage Publications.
- Sparks, G G (2016). *Media effects research: A basic overview*, Fifth edition. Australia: Cengage Learning.

MA JMC Syllabus 2020		
Semester: II	Paper Type: Elective	Credits: 2

EL 2.2: Radio, Television and the Internet

- UNIT I Evolution of radio broadcasting. Characteristics of radio. Radio in India. AM, FM and community radio. Public and commercial service.
- UNIT II Radio programmes: News and current affairs, talks, interviews, group discussions, phone-in and dramas. Programmes for special audience: Children, youth, women.
- UNIT III Evolution of television as a mass medium in India. Unique characteristics. Doordarshan. Satellite, DTH and cable television. Channels and TRP race.
- UNIT IV Television programmes: News, current affairs, educational and entertainment programmes. Serials and reality shows.
- UNIT V Development of Internet and World Wide Web. Writing blogs and publishing in news portals. Social networking. Merits and demerits of internet.

Books for Reference

- Attkisson, Sharyl and Don Rodney Vaughan (2003) *Writing right for broadcast and internet news*. Boston, MA: Allyn and Bacon.
- Banerjee, Indrajit and Kalinga Seneviratne (Ed). (2005). *Public service broadcasting: A best practices source book*. Paris: UNESCO.
- Bradshaw, Paul (2017). *The online journalism handbook: Skills to survive and thrive in the digital age*. 2nd Ed. Oxon: Routledge
- Burgess, Jean; Alice Marwick & Thomas Poell (2017). *The Sage handbook of social media*. New Delhi: Sage Publications.
- Donald, Ralph and Thomas Spann (2000) *Fundamentals of Television Production*. Ames: Iowa State University Press.
- Hewitt, John (2002) *Airwords: Writing for Broadcast News*. 3rd edition. Mountain View, CA: Mayfield Pub. Company.
- Miller, Vincent (2020). *Understanding digital culture*. New Delhi: Sage Publications.
- Orlik, B Peter. (2003). *The electronic media*. New Delhi: Surjeet Publications.
- Robert L. Hilliard, L Robert. (2007). *Writing for television, radio, and new media*. Connecticut: Wadsworth.
- Alvarado, Manuel; Milly Buonanno, Herman Gray, & Toby Miller (2014). *The Sage handbook of television studies*. New Delhi: Sage Publications.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Hard Core	Credits: 5

HC 3.1: Media Law and Ethics

- UNIT I Introduction to Indian Constitution: Salient features, directive principles of state policy, fundamental rights and duties. Human rights. Universal declaration of human rights.
- UNIT II Constitutional provisions for freedom of speech and expressions: Article 19(1) a. Reasonable restrictions, Article 19(2). Threats to freedom of the press in India. Right to Information Act, 2005.
- UNIT III Law of Defamation, sedition, obscenity. Cinematograph Act 1952 and film certification. Official Secrets Act 1923, Copyright and copyleft, video piracy, Contempt of Court Act, Legislative privileges and media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986.
- UNIT IV Press and Registration of Books Act 1867. Working Journalists Act 1955, Wage Boards for journalists, Prasar Bharati Act 1990, Cable Television Network (Regulation) Act 1995, Cyber laws: Information Technology Act 2000. Major recommendations of First and Second press commissions.
- UNIT V Press Council of India Act: A critical study of functions and performance of the Press Council of India. ASCI, BCCC, NBSA. Code of ethics for journalists. Media ethical issues: Right to privacy, right to reply, communal writing, sensational and yellow journalism, paid news, fake news. Media Ombudsman.

Books for reference

- Basu, Durga Das. (2010). *Law of the press*. New Delhi: Prentice Hall of India.
- Creech, Kenneth C. (2013). *Electronic media laws and regulation*. London: Routledge.
- Manna, Bansi. (2014). *Mass media laws and related laws in India*. New Delhi: Booksway.
- Mhiripiri, Nhamo & Chari, Tendai. (2017). *Media Law, Ethics & Policy in the Digital Age*. Pennsylvania: IGI Global.
- Neelamalar, M. (2009). *Media Law and Ethics*. Delhi: PHI
- Nanda, Vartika. (2018). *Media Laws and Ethics: An introduction to legal and ethical issues in journalism*. New Delhi: Kanishka.
- Prasad, Kiran. (2008). *Media Law and Ethics: Readings in Communication Regulation*. Delhi: B R Publishing Corporation.
- Rao, Naresh & Suparna (2008). *Media Laws- an Appraisal*. Bangalore: Premier.
- Rao, Someswar B. (2002). *Journalism- Ethics, Codes, Laws*. Bangalore: ACME.
- Rayudu, C.S. & Rao, Nageshwara S.B. (2014). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Hard Core	Credits: 5

HC 3.2: Television Journalism

- UNIT I Television journalism: Evolution of television journalism. Status of television journalism in India. Television news channels. Programming and content. Factors determining content in news channels.
- UNIT II News production: ENG, Research and field reporting. Live reporting and interviews. Chit chat. Piece to the camera. Audio-visuals. Content generation - news packages and special programs.
- UNIT III Post production: Copy writing and editing. Voice over, dubbing, titling, sub-titling. Graphics and animation, infographics. Editing: Linear and non-linear editing process, digital effects, transition devices.
- UNIT IV Program presentation: Anchoring - voice broadcast skills, screen presence, use of teleprompter. Live studio and field interviews. Moderating studio discussions, anchoring chat shows. Conceptual and technological changes in television reporting and presentation, scroll, new media integration.
- UNIT V Program formats: Interview, discussion, phone-in programs, chat shows with audience participation, documentaries, and other emerging formats. Issues in TV Broadcasting: Ethical challenges. Educational and Developmental broadcasting - problems and prospects.

Books for reference:

- Block, Bruce (2017). *The visual story-creating the visual structure of Film, TV and Digital Media*, US: Focal Press.
- Brown, Ross (2014). *Create your own series for the Internet*, 2nd edition, California: Michael Wiese Productions.
- Chermak, CY (2017). *The show runner- An inside guide to successful TV production*, US: Jacobs Brown Press.
- Kagal, Ayesha (2016). *More News is Good News: 25 years of NDTV*, New Delhi: Harper Collins.
- Kalra, R J (2012). *The ABC of News Anchoring*, New Delhi: Pearson.
- Miller, Toby (2002). *Television studies: The basics*, New York: Routledge.
- Stradling, Linda (2010). *Production management for TV and Film*, London: Bloomsbury books.
- Thapar, Karan (2009). *More salt than pepper*, New Delhi: Harper Collins.
- Thomson, E, Mittell (2013). *How to watch television*, New York: New York University Press.
- Ward, Peter (2001). *Studio and outside broadcast camerawork*, New Delhi: Focal press.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Soft Core	Credits: 4

SC 3.1: Media and Environment

- UNIT I Environmentalism and eco-consciousness. Deteriorating health of environment and species. Renewable and non-renewable resources. Development vs. environment debate. Impact of urbanization, life style changes, population on environment.
- UNIT II Major environmental issues: Deforestation, climate change, global warming, acid rain, war, ozone depletion, big dams, atomic radiation, land, air and water pollution. Impact of plastic and chemicals. Loss of biodiversity, endangered species, and need for conservation. Special Economic Zones.
- UNIT III Environmental communication: Definition. Media activism and advocacy. Political context - National, international environmental agreements, declarations and protocols. UNEP, Major environmental NGOs. Environmental movements abroad, in India and Karnataka. Legal context - Environmental policy, Acts, rules and regulations in India. MEF. The Environment (Protection) Act, Forest (Conservation) Act. Rules regarding noise, e-waste, air, plastic and hazardous chemicals. Role of Central and State Pollution Control Boards.
- UNIT IV Reporting on environment through print, radio, television, social and folk media. Major environmental publications. Documentaries and movies. Campaigns and awareness building programmes. Sources for environmental reporting. Problems faced by environmental journalists. Risks of reporting, uncertainty. Environmental justice.
- UNIT V Environmental journalist organizations. Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI). Code of ethics for environmental journalists.

Books for Reference

- Acharya, Keya & Frederick Noronha (2010). *The Green Pen: Environmental journalism in India and South Asia*. New Delhi: Sage
- Bernadette M. West (2003). *The reporter's environmental handbook*. New Jersey: Rutgers University Press.
- Bodker, Henrik., Irene Neverla (2014). *Environmental journalism*. London: Routledge
- Brown, Lester, et al. (2013) *State of the world: (Annual reports from World Watch Institute report on progress toward a sustainable Society)*. New York: W.W. Norton.
- Chapman, Graham, Kumar, Keval, J., Fraser, Coroline., & Gaber, Ivor (1997). *Environmentalism and the mass media: The North-South divide*. London: Routledge.
- Cox, Robert (2015). *Environmental communication*. New Delhi: Sage Publications.
- Pezzullo, Phaedra C & Robert Cox (2018). *Environmental communication and the public Sphere*, 5th Ed. Thousand Oaks: Sage Publications.
- Hackett, Robert A., Susan Forde, Shane Gunster, Kerrie Foxwell-Norton (2017). *Journalism and climate crisis*. London: Routledge
- Neuzil, Mark Train, Russell E. (2005). *The environment and the press: From adventure writing to advocacy*. New York: Oxford University Press.
- Rangarajan, Mahesh (2007). *Environmental issues in India*. New Delhi: Dorling Kindersley.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Soft Core	Credits: 4

SC 3.2: Film Studies

- UNIT I Early cinema: Lumiere brothers and George Melies. Film as an art form, film and other arts, film and literature, the language of cinema. Popular cinema.
- UNIT II Elements of film: camera, lighting, sound, colour, editing.
- UNIT III Film theories: Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Montage and Eisenstein, Christian Metz, Andre Bazin, Jean Mitry, Bela Balaz.
- UNIT IV Film movement: German expressionism, Italian neorealism, French new wave, avant garde, film noir, cinema verite. Film genres. Documentary films. Film criticism, film society movement in India.
- UNIT V Major filmmakers: Sergei Eisenstein, Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Spike Lee, Akira Kurosawa, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli.

Books for Reference:

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

MA JMC Syllabus 2020		
Semester: III	Paper Type: Soft Core	Credits: 3

SC 3.3: Folk Media

- UNIT I Origin and Meaning of the concept 'folk media'. Characteristics of folk media, relevance of folk media in modern society, historical background of folk media study.
- UNIT II Classification of folk media forms: Folk theatre, folk songs, folk dance, folk games, folk tales, folk proverbs and idioms. Use of folk media in cinema, television, internet and advertising. Impact of mass media on folk media.
- UNIT III Possibility of communicating development messages through folk theatre, folk songs and folk dances. Popular folk arts of India and their use in development communication: Burrakatha, Kathakali, Villupattu, Tamasha, Jatra, Bhangra.
- UNIT IV Popular folk arts in Karnataka and their use in development communication: Gee Gee, Yakshagana, Bayalata, Harikatha, Puppetry Chowdike, Dollu kunitha, Veeragase, Bhootharadane, Nagaradane, Somana kunitha, Kamsale, Pooja kunitha, Karaga.
- UNIT V Integrated use of folk media and mass media, role of government agencies like DFP, Song and Drama Division, Department of Information and Public Relations in use of folk media. Karnataka Janapada Academy, Karnataka Yakshagana and Bayalata Academy, Some prominent folk artists: Habib Tanveer, Shivaram Karanth, Keremane Shambhu Hegade, Uppinakudru Kogga Kamath, H.L.Nagegowda. Problems and prospect of folk artists.

Books for Reference

- Gupta, V.S. (2000). *Communication and Development*. New Delhi: Concept Publication Company.
- Mishra, Raghavendra (2016). *Traditional folk media in India: Practice and Relevance*. Varanasi: Bharati Prakashan.
- Mukhopadhyay, Durga Das (2017). *Folk Arts and Social Communication*. New Delhi: Publications Division,
- Parmar, Shyam (1975). *Traditional Folk Media in India*. New Delhi: Geka Books.
- Kumar, Sathish (2013). *Role of traditional folk arts as media of mass communication: A Study with special reference to coastal Karnataka*. Germany: LAP.
- Ranganath, H.K. (1980). *Folk Media and Communication*. Bangalore: Chaitanya Publications.
- Ranganath, H.K. (2000). *Live Media for Development Communication*. Udupi: RRC.
- Usharani, N. (1996). *Folk Media for Development: A study of Karnataka's traditional media*. Bangalore: Karnataka Book Publishers
- Vatsyayan, Kapila (2007). *Traditional Indian theatre*. New Delhi: National Book Trust.
- Vijaya, N. (1988). *The role of traditional folk media in rural India*. Delhi: Gian Publishing House.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Elective	Credits: 2

EL 3.1: Writing for Print Media

- UNIT I Fundamentals of writing: Literary and journalistic writing, Techniques of journalistic writing.
- UNIT II News: definition, elements, news values. Structure of a news story: headline, lead and body of the story. News gathering skills. News sources.
- UNIT III Writing articles for newspapers: Writing columns - different types of columns. Challenges in column writing. Syndicating.
- UNIT IV Writing features: Types of features - Human interest, travel, historical personality, writing for target groups and special interest audience.
- UNIT V Reviewing for media: Arts, cinema, theatre, books. Freelancing: Avenues and challenges, advantages and pitfalls of freelancing.

Books for Reference:

- Ahuja, Charanjit & Hiteshi, Bharat (2016). *Print Journalism: A Complete Book of Journalism*. New Delhi: Partridge.
- Bruce, Garrison (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
- Buchwald, Barry Dev (2008). *The art of column writing*. Oak Park: Marion Street Press.Inc.
- Grundy, Bruce, Hirst, Martin (2012). *So you want to be a journalist* (Second edition). New York: Cambridge University Press
- Lee, Carolyne (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
- Rao, Meera Raghavendra N. (2012). *Feature writing* (Second edition). New Delhi: PHI.
- Wheeler, Sharon (2009). *Feature writing for journalists*. New York. Routledge.
- Whitaker, Richard W, Ramsey E Janet & Smith, D Ronald (2009). *Media writing*. New York: Routledge.
- Whitaker, Richard W. (2012). *Media writing: Print, broadcast, and public relations*. New York: Routledge.
- Shrivastava, K.M. (2015). *News reporting and editing*. New Delhi: Sterling.

MA JMC Syllabus 2020		
Semester: III	Paper Type: Elective	Credits: 2

EL 3.2: Intercultural Communication

- UNIT I Concepts of culture: Culture as context for communication, culture as social institution. Value system, religion and identity, gender and identity. Growth of media and their impact on culture.
- UNIT II Media as intercultural communication vehicles: Barriers to intercultural communication, ethnocentrism, stereotypes and prejudices. Globalization effects on culture.
- UNIT III Cultural assimilation, integration. Cultures within cultures, cultural identity and media. Media as culture manufacturing industry. Media as cultural institutions. Mass culture topologies. Indian heritage - cultural values. Media and othering.
- UNIT IV Sources of Indian culture. Dance, songs, art forms. Influence of various foreign cultures on India. Multilingualism in India.
- UNIT IV Folk culture heritage of India: Folk songs, drama, theatre, riddles, stories, Indian cultural and literature heritage as sources of ideas for film/TV programmes.

Books for Reference:

- Jandt, Fred E. (2017). *An introduction to intercultural communication: Identities in a global community*. New Delhi: Sage.
- Kurylo, Anastacia (2012). *Intercultural communication*. New York: Sage.
- Lustig, Myron W. & Koester, Jolene (2006). *Intercultural competence: Interpersonal communication across cultures*, 5th Edition. Indianapolis: Pearson.
- Martin, J.N. & Nakayama, T.K. (2002). *Readings in intercultural communication. experiences and contexts*. Mountain View, CA: Mayfield
- Martin, J.N. & Nakayama, T.K. (2007). *Intercultural communication in contexts*. Mountain View, CA: Mayfield.
- Maude, Barry (2016). *Managing cross-cultural communication: Principles and practice*. London: Palgrave Macmillan.
- Neuliep, J.W. (2017). *Intercultural communication: A contextual approach*. New Delhi: Sage.
- Niemeier, Susanne, Charles P. Campbell, and Rene Dirven, eds. (1998). *The cultural context in business communication*. Amsterdam: John Benjamins.
- Piller, Ingrid (2011). *Intercultural communication: A critical introduction*. Edinburgh: Edinburgh University Press.
- Rao, Ramesh N., & Thombre, Avinash (2015). *Intercultural communication: The Indian Context*. New Delhi: Sage.

MA JMC Syllabus 2020		
Semester: IV	Paper Type: Hard Core	Credits: 5

HC 4.1: Development Communication

- UNIT I Development: Indicators of development. Theories and models of development. Dominant paradigm, modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Gandhi. Dependency theory, globalization. Concept of human development, sustainable development.
- UNIT II Development communication: Role of communication in development, performance and role of print, radio, television, documentaries. New media in development issues. Communication planning. Development support communication. Barriers to development communication in India.
- UNIT III Role of media in empowerment. Development journalism. Development news coverage in print and electronic media. Specific requirement for writing development stories for print, electronic and new media.
- UNIT IV Communication technologies and their role in development. Communication through video, The role of ICT in development. E-governance. Use and challenges of new media technologies in development communication.
- UNIT V Traditional media in India and their relevance. Agricultural communication - Extension communication. Health communication. Case studies of experiments in development communication: SITE, Project Chhatera, Kheda communication project, Jhabua communication project, Udayavani experiment.

Books for Reference

- Garcia, Oscar A & Kotturi, Prashanth (2019). *Information and communication technologies for development evaluation*. New Delhi: Routledge.
- Melkote, Srinivas (2003). *Communication for development in third world countries*. New Delhi: Sage.
- Narula Uma (2019). *Development Communication: Theory and practice*. New Delhi: Har-Ananda Publications.
- Rogers, Everett M and Floyd Shoemaker (1971). *Communication of innovations*. New York: Free Press.
- Sainath, P (2000). *Everybody loves a good drought*. New Delhi: Penguin
- Sen, Amartya (2006). *Development as freedom*. New Delhi: Oxford University Press.
- Seneviratne, Kalinga (2018). *Mindful communication for sustainable development: perspectives from Asia*. New Delhi: Sage.
- Servaes, Jan (2008). *Communication for development and social change*, New Delhi: Sage.
- Singhal, Aravind & Rogers, Everett (2003). *India's communication revolution: From bullock carts to cybermarts*. New Delhi: Sage.
- Singhal, Aravind & Dearing, Janes W. (2010). *Communication of innovations: A journey with Eve. Rogers*, New Delhi: Sage.

MA JMC Syllabus 2020		
Semester: IV	Paper Type: Hard Core	Credits: 5

HC 4.2: Digital Media

- UNIT I Emergence of digital technology. Characteristics of New Communication Technologies (NCT). Technological convergence and interactivity. Invention and spread of computer and Internet. Digital literacy. Computer language, operating systems, memory and storage devices.
- UNIT II Impact of digital, networked, satellite technologies on radio, television, advertising, telecommunication and cinema. DBS, ITV, IPTV, LCD/LED/ HDTV, ELD. Virtual reality. Impact on print media, reporting, editing, electronic publishing and DTP. Video streaming. Web journalism and news portals.
- UNIT III Knowledge society vs. information society. Impact on information / entertainment seeking, accessing and utilization. Big data, information superhighway, browsing, blogging and social networking. Media symbiosis and fragmentation. E-governance and e-commerce. NCT and social development.
- UNIT IV New media and globalization. Digital divide. New media and ethics. NCT impact on education, culture, society. NCT in India. Case studies in NCT applications: Bhoomi, Sakala.
- UNIT V Software Applications: Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, InDesign, HTML, MS Windows.

Books for Reference:

- Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
- Anton, Kelly Kordes & Tina DeJarld (2017). *Adobe InDesign CC classroom in a book*. Adobe Press Publications
- Bauer & Foster (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
- Brugger, Niels & Ian Milligan (2018). *The Sage handbook of web history*. New Delhi: Sage Publications.
- Gane, Nicholas & David Beer (2008). *New media*. New York: Berg.
- Hill, Steve & Paul Lashmar (2013). *Online journalism: The essential guide*. New Delhi: Sage Publications
- Hjorth, Larissa & Sam Hinton (2019). *Understanding social media (2nd Ed.)*. New Delhi: Sage Publications.
- Siapera, Eugenia (2018). *Understanding new media (2nd Ed.)*. New Delhi: Sage Publications.
- Warf, Barney (2018). *The Sage encyclopedia of the internet*. New Delhi: Sage Publications.
- Witschge, Tamara; C. W. Anderson, David Domingo, & Alfred Hermida (2016). *The Sage handbook of digital journalism*. New Delhi: Sage Publications.

MA JMC Syllabus 2020		
Semester: IV	Paper Type: Soft Core	Credits: 4

SC 4.1: Corporate Communication

- UNIT I** Structure and characteristics of an organization. Types of organization, management hierarchy. Various types of communication in an organization. Flow of communication: Bottom-up, top down, vertical and horizontal. Barriers to communication.
- UNIT II** Corporate communication: Concept and genesis of corporate communication. Role of corporate communication in an organization. Corporate communication department and other management disciplines. Differences and similarities between CC and Public relations. CC and public affairs. CC and corporate affairs. Internal and external publics.
- UNIT III** Public relations: Evolution of PR. Differences between publicity, propaganda and PR, Types of PR. PR Department: structure and functions. PR as a management function. Process of PR - fact finding, planning, implementation and evaluation. Public relations officer - qualifications and responsibilities.
- UNIT IV** Corporate communication functions: Lobbying, sponsorship, financial communication, corporate reputation, media mileage. Tools: Print media, radio, TV, cinema, social media, exhibitions, events and other media for CC exercises. House journals. Media relations, press conference, press releases, corporate films, community relations.
- UNIT V** Corporate identity: Defining corporate identity. Integrating corporate identity into communication process. Image building process. Corporate brand management. Handling pressure groups, crisis management. PR for governmental organizations. Corporate social responsibility and other ethical aspects. Problems and prospects of corporate communication. Professional organizations: PRSI and PRCI.

Books for Reference

- Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill Irwin
- Bhattacharya CB et. al. (2011). Leveraging corporate responsibility, London: Cambridge University Press.
- Cornellisen, J P. (2004). Corporate communication: theory and practice, New Delhi: Sage.
- Fernandez, Joseph (2004). *Corporate Communications*. Chennai: Sage.
- Jaithwaney, J. (2010). Corporate communication: principles and practice, New Delhi: Sage.
- Kaul, A & Chaudhri, V. (2017). Corporate communication through social media, New Delhi: Sage.
- Oliver, S (2004). Corporate communication and public relations, New York: Routledge.
- Smith. D. Ronald (2009). *Strategic planning for public Relations*. New York: Routledge.
- Solis, Brain & Brackenridge, Deirdre (2009). *Putting the Public Back in Public Relations*. Upper Saddle River: Pearson Education.
- Theaker, Alison (2004). *The handbook of public relations* (2nd ed). Oxford hire: Routledge.

MA JMC Syllabus 2020		
Semester: IV	Paper Type: Soft Core	Credits: 4

SC 4.2: Political Communication

- UNIT I Political communication in modern societies. Politics in the information age. Political communication and democratization. Public opinion, Propaganda.
- UNIT II Mass media as political actors. Media as a fourth estate, public sphere, mediatisation, political socialization, political participation, public interest. Media and political populism. Agenda setting.
- UNIT III Media and political conflict. Television as a campaign tool. Propaganda. International political communication. Media and national identity. Nation as an imagined entity and print capitalism.
- UNIT IV Political image making and digital media: Micro-targeting. Blogs and social networking sites in shaping campaign strategy and news coverage. Online campaigns by major political parties.
- UNIT V Political marketing and advertising: Positive and negative ads. Public relations as political communication. Opinion polls, election surveys, exit polls. Case studies of political campaigns.

Books for Reference:

- Anderson, Benedict (2016). *Imagined communities: Reflecting on the origin and spread of nationalism*. London: Verso
- Bennett, W. Lance (2009). *News: The politics of illusion*. New York: Pearson Longman.
- Brants, Kees, & Voltmer Katrin (Eds). (2011). *Political communication in postmodern democracy: Challenging the primacy of politics*. New York. Palgrave Macmillan.
- Cook, Timothy (2005). *Governing with the news: The news media as a political institution* (2nd Edition). Chicago: University of Chicago Press.
- McNair, B. (2003). *An introduction to political communication*. New York: Routledge
- Rajagopal, Arvind (2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge: Cambridge University Press.
- Rawnsley, Gary D. (2005). *Political communication and democracy*. New York. Palgrave Macmillan.
- Semetko, Holli, A & Scammel, Margaret (2012). *The sage handbook of political communication*. New Delhi. Sage.
- Veneti, Anastasia, Jackson, Daniel & Lilleker, D.G. (2019). *Visual political communication*. Poole: Palgrave Macmillan.
- Khan, Farhat Bashir (2019). *The game of votes: Visual media politics and elections in the digital era*. New Delhi: sage.

MA JMC Syllabus 2020		
Semester: IV	Paper Type: Soft Core	Credits: 3

SC 4.3: Technical Writing

- UNIT I Introduction to technical writing: Principles, differences between technical writing and other forms of writing.
- UNIT II Technical documents: Technical reports, business reports, project proposals, reports, abstracts, resume, curriculum vitae, and manuals for installation and maintenance of devices and equipment.
- UNIT III Roles and responsibilities of writers, editors / project managers. Qualities of technical writers. Other professionals involved: Project manager / editor, writers, graphic artists; liaison with product engineers / scientists and clients.
- UNIT IV The writing process: Aim of writing, knowing the writing assignment, its clients and end-users; gathering facts; planning the documents content and organization; writing the draft; revision; use of graphics/illustrations. Document formats: Hard and soft copy. Technical writing styles: Clarity, consistency, precision, coherence and logical sequence.
- UNIT V The technical editing process: Style guides. Revising and editing for technical accuracy and language. Editing tables, graphs, illustrations, design and layout. On-line editing tools. Ethics in technical writing and publication.

Books for Reference

- Alred, Gerald J, Walter E. Oliu, Charles T. Brusaw (2016). *The handbook of technical writing* (Twelfth Edition). New York: Bedford/St. Martin's;
- Disheroon, Suzanne & Kenneth R. Price (2018). *Technical writing*. San Diego, CA: Cognella Academic Publishing
- Keith, Johnson (2018). *365 Technical writing tips*. California: CreateSpace.
- Magrino, William., Michael Goeller., Nicole Reda (2018). *Scientific and technical writing: From problem to proposal*. (4th Edition). USA-Iowa: Kendall Hunt Publishing.
- Marshall, Carrie (2018). *Technical writing for business people*. UK: BCS, The Chartered Institute for IT
- Mike, Markel (2015). *Technical communication* (11th ed.). New Delhi: MacMillan
- Saiff, Barry (2018). *Outsourcing technical writing: A primer*. California: XML Press.
- Van-Laan, Krista (2012). *The insider's guide to technical writing*. California: XML Press.
- Worley, Wanda L. & Fitterling, Rebecca A. (2008). *Technical Writing: The Fundamentals* (2nd ed). Dubuque: Kendall Hunt.
- Worthington, Darlene Smith & Sue Jefferson (2019). *Technical writing for success*, (4th Edition). New York: Cengage Learning.

Compulsory Credit Papers

1. English for Communication
2. Computer Skills
3. Life Skills

Academic Obligations

1. Dissertation

Students studying in the fourth semester are required to submit a dissertation on a topic related to Communication and allied subjects on or before the last working day of the fourth semester. The proposal of the dissertation, however, shall be submitted to the Chairman within 30 days from the day of the commencement of the third semester in consultation with the guide concerned for approval by the department. The students will commence the dissertation work at the beginning of the third semester and submit the same for evaluation at the end of the fourth semester.

2. Internship

Every student of the programme of Mass Communication and Journalism shall undergo an internship of **six weeks** in any of the recognized mass media institutions such as newspapers, magazines, radio stations, television stations, advertising and public relations etc., at the end of the fourth semester. The fourth semester marks cards shall be issued to the students only after the satisfactory completion of the internship.

3. The practical work

The practical work in media skills and practice such as news writing, editing, design, production of print and electronic media contents etc., as decided by the department, shall form an integral part of the programme and shall be continuously assessed throughout all the semesters.

4. Lab Journal

Every student shall actively participate in reporting, editing and producing the lab journal—*Sahyadri Times*.