


Kuvempu University

DEPT. OF JOURNALISM AND MASS COMMUNICATION

MA in Journalism and Mass communication
SYLLABUS 2016

SEMESTER	TYPE OF PAPER	PAPER TITLE
First Semester	Hard Core	HC 1.1 Communication Theories HC 1.2 Reporting HC 1.3 Editing
	Soft Core	SC 1.1 Development of Media SC 1.2 Feature Writing SC 1.3 Science Communication
Second Semester	Hard Core	HC 2.1 Communication Research HC 2.2 Radio Broadcasting HC 2.3 Media Management
	Soft Core	SC 2.1 Advertising SC 2.2 Photojournalism
	Elective	EL 2.1 Media and Society EL 2.2 Radio and Television
Third Semester	Hard Core	HC 3.1 Media Law and Ethics HC 3.2 Television Journalism
	Soft Core	SC 3.1 Media and Environment SC 3.2 Film Studies SC 3.3 Folk Media
	Elective	EL 3.1 Writing for Print Media EL 3.2 Intercultural Communication
Fourth Semester	Hard Core	HC 4.1 Development Communication HC 4.2 New Media Technology
	Soft Core	SC 4.1 Corporate Communication SC 4.2 Political Communication SC 4.3 Technical Writing
	Project Work	
Compulsory Credits	CC 1 Communication Skills CC 2 Computer Application CC 3 Personality Development	

First Semester

Hard Core Papers

HC 1.1: Communication Theories

- UNIT I Introduction to Communication: functions; Types of communication: intrapersonal, inter-personal, 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 NewCombs.
- UNIT II Introduction to Mass Communication Theory: Mass society theory, Hypodermic needle theory. Paradigm shift in communication theory. Normative Theories: four theories of the press: Authoritarian, libertarian, social responsibility and Soviet media theory. Developmental media theory and democratic participatory theory.
- UNIT III Limited Effects Theories: two step flow; multi-step flow; attitude change theories; selective process; information flow theory; Functional analysis approach, Diffusion theory, Klapper's Phenomenistic theory.
- UNIT IV Media and Audiences: Uses and gratifications, reception studies, framing analysis, 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; Birmingham School, political economy theory; Harold Innis; bias of communication, Marshall McLuhan. Cultural industries.

Books for Reference

- Baran, Stanley S and Davis, Dennis K. (2012). *Introduction to Mass communication theory*. NewDelhi: Cengage.
- 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. (2009). *Mass communication theories: Explaining origins, processes and effects*. New York: Allyn & Bacon.
- Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- 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.

HC 1.2: Reporting

- UNIT I Reporting for media, Qualification and responsibilities of a reporter, Organisation of reporting section in a newspaper – Role of a Chief reporter.
- UNIT II News- concept, definitions, news values, elements – News writing techniques – News lead -Types of leads, body.
- UNIT III News gathering skills, News sources–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, development, art, culture, sports, religion, environment, gender related issues. Investigative reporting, Ethical aspects of reporting.
- UNIT V Reporting, legislature proceedings– Privileges of legislatures. Analysis of news– Interpretation skills– Writing backgrounders, curtain raisers, reporting for news agencies, published and online sources. Reporting for news agencies.

Books for Reference

- Berkowitz, Dan. (1997). *Social meanings of news: A text-reader*. New Delhi: Sage.
- 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 Publications.
- Steen, Rob. (2008). *Sports journalism*. Oxon: Routledge.
- Strentz Herbert. (2002). *News reporting and news sources*. New Delhi: Prentice Hall.
- Tumbler, Howard. (1999). *News: A reader*. Oxford: Oxford University Press.

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: Structure of news paper organization. Structure and functions of editorial department. Qualifications and role of editor, news editor and sub-editor. Editing- definition, principles, ethical aspects, style sheet, typography.
- UNIT III Newspaper design: Principles of page design- designing front and inside pages, types of page designing. Magazine page design, contemporary trends in newspaper design, Page making software.
- UNIT IV Editorial page: Contents of editorial page- structure and purpose, Editorials- functions, types, Middles, Letters to the editor, Columns, Special articles, Light leader, Op-Ed, Translation- Importance, need, techniques. Supplements- Weekend pullouts, target audience supplements.
- UNIT V Printing methods: Types of printing- letterpress, 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 (2015) *Associated Press Stylebook*, US: Basic Books.
- 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: Mc Graw Hill.
- Hohenberg, John. (1978). *The professional journalist- A guide to the practices and the principles of the news media*. New Delhi: Oxford & IBH Publishing
- Kamath, M.V. (1980). *Professional journalism*. New Delhi: Vikas Publishing House.
- Mencher, Melvin. (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.
- Prasad, Sharada. (1993). *Editors on editing*. New Delhi: National Book Trust.
- Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publications.
- Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.
- Wastly Bruce. (1975). *News editing*. New Delhi: Oxford & IBH.

Soft Core Papers

SC 1.1: Development of Media

- UNIT I Invention of printing. Guttenberg's contribution. Development of printing in India. Early efforts in publishing newspapers. James Augustus Hickey.
- UNIT II Birth of the Indian Language press, contribution of Serampore missionaries. Raja Ram Mohan Roy. Birth of Indian newspapers and magazines in the 19th Century. First war of Indian independence and the press. Origin and growth of journalism in Kannada. Samyukta Karnataka. M. Venakatakrishnaiah, P R Ramaiah, D V Gundappa, T. T. Sharma, TSR. Role of Kannada journalism in the unification of Karnataka.
- UNIT III The Indian press and the freedom movement, important personalities of Indian journalism: 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. Media during emergency.
- UNIT IV Development of radio as a medium of mass communication. Public service and commercial broadcasting: All India Radio, Vividh Bharathi, FM – public and private, and community radio. Development of television as a medium of mass communication in India and Karnataka. Doordarshan, satellite and cable television.
- UNIT V Early efforts in film making. Films as mass media. Historical development of films in India. Film festivals and awards. Dada Saheb Phalke award. Film Division.

Books for Reference

- Black, Jay, Jennings Bryant & Susan Thompson. (1997). *Introduction to media communication* New Delhi: McGraw-Hill.
- 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.
- Kumar, J Keval (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Murthy, Nadig Krishna (1966). *Indian journalism*. Mysore: Prasaranga, Mysore University.
- Natarajan, J. (undated). *History of Indian journalism*. New Delhi: Publications Division, Govt. of India.
- Parthasarathy, Rangaswami (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.
- Rangoonwala, Firoze (1975). *Seventy-five years of Indian cinema*. New Delhi: Indian Book Company.
- Staiger, Janet & Sabine Hake (2009). *Convergence media history*. London: Routledge

SC 1.2: Feature Writing

- UNIT I Feature – Definition- Difference between feature and news story, feature and article, Techniques of writing feature stories: Gathering and organising information; 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, use of library and other reference material, newspapers and magazines as resources, Feature Syndicates.
- UNIT III Writing articles, profiles, obituaries. Columns- types, columnists, cartoons, cartoonists, comic strips, freelance journalism, citizen journalism
- UNIT IV Review-definition, Techniques of reviewing book, film, theatre, art, music, TV programmes. Difference between review and criticism.
- UNIT V Magazine: Newspaper supplement and Magazines. Types of magazines: general interest magazines, news magazines, special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer magazines; and academic or scholarly magazines, literary magazines. Online and web magazines. An overview of magazine scene in India.

Books for reference

- Friedlander, Jay & Lee, John (eds.). (2007). *Feature writing for newspapers and magazines: The pursuit of excellence* (6th Ed). London: Allyn & Bacon.
- Ganato, Len. (2006). *Newspaper feature writing*. New Delhi: Anmol Publications.
- Garrison, Bruce. (2004). *Professional feature writing*. London: Lawrence Erlbaum Associates.
- 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. (2009). *Feature writing*. New Delhi: Prentice Hall of India.
- Ricketson, Matthew. (2004). *Writing feature stories: How to research & write newspaper & magazine articles*. London: Allen & Unwin
- Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.
- Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage
- Wheeler, Sharon. (2009). *Feature writing for journalists*. London: Routledge.

SC 1.3: Science Communication

- UNIT I Growth of science and technology from ancient times- Great scientists of ancient and modern India- Evolution of scientific methods- Different schools of thought about scientific methods.
- UNIT II Science and rational thinking- Science and superstition-Goals and assumptions of science- Industrial revolution, Recent trends in science and technology; genetic engineering, biotechnology, nuclear technology, computerization- Information explosion- Space technology.
- UNIT III Science and technology institutions in India; Central and state government institutions National laboratories and other scientific institutions, Science policy- R & D policy of the Government-Technology transfer- Status and trends of S & T institutions.
- UNIT IV Reporting science and technology- Accuracy in S & T reporting- Source and techniques to gather S & T data- Coverage of S & T information in different media- Problems of technical terminologies - Application of low cost media to popularize science.
- UNIT V S & T Publications in English and regional languages-A study of their content patterns. Science for social change- Efforts of government and voluntary agencies in popularizing science- Practical exercises in writing reports, scripting for radio and TV.

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*. Newyork: Cambridge University Press
- Bucchi, Massimiano. (2002). *Science and the media*. New York: Routledge.
- Gilbert K. Jhon, Stocklmayer , Susan. (2013). *Communication and engagement with science and technology*. Newyork: Routledge.
- Halliday, M A K & Martin, J R. (2004). *Writing Science*. Oxon: Routledge.
- LeeAnn, Kahlor. Stout A. Patricia. (2010). *Communicating science*. Newyork: Routledge.
- Rajan, Nalini. (2007). *21st century journalism in India*. New Delhi: Sage.
- Russell, Nicholas. (2010). *Communicating science: Professional, popular, literary*. Newyork: Cambridge University Press.
- Scanlon, Eileen, Whitelegg, Elizabeth & Yatras, Simeon. (1999). *Communication science: contexts and channels*. New York: Routledge.
- Vilanilam, John, V. (1993). *Science communication and development*. New Delhi. Sage

Second Semester

Hard Core Papers

HC 2.1: Communication Research

- UNIT I Research: Definition and purpose, elements of scientific research; Concepts, Constructs, Variables. Communication research- Basic and applied research.
- UNIT II The Research Process and Approaches: Steps in research. Research Approaches: Qualitative; Focus group, case studies, field observation, semiotic analysis, rhetorical analysis Quantitative; 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: Research in Print media- types- Readership research, Circulation research, typographic research, Readability 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 Delhi: Sage
- Hansen, Anders. (2009). *Mass Communication Research Methods*. London: Macmillan.
- Jensen, Klaus Bruhan. (2012). *A handbook of Media and Communication Research: Qualitative and quantitative methodologies*. New York: Routledge.
- Kerlinger, Fred N. (1995). *Foundations of Behavioural Research*. Bangalore: Prism
- Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). *Qualitative communication research methods*. New Delhi: Sage.
- Nafziger, Ralph O and White, David M. (1999). *Introduction to Mass Communication Research*. Louisiana: Louisiana State University Press,
- Oliver, Paul. (2008). *Writing your thesis*. 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.

HC 2.2: Radio Broadcasting

- UNIT I Characteristics of radio and other media. Commercial and Public Service Broadcasting. Uses of radio waves. Technological innovations in radio broadcasting. AM, FM, DAB, HAM, Satellite, Web radio.
- UNIT II Nature and qualities of sound, sound engineering. Mikes, recorders, editing, mixing, dubbing. Sound effects and library, analogue and digital recording and broadcasting, archives management. Studio and field recording. Broadcasting and narrowcasting.
- UNIT III Reporting and writing for radio. Various radio programs: Bulletins, talks, interview, discussions, phone-in, serials and dramas, current affairs programs. Principles of translation.
- UNIT IV 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, RJ-ing, Disk Jockeying. News reading styles. Radio policy, broadcasting code, AIR Code.

Books for Reference

- Baruah, U L (1983). *This is All India Radio: A handbook of radio broadcasting in India*. Govt. of India: Publications Division.
- Bhatt, SC (2007). *Broadcast journalism: Basic principles*. New Delhi: Har-Anand Publications.
- Bliss, Edward, and John M. Patterson. (1971). *Writing news for broadcast*. New York: Columbia University Press
- Chantler, Paul & Stewart Peter (2007). *Basic radio journalism*. New Delhi: Elsevier
- Gifford, Denis (1985). *The golden age of radio: An illustrated companion*. London: B.T. Batsford.
- Keith, Michael C. and Krause, Joseph M (1986). *The radio station*. Boston: Focal Press.
- Lewis, Peter M. and Booth, Jerry (1989). *The invisible medium: Public, commercial and community radio*. London: Macmillan.
- O'Dennell, Hausman Carl Lewis & Benait Philip (2000). *Radio production*. Connecticut: Wadsworth.
- Stanely, R Alten (2004). *Audio in media*. Connecticut: Wadsworth.
- White, Ted (2005). *Broadcast news writing, reporting, and production*. New York: Focal Press, Elsevier.

HC 2.3: Media Management

- UNIT I Management Concept, Principles of Management, Structure and Characteristics of Media organizations – newspapers, magazines, radio, television production houses. Media ownership-Government and Private.
- UNIT II Factors influencing management decisions, types of media ownership-merits and demerits. Economics of newspaper: Marketing, advertising, circulation, distribution, newspaper agencies.
- UNIT III Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution. FDI. 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.
- UNIT V Structure and functions of news agencies in India. Human Resource Management in media houses. Accreditation of journalists. Committees to study the problems of the various media in India- Chanda Committee, B.G.Vergheese 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.
- Keeble, R.C. (2005). *Print journalism: a critical introduction*. Oxon. 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.
- Wicks, Robert H. (2003). *Media management*. Manwah, New Jersey: Lawrence Erlbaum Associates Inc. Publishers.

Soft Core Papers

SC 2.1: Advertising

- UNIT I Fundamentals of advertising: Evolution of advertising. Evolution of advertising in India. Advertising- definition, purpose, Advertising and Marketing- marketing mix, advertising as a tool of marketing. Product- classification, market segmentation, Advertising and market economy.
- UNIT I Advertising industry: Advertising industry in India. Structure and functions of advertising agencies. Leading Indian ad agencies, Legal and ethical aspects of advertising- ASCI, Economic and social effects of advertising, Professional organizations- AAAI.
- UNIT III Campaign planning: Planning advertising campaigns- objectives, strategy, Brand-brand building, brand equity, Positioning- brand positioning, market positioning, Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans. Radio and television commercials.
- UNIT IV Media selection: Media planning- process, media mix, Media scheduling, Print, broadcast, outdoor, transit, movie, digital media. Evaluation of advertising effectiveness- copy testing, consumer behavior, Market research.
- UNIT V Types of ads: Industrial advertising, retail advertising, corporate advertising, public service advertising, political advertising, Social Marketing. 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.
- Jefkins, Frank. (1986). *Advertising made simple* (4th ed.). London: Heinemann.
- Klein, Naomi (2002) *No logo*, London: Harper Collins.
- Ogilvy, David. (1985). *Ogilvy on advertising*. New York: Random House.
- 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.
- Strunk, William and White E. B. (2000). *The elements of style* (4th ed.) New York: Longman.
- 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.

SC 2.2: Photo Journalism

- UNIT I Photography: meaning, nature and scope. Evolution of photography. Basics of Camera- aperture, shutter speed, focal length, depth of field. Camera operations. Types of Camera- Box camera, SLR, TLR, Polaroid, Pinhole. Types of Lenses and their functions, use of filters.
- UNIT II Digital photography: evolution of digital photography, advantages and disadvantages, differences between traditional and digital photography. Types of digital camera, Ethics in the era of digital photography.
- UNIT III Understanding lighting-indoor and outdoor, exposing and focusing, Types of lighting- natural and artificial lights, controlling lights, exposure meters, flashes. Techniques of composing picture-technical and aesthetic aspects.
- UNIT IV 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.
- UNIT V Concept of photojournalism, attributes of a good photograph (aesthetic and technical), Photo as a news: attributes of a news photo, use of photos in a newspaper; selection, deciding placement and size. Photo editing: cropping, digital photo editing-software used for photo editing- Photoshop. Photo features, archive photos, photos from readers, writing photo captions.

Books for reference

- Ang, Tom. (2011). *Digital Photography Step by Step*. UK: Penguin.
- Bhatia, K. (2004). *Goodwill's photography for all*. New Delhi: Goodwill Publishing House.
- Billissi, Efthimia & Langford, Michael. (2011). *Langford's Advanced Photography*. London: Focal Press
- British Press Photographers Association. (2007). *5000 Days: Press photography in a changing world*. London: David & Charles.
- Dilwali, Ashok. (2002). *All about photography*. New Delhi: National Book Trust.
- Freeman, Michael (2007). *The Photographer's eye: Composition and Design for Better Digital Photos*. London: Focal Press.
- Golden, Renel. (2011). *Photojournalism: 150 Years of Great Press Photography*. London: Carlton Books Ltd.
- Horton, Brian. (2000). *Guide to photojournalism*. New York: McGraw-Hill
- Kobre, Kenneth. (2008). *Photojournalism: The professional approach* (4th Ed). London: Focal Press
- Nair, Archana. (2004). *All about photography*. New Delhi: Goodwill Publishing House.

Electives

EL 2.1: Media and society

- UNIT I Mass society, mass communication, characteristics of mass media. Newspapers, Radio, Television and Cinema as mass media. Responsibilities of media.
- UNIT II Freedom of speech and expression- media and democracy- public sphere. right to information- right to privacy, mass media and social change.
- UNIT III Media ownership and control- Pressures on media-, media regulation, censorship.
- UNIT IV New communication technologies - the internet, global village, social media, digital divide.
- UNIT V Social movements and the media. Coverage of issues related to religion, gender and children. Sensationalism, violence and obscenity in media.

Books for Reference

- Croteau, David. (2014). *Media/society: Industries, images, and audiences*. New Delhi: SAGE Publications India Pvt. Ltd.
- 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.
- Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
- Hodkinson, Paul. (2011). *Media, culture and society*. New Delhi: SAGE publications India Pvt.Ltd.
- Jacobs, Norman. (1992). *Mass media in modern society*. New Burswick: Transaction
- Kumar, Rajesh (2012). *Society, media, communication and development: The Indian experience*. Saarbrucken: Lap Lambert Academic Publishing.
- McQuail, Denis. (2005). *McQuail's Mass Communication Theory* (5th ed). New Delhi: Sage.
- Wells, Alan & Hakanen, Ernest, A. (1997). *Mass media and society*. London: JAI Press.
- Winston, Brain. (2000). *Media, technology and society – A history : From the telegraph to the Internet*. Newyork: Routledge.

EL 2.2: Radio and Television

- UNIT I Development of radio. Radio in India. Characteristics of radio broadcasting. print media Vs. radio medium FM radio- state and private initiatives; Community Radio. Types of radio programmes – home service, external service and commercial service.
- UNIT II Principles of writing for radio– news writing techniques- broadcast journalist-structure and types of news and current affairs programmes – interview techniques and its types – principles of translation, reporting for radio.
- UNIT III Formats of radio programmes – Talks, interviews, group discussions and dramas programmes for specialised audience – Labour, Children, Women, Youth, Health, Agriculture – Radio lessons – Radio serials- Phone in programmes.
- UNIT IV Development of television as a mass medium. Characteristics of television. Evolution of Doordarshan. Prasara Bharathi, programme pattern in television channels. Satellite and cable television.
- UNIT V Types of programmes, news, current affairs, educational and other programmes. Writing and presentation of television news. Ethical issues in television broadcasting. Commercialization of television. Audience research.

Books for Reference

- AMIC. (1999). *Public service broadcasting in Asia*. Singapore: AMIC Compilation.
- Banerjee, Indrajit and Kalinga Seneviratne (Ed). (2005). *Public service broadcasting: A best practices source book*. Paris: UNESCO.
- Barlett, Bruce & Barlett Jenny. (2007). *Practice recording techniques*. Oxford: Elsevier.
- Cohler, D.K. (1994). *Broadcast Journalism: A Guide for the presentation of radio and television News*. 2nd ed., Upper Saddle River: Prentice Hall.
- Esta, Fossard De. (2005). *Writing & producing radio dramas*. New Delhi: Sage Publications.
- Gibson, L Martin. (1991). *Editing in the electronic era*. 3rd Ed. Iowa: Iowa State University Printers.
- Hubermiles, David & Runstein E Robert. (2005). *Modern recording techniques*. Oxford: Elsevier.
- 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.
- Shrivastava, K M. (2005). *Broadcast journalism: in the 21st century*. New Delhi: Sterling Publications.

Third Semester

Hard Core papers

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, Seditious, Obscenity, Cinematograph Act 1952- Film Certification. Official Secrets Act 1923, Copyright, 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, Press and Registration of Books Act.
- UNIT IV Working Journalists Act 1955, Wage Boards for journalists, Prasar Bharati Act 1990, Cable Television Network (Regulation) Act 1995, Cyber laws- Information Technology Act. Major recommendations of press commissions, Press Council of India Act, a critical study of functions and performance of the Press Council of India, ASCI, BCCC.
- UNIT V Ethics: Media's ethical problems- Sting operation, Right to privacy, right to reply, communal writing, sensational and yellow journalism, Paid news, Page-Three culture, plagiarism, revealing confidential sources, off-the-record, Ombudsman.

Books for reference

- Basu, Durga Das. (1996). *Law of the press*. New Delhi: Prentice Hall of India.
- Grover, A.N. (1990). *Press and the law*. New Delhi: Vikas Publishing House.
- Neelamalar, M. (2009). *Media Law and Ethics*. Delhi: PHI
- 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. (1995). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.
- Sarkar, R.C.S. (1984). *The press in India*. New Delhi: S. Chand & Co.
- Sharma, B.R. (1993). *Freedom of press- under the Indian constitution*. New Delhi: Deep & Deep.
- Venkateshwaran, K.S. (1993). *Mass media laws and regulations in India*. Singapore: Asian Mass Communication.

HC 3.2: Television Journalism

- UNIT I Characteristics of television: Television as a medium of communication; telecasting types, Production process- Pre production; research, script writing, budgeting, scheduling, program proposal. Production-Video camera- components, principles; basics of composition- types of shots; Lighting- technical and aesthetic aspects, types of lighting instruments, studio lighting techniques, field lighting.
- UNIT II Post production: Sound- audio system for TV programs- types of microphones, aesthetics of sound; Voice over, dubbing, titling-subtitling, graphics and animation, Editing- linear and non-linear editing process, digital effects, transition devices.
- UNIT III Television journalism: Writing for television- script writing techniques for television news, Rundown script; ENG- research, interview techniques, piece to the camera and voice over; Audio visuals, News packages, Special programs;
- 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 Production management: Single and multi-camera productions, floor management, Role of production crew members, cues and commands; 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

- Adler, Richard. (1981). *Understanding television*. Santa Barbara: Praeger Publishers.
- Aiyer, Balakrishna (2008) *Digital television journalism*, New Delhi: Neha Publishers.
- Breyer, Richard. (1991). *Making television programs*. Illinois: Waveland Press.
- Cohler, D.K. (1994). *Broadcast Journalism: A Guide for the presentation of radio and television News*. 2nd ed., Upper Saddle River: Prentice Hall.
- Donald, Ralph and Thomas Spann. (2000). *Fundamentals of television production*, Iowa: Iowa State University Press.
- Essig, Linda. (2004). *Lighting and design idea*. Singapore: Wadsworth.
- Jarvis, Peter. (1996). *The essential television handbook*. Boston: Focal Press.
- Robert L. Hilliard, L Robert. (2007). *Writing for television, radio, and new media* Connecticut: Wadsworth.
- Ward, Peter. (2001). *Studio and outside broadcast camerawork*, New Delhi: Focal press.
- Zettl, Herbert. (1976). *Television production handbook*, Singapore: Wadsworth.

Soft Core Papers

SC 3.1: Media and Environment

- UNIT I Environmentalism. Growth of eco-consciousness. Biodiversity and its conservation. Endangered species. Renewable and non-renewable resources. Development vs. environment debate. Environmental movements in India and Karnataka.
- UNIT II Impact of urbanization, life style changes, population on environment. Special Economic Zones. Major environmental issues: Climate change, global warming, acid rain, war, ozone depletion, big dams, radiation, land, air and water pollution. Impact of plastic chemicals.
- UNIT III Strategies for environmental protection. National, international environmental agreements, declarations and protocols. Environmental policies, rules and regulations in India. UNEP, International environment groups and NGOs, MIB. The Environment (Protection) Act, Forest (Conservation) Act. Environmental policy. Rules regarding noise, air, plastic and hazardous chemicals. Role of Central and State Pollution Control Boards.
- UNIT IV Reporting environment through print, electronic and new media. Major environmental publications. Environmental campaigns through social media. Environment content and television. Environmental news sources. Issues of advocacy and objectivity in environmental reporting.
- UNIT V Environmental journalists 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 news coverage, case studies in environmental reporting.

Books for Reference

- 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 (2010). *Environmental communication and the public sphere* (2nd ed.). Thousand Oaks: Sage Publications
- Epstein, Paul and Dan Ferber (2011). *Changing planet, changing health*. University of California Publications.
- Foster, John, Bellamy (2009). *The ecological revolution. Making peace with the Planet*. New York: Monthly Review Press.
- Guha, Ramachandra (2000). *Environmentalism: A global history*. New Delhi: Oxford University Press.
- Khanna, G. N. (1993). *Global environmental crisis and management*. New Delhi. Ashis Publishing House.
- Krishna, S. (1996). *Environmental politics*. New Delhi. Sage.
- 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.

SC 3.2: Film Studies

- UNIT I Early cinema. 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: Expressionism, Neo realism, French new wave, Avant Garde, Film Noir, cinema verite. Film Genres-Documentary films. Film culture, Film criticism, film society movement.
- UNIT V Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, 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
- Arnheim, Rudolf. (1992). Film as art. Calcutta: Rupa
- Dasgupta, Chidananda. (2001) The Cinema of Satyajit Ray (2nd ed). New Delhi: National Book Trust
- Lapsley, Robert & Westlake, Michael. (2006). Film theory: An introduction. New York: Manchester University Press.
- Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). Film theory and criticism (4th ed). New York: Oxford University Press.
- Prasad, Madhava. (2002). Ideology of the Hindi film: a historical construction. Delhi: Oxford University Press.
- Ravi Vasudevan. (ed). (2001) Making meaning in Indian cinema. Delhi: Oxford University Press.
- Ray, Satyajit (2013). Deep focus: Reflections on cinema. New Delhi: Harper Collins
- Richie, Donarld. (1996). Films of Kurosawa. Chennai: East West Books.
- Roberge, Gaston. (2005). The subject of cinema. Kolkatta: Seagull

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.
- UNIT III Use of folk art forms for meaningful communication, Use of folk media in cinema, television, internet and advertising, impact of mass media on folk media, possibility of communicating development messages through folk theatre, folk songs and folk dances.
- 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, Soman kunitha, Kamsale, Pooja kunitha, Karaga. Popular folk arts of India- Burrakatha, Kathakali, Villupattu, Tamasha, Jatra, Bhangra.
- 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

- Chawla, N.L. (ed.). (1981). *Communication and Traditional Media*. New Delhi: IIMC.
- Gupta, V.S. (2000). *Communication and Development*. New Delhi: Concept Publication Company.
- Mukhopadhyay, Durga Das. (1994). *Folk Arts and Social Communication*. New Delhi: Publications Division,
- Parmar, Shyam. (1975). *Traditional Folk Media in India*. New Delhi: Geka Books.
- Ramesh, S.C. (ed). (2011). *Dakshina bharathiya janapada kosha*. Hampi: Prasaranga, Kannada University.
- 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.

Electives

EL 3.1: Writing for Print Media

- UNIT I Fundamentals of writing – Composition, process - Stages of writing – Outlining, creativity, effective sentences and paragraphs- Vocabulary building, resource materials of a writer
- UNIT II Literary and journalistic writing. Elements of news. Structure of a news story. Attribution, identification and authority.
- 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 Art appreciation and reviewing for media- arts, cinema, theatre, books, Freelancing – Avenues and challenges – Advantages and pitfalls of freelancing.

Books for Reference

- Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
- 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 Learning Private Limited.
- Wheeler, Sharon. (2009). *Feature writing for journalism*. 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.
- Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer’s Digest Books.

EL 3.2: Intercultural Communication

- UNIT I Broad concepts of culture- culture as social institution - Value system-Growth of media and their impact on culture.
- UNIT II Media as intercultural communication vehicles- Barriers to intercultural communication – Globalization effects on culture.
- UNIT III Media as culture manufacturing industry – Media as cultural institutions – Mass culture topologies, Indian heritage – Cultural values.
- UNIT IV Sources of Indian culture – Dance – Songs – Art forms – Influence of various foreign cultures on 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

- Chen, G. M. & Starosta, W. (1998). *Foundations of intercultural communication*. Boston: Allyn and Bacon.
- Gupta, N L. (2000). *Cross cultural communication: Global perspective*. New Delhi: Concept Pub House.
- Kurylo, Anastacia (2012). *Inter/cultural 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*. 4th Edition. Mountain View, CA: Mayfield.
- 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.
- Scollon, Ron and Suzanne Wong Scollon. (1995) *Intercultural communication*. Malden, MA: Blackwell Publishers.
- Ting-Toomey, Stella. (1999). *Communicating across cultures*. New York: The Guilford Press.

Fourth Semester

Hard Core Papers

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, Communication Planning, Development support communication. Factors affecting communication in India.
- UNIT III The role of different media in development- Diffusion of innovation, Role of media in empowerment, Development journalism- development news coverage in print and electronic media.
- UNIT IV Communication technologies and their role in development. Communication through Video, The role of ICT in development. E-governance.
- 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, Communication for rural development.

Books for Reference

- Melkote, Srinivas (2003). *Communication for Development in Third World Countries*. New Delhi: Sage.
- Nair, Sadanandan K. and White, Shirley (1993). (Ed). *Perspectives on development communication*. New Delhi: Sage.
- Narula Uma (1994). *Development Communication: theory and practice*. New Delhi: Har-Ananda Publications.
- Parmar, Shyam (1994). *Traditional Folk Media in India*. New Delhi: Routledge.
- Rogers, Everett M and Floyd Shoemaker (1971). *Communication of innovations*. New York: Free Press.
- Sainath, P (1996). *Everybody loves a good drought*. New Delhi: Penguin
- Sen, Amartya (2006). *Development as Freedom*. New Delhi: Oxford University Press.
- Servaes, Jan (2008). *Communication for development and social change*, New Delhi: Sage.
- Singhal, Aravind & Rogers, Everett (20003). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.
- Singhal, Aravind & Dearing, Janes W (2010). *Communication of innovations- a journey with Eve. Rogers*, New Delhi: Sage.

HC 4.2: New Media Technology

- UNIT I Emergence of new communication technologies (NCT). Digital Technology. Invention and spread of computer and Internet. Computer parts and memory systems. Data storage devices: CD, DVD, Blue Ray, Servers. Computer language and operating system.
- UNIT II Internet content, Information superhighway, browsing, blogging and social networking. Impact of digital, network, satellite technologies on radio, television, advertising, telecommunication and cinema. DBS, ITV, IPTV, LCD/LED/HDTV, ELD. Virtual reality.
- UNIT III Convergence, interactivity. Theories of information society, knowledge society. Media symbiosis and fragmentation. E-governance, NCT and social development initiatives, leapfrogging. NCT in India. Case studies in NCT applications: Bhoomi, Sakala.
- UNIT IV New media and globalization. NCT market trends, digital divide. NCT Impact on Media Practices: Reach, access and utilization. Reporting and editing for web journalism, DTP/El publishing. New media and ethics. NCT impact on education, culture, society.
- UNIT V Software Applications: Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, InDesign, HTML, MS Windows.

Books for Reference

- Abbate, J (1999). *Inventing the internet*. Cambridge, MA: MIT Press.
- Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
- Bangia, Ramash (2002). *Learning Page Maker 7.0*. New Delhi: Kanna Book Publ.Co. Pvt Ltd
- Bauer & Foster (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
- Craig, Richard (2004). *Online journalism: reporting, writing and editing for new media*. Belmont: Thomson/Wadsworth
- Gitelman, Lisa, and Geoffrey B. Pingree (2003). *New media*. Cambridge: MIT Press.
- Ifrah, Georges (2002). *The universal history of computer*. New York: Wiley.
- Mark Hansen (2010). *New media in critical terms for media studies*. Ed. W.J.T. Mitchell and Mark B.N. Hansen. Chicago: The University of Chicago Press.
- Nick, Heap Ray & Thomas Geoff (1995). *Information technology & society*. New Delhi: Sage Publications.
- Srivastava, Chetan (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publishers.

Soft Core Papers

SC 4.1: Corporate Communication

- UNIT I Structure and characteristics of an organization; System theory approach to Public Relations – Closed systems’ public relations, Open systems’ public relations. Leadership, communication decision making, balance and authority and power. Communication functions, factors influencing communication, flow of communication in an organisation – Bottom-up, top down, vertical and horizontal barriers to communication.
- UNIT II Definitions of PR, Differences between publicity, propaganda and PR, evolution of PR, evolution of PR in India. Types of PR, Organisation of a PR Department – PR as a management function-Qualifications and responsibilities of a PR person in the modern era. PR counseling, corporate image building, Corporate Social Responsibility (CSR).
- UNIT III Process of PR – Fact finding, Planning and implementation, evaluation of PR plans- organisational communication patterns - Internal and external publics. Crisis management.
- UNIT IV PR tools: Print media, Radio, TV, cinema, new media, exhibitions, events and other media for PR exercises. Media relations, press conference, press releases, corporate films, community relations.
- UNIT V House Journals and their contents, handling pressure groups, PR for Government and for development support activities, Status of PR in India, Professional organizations; PRSI , PRCI and their activities, academic support – Problems and prospects of PR. Event management, ethics in PR, PR in the era of globalization.

Books for Reference

- Argenti, Paul A. (2008). *Corporate communication*. New York. McGraw-Hill Irwin
- Balan K.R. (2008). *Applied Public Relations and Communication*. New Delhi: Sultan Chand & Sons
- Fernandez, Joseph. (2004). *Corporate Communications*. Chennai: Sage.
- Sachdeva.S.Iqbal. (2009). *Public Relations: Principles and Practices*. New Delhi: Oxford University Express.
- Sardana, C.K. (2000) *Applied public relations in the indian context*. New Delhi: Harananda Publicaitons.
- Scott, David Meerman. (2010). *The new rules of marketing and PR*. Hoboken: John Wiley & Sons Inc.
- Singh J.K. (2007). *Media and public relations*. New Delhi: Kul Bhushan Nangia APH Publishing Corporation.
- Smith. D. Ronald. (2009). *Strategic planning for public Relations*. New York: Routledge.
- Solis, Brain & Brcakenridge, Deirdre. (2009). *Putting the Public Back in Public Relations*. Upper Saddle River: Pearson Education.
- Theaker, Alison. (2004). *The handbook of public relations* (2nd ed). Oxfordhire: Routledge.

SC 4.2: Political Communication

- UNIT I Scope and importance of political communication. Theoretical approaches. Politics in the information age.
- UNIT II Mass media as political actors. Media as a fourth estate, media and democracy, 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 Using non-conventional 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. (2003). *Imagined communities*. London: Verso
- Bennett, W. Lance. (2009). *News: The politics of illusion*. New York: Pearson Longman.
- Cook, Timothy. (2005). *Governing with the news: The news media as a political institution* (2nd Edition). Chicago: University of Chicago Press.
- Dahlgren, Peter. (1995). *Television and the public sphere*. New Delhi: Sage
- Semetko, Holli, A & Scammel, Margaret. (2012). *The sage handbook of political communication*. New Delhi. Sage.
- McNair, B. (2003). *An introduction to political communication*. New York: Routledge
- Mosco, Vincent. (1996.) *Political Economy of Communication*. New Delhi: Sage
- Nandi, Ahish.(1994). *The illegitimacy of nationalism*. New Delhi: Oxford University Press.
- Negrine, Ralph .(1996). *The Communication of Politics*. New Delhi: .Sage
- Rajagopal, Arvind.(2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge: Cambridge University Press.

SC 4.3: Technical Writing

- UNIT I Nature of technical writing: Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.
- UNIT II End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals – technical, installation end –user. Creating a technical Document; professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.
- UNIT III Roles and responsibilities of writers, editors/project managers. Document formats- hard and soft copy versions designs, Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.
- UNIT IV The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date; planning the documents content and organization; writing the draft; draft revision; use of graphics/illustrations.
- UNIT V The technical editing process – Review of the document, aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents. On-line editing process, outsourcing technical writing.

Books for Reference

- Aidoo, Joshua. (2009). *Effective technical writing and publication techniques: A guide for technical writers, engineers and technical communicators*. Leicester: Matador.
- Alred Gerald J., Brusaw Charles T. & Oliu Walter E. (2008). *Handbook of technical writing*. New Delhi: Sage
- Haile, J.M. (2001). *Technical style: Technical writing in a Digital age*. South Carolina: Macatea Productions.
- Harty, Kevin, J. (2007). *Strategies for business and technical writing* (2nd ed). New York. Pearson Education.
- Ingre, David. (2003). *Technical writing: essentials for the successful professional*. New York: Thomson.
- Lipson, Carol & Day, Michael. (2002). *Technical communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
- Pfeiffer, William, S. (1997). *Technical Writing: A Practical Approach* (3rd ed.). Englewood Cliffs: Prentice-Hall.
- Samson Jr, Donald, C. (1993). *Editing Technical Writing*. New York: Oxford University Press
- Sides, Charles, H. (1999). *How to Write and Present Technical Information* (9th ed). Cambridge: Cambridge University Press.
- Worley, Wanda L. , & Fitterling, Rebecca A. (2008). *Technical Writing: The Fundamentals* (2nd ed). Dubuque: Kendall Hunt.

Compulsory Credits:

CC 1	Communication Skills
CC 2	Computer Application
CC3	Personality Development

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.