

Department of Studies and Research in Journalism and Mass Communication

Vision Statement: To offer the young aspiring media professionals an interdisciplinary and dynamic milieu where they can develop comprehensive and critical awareness of diverse communication and media environments.

Mission Statement: To promote excellence in advancement of communication disciplines, professions, and services through innovative and efficient resource mobilization and management.

Course Objectives:

- ❖ To provide a wider perspective on communication in India.
- ❖ To emphasize the role of Journalists in promoting involvement and participation through effective communication.
- ❖ To familiarize and equip them with a range of communication skills.
- ❖ To develop proper communication strategies in priority areas for the country.
- ❖ To define opportunities for Journalists/ Communicators in view of emerging technologies.
- ❖ To give exposure to new/evolving techniques of reporting/editing/production/ distribution.
- ❖ To spell out the role of government media organisations and of private initiatives.

Profile:

The Department has been started in 2016 to facilitate students of Hyderabad Karnataka Region especially of Ballari and Koppala districts to specialize in the fields of Mass Communication. The department offers two years Post graduate degree course in Journalism and Mass Communication [JMC]. The course offers the students to learn the skills in tackling the challenges of today's vibrant Mass Communication and making it as an effective tool in development of the Society, with practice Journalism.

Course offered:

1. Masters of Arts in Journalism and Mass Communication - Four semesters full time CBCS based Programme.

SYLLABUS

First Semester	Second Semester	Third Semester	Fourth Semester
Introduction to Communication	Communication Theories	Media Management	Film Studies
News Writing and Reporting Analysis	Radio Broadcasting	Television Broadcasting	Technical Writing
News Processing and Editing	Communication Research Methods	New Media Technology	Public Relations and Corporate Communication
Media Laws & Ethics	Business Communication	Development Communication	Project Work /Dissertation
Communication Skills	Photo journalism	Advertising and Marketing	Environmental Communication
Science Communication	Feature writings	Political Communication	Kannada Journalism

Faculty

Mr. Vinay G P	Guest Faculty	Main Campus
Mr. Sreekanth K	Guest Faculty	Main Campus
Dr. Manjappa	Guest Faculty	Koppala PG Centre
Dr. Kulkarni	Guest Faculty	Koppala PG Centre

ELIGIBILITY CRITERIA FOR MA JMC

The candidates who successfully completed their Under-Graduation from any of Indian or foreign based Universities are eligible to apply for the course. Candidate from any discipline (BA, B.Sc., B. Com.,) of UG courses can take this course.

The minimum percentage of marks in qualifying examination shall not be below 45% (40% for SC & ST Applicants) of total marks in course of general category applicants.

Area of Research

- Advertising Journalism
- Broadcasting
- Community Journalism
- Digital Advertising
- Food Advertising
- Health Communication
- Internet
- Journalism of social
- Journalism Public Affairs
- Marketing Communication
- Mass Communication
- News Media
- Photo Journalism
- Political Communication
- Social Inequality
- Social Media Communication
- Social Networking

- Telecommunication

Career Ahead

- Print Media
- Broadcast Media
- New Media
- Advertising
- Development Communications
- Photo Journalism
- Film Industry
- Documentary film making
- Video Editing
- Information Officer
- HR Department
- CSR Department
- Research Analyst
- Media Consultant
- Brand Promotion Expert
- Content Developer
- Concept Designer
- Media Planner
- Communication Strategist
- Social Media Manager
- Event Management
- Public Relations
- Crisis Manager
- Communicator
- Media Analyst

Other notes

The department has successfully started with the students strength of 38 in the first year. As per seat matrix department can admit 60 candidates per year. In the main campus, the department is bringing out a periodical by name VSKU Weekly as a part of practice Journalism.

Contact Us:

Dr. Basavaraj S Benni

Dean of Social Science,

Chairman,

Department of Journalism and Mass Communication,

Ballari

Email: bsbenni@gmail.com

Phone: 08392-242092