

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
Department of Journalism and Mass Communication

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Department of PG Studies in
Journalism and Mass Communication

Syllabus
(I to IV Semester)

Under
Choice Based Credit System

With effect from the Academic Year 2016-17

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**Credits Matrix for MA Arts in Journalism and Mass Communication
WEF 2016-17 Academic Year**

First Semester

Code	Title	Credits	Marks		Total Marks
			IA	Exam	
MJMCH 101	Introduction to Communication	4	30	70	100
MJMCH 102	News Writing and Reporting Analysis	4	30	70	100
MJMCH 103	News Processing and Editing	4	30	70	100
MJMCH 104	Media Laws & Ethics	4	30	70	100
	<i>Total Hard Core Credits</i>	16			
MJMCH 105	Communication Skills	4	30	70	100
MJMCH 106	Science Communication	4	30	70	100
	<i>Total Soft Core Credits for any One</i>	4			
	<i>Total Credits for Semester I [Hard Core 16 + Soft Core 04]</i>	20			500

**Credits Matrix for MA Arts in Journalism and Mass Communication
WEF 2016-17 Academic Year**

Second Semester

Code	Title	Credits	Marks		Total Marks
			IA	Exam	
MJMCH 201	Communication Theories	4	30	70	100
MJMCH 202	Radio Broadcasting	4	30	70	100
MJMCH 203	Communication Research Methods	4	30	70	100
MJMCH 204	Business Communication	4	30	70	100
	<i>Total Hard Core Credits</i>	16			
MJMCH 205	Photo journalism	4	30	70	100
MJMCH 206	Feature writings	4	30	70	100
	<i>Total Soft Core Credits for any One</i>	04			
MJMCOE 207	Media and Society (Open Elective)	4	30	70	100
	<i>Total credits for Open Elective</i>	04			
	<i>Total Credits for Semester II [Hard Core 16 + Soft Core 04+ Open Elective 04]</i>	24			600

**Credits Matrix for MA Arts in Journalism and Mass Communication
WEF 2016-17 Academic Year**

Third Semester

Code	Title	Credits	Marks		Total Marks
			IA	Exam	
MJMCH 301	Media Management	4	30	70	100
MJMCH 302	Television Broadcasting	4	30	70	100
MJMCH 303	New Media Technology	4	30	70	100
MJMCH 304	Development Communication	4	30	70	100
	Total Hard Core Credits	16			
MJMCH 305	Advertising and Marketing	4	30	70	100
MJMCH 306	Political Communication	4	30	70	100
	Total Soft Core Credits for any One	04			
MJMCOE 307	Writing for Media (Open Elective)	4	30	70	100
	Total credits for Open Elective	04			
	Total credits for Semester III <i>[Hard core 16 + Soft core 04+ Open elective 04]</i>	24			600

**Credits Matrix for MA Arts in Journalism and Mass Communication
WEF 2016-17 Academic Year**

Fourth Semester

Code	Title	Credits	Marks		Total Marks
			IA	Exam	
MJMCH 401	Film Studies	4	30	70	100
MJMCH 402	Technical Writing	4	30	70	100
MJMCH 403	Public Relations and Corporate Communication	4	30	70	100
MJMCH 404	Project Work /Dissertation	4	30 viva	70	100
	<i>Total Hard Core Credits</i>	16			
MJMCH 405	Environmental Communication	4	30	70	100
MJMCH 406	Kannada Journalism	4	30	70	100
	<i>Total Soft Core Credits for any One</i>	04			
	<i>Total Credits for Semester IV [Hard Core 16 + Soft Core 04]</i>	20			500

MA in Journalism and Mass Communication: Semester-I
MJMCH 101: Introduction to Communication

Sub Code: MJMCH 101	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To make the students aware of Communication Process, Patterns in the changing situation
- To help the students to understand various dimensions of Journalism and Journalism Profession

Module I: Definition-Nature and scope of communication 10 Hours

Kinds of communication, Intrapersonal communication, Inter-personal communication, Group communication, Mass communication, Characteristics of verbal and non-verbal communication.

Module II: Communication models 12 Hours

Aristotle model, Lasswell model, Shannon and Weaver models of communication

Module III: Definition- Nature and Scope of Journalism 14 Hours

Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organisations. Press Council of India, Trends in Journalism profession.

Module IV: Globalization and media industry 12 Hours

Commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.

Module V: Indian media after 1990 12 Hours

Socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Books for Reference:

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall McLuhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja
9. Mass Media and National Development – Wilbur Schramm
10. Passing of Traditional Society – Daniel Lerner
11. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication – Melvin L DeFluer and Sandra J Ball, Longman Publications
14. Educational TV in India: Challenges and Issues – N.Usha Rani- Discovery Publishing House, New Delhi, 2006.
15. Journalism in India- Nadig Krishnamurthy, Mysore University Press.

MA in Journalism and Mass Communication: Semester-I
MJMCH 102: News Writing and Reporting Analysis

Sub Code: MJMCH 102	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To introduce students to skill of writing for the print media
- To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records

Module I: News Perspectives 10 Hours

Principles of News: Changing value of news. Are the five W's And 1 H still relevant? Writing for changing time- brief, crisp and to the point; Does news have mere informational value or is it a form of knowledge?

Module II: Routine Reporting 12 Hours

Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.

Module III: Specialized reporting 14 Hours

In-Depth analysis of events and individuals; Interpretation of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.

Module IV: Sources of news 12 Hours

Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- Gate keeping and news making process; validation of news sources.

Module V: News reporting professionalism 12 Hours

Some constrains defining objectivity, internal external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting (with recent examples) as case studies.

Books for Reference

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism =- M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman's Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava

MA in Journalism and Mass Communication: Semester-I
MJMCH 103: News Processing and Editing

Sub Code: MJMCH 103	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ▶ To help students to acquire skills to make news attractive and readable
- ▶ Teaching the techniques of writing news making sense to the readers to effective language.

Every student is expected to produce Practical records

Module I: News man’s Language 10 Hours

Structure of the editorial room; Functions of news editors, Sub-editors process of editing; Sentences and structure; Negative and double negative expressions, adjectives, modifiers, split infinitives and identification of sources, punctuation, paraphrasing and transition devise in writing; Journalistic jargons, sources, punctuation, paraphrasing and transition devise in writing.

Module II: Editing Process 12 Hours

Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent’s copies, rewriting hand-outs, moffusil copies and electronic editing.

Module III: Creating Headlines 14 Hours

Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.

Module IV: Editing pictures, graphics and designs 12 Hours

Newspaper layout; principles of layout, Front page-inside pages, Problems of inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout.

Module V: Typography 12 Hours

Type families, classification of typefaces and printing processing.

Books for reference

1. Jacques Barzum 2002. Simple & Direct, London Harpar And Row
2. John Ostnous 2004 Better Paragraphs, London Harper And Row
3. Basket, Scissors And Brooks (Eds), 2002.Book Of Art Editing, London,Harper And Row.
4. Joseph 2002.Outlines Of Editing, New Delhi. Amol Publication.
5. M V Desai & Sevanti Nainan 1996. Beyond Those Headlines,
6. Bangalore Allied Publishers Limited.
7. Rangaswamy Parthasarathy, 1984 Basic Journalism, Macillan India Ltd, New Delhi.
8. Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
9. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.

MA in Journalism and Mass Communication: Semester-I

MJMCH 104: Media Laws and Ethics

Sub Code: MJMCH 104	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To familiarize students about Right to communicate.
- To help the students to understand the legal aspects of Journalism profession.

Module I: Media & Freedom 10 Hours

Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights.

Module II: Right to Information 12 Hours

Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Rajasthan experience; Role of the media.

Module III: Important Laws 12 Hours

Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy.

Module IV: Ethics 14 Hours

Sting operation and its impact; Right to privacy; Obscenity; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations; A critical study of functions and performance of the Press Council of India

Module V: Cyber Laws 12 Hours

Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.

Books for Reference

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover
5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India
10. The Press Council- T N Trekha

MA in Journalism and Mass Communication: Semester-I
MJMCH 105: Communication Skills

Sub Code: MJMCH 105	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To make the students to aware of Communication Process, Patterns in the Changing situation
- To help the students to understand various dimensions of Journalism and Journalism Profession

Module I: Communication 10 Hours

Definition and importance; Elements and Process of Communication; Communication Models.

Module II: Levels of Communication 12 Hours

Intrapersonal – Interpersonal – Group and Mass communication – Functions of communication – Intercultural communication. Types of communication: Verbal and Non-verbal – Various forms of verbal and non-verbal communication – Body language

Module III: Art of public speaking 14 Hours

Techniques of interpersonal relationships; Art of writing business and Personal letters; Art of journalistic writing: News, articles, features, science writing, editorial writing, humorous writing, interview technique; Group dynamics – Leadership styles.

Module IV: Good communication 12 Hours

Importance of good communication in one's life; Improving your communication skills – Elements of technical writing - Preparing CVs.

Module V: Writing for media: 12 Hours

Newspaper – magazine – radio - T.V - New media

Books for reference

1. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W
2. Tankard Jr., Longman Publications, 1988
3. Communication models for the study of Mass Communication – Denis Mc Quail and S.
4. Ven Windah, Longman, Singapore Publications, 1981
5. Communication for Development in the Third World – Srinivas R Melkote, Sage
6. Publications, New Delhi, 1991
7. Theories of Mass Communication – Uma Narula
8. Folk Media for Development – N Usha Rani
9. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
10. Speech Communication – William D Brooks
11. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol. III – Techmedia Publications.
12. Communication Skills – Chris Cole.

MA in Journalism and Mass Communication: Semester-I
MJMCH 106: Science Communication

Sub Code: MJMCH 106	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To Identify the significance of science and technology in communication.
- To familiarize with the institution of importance.

Module I: Growth of science and technology from ancient times 10 Hours

Great scientists of ancient and modern India- Evolution of scientific methods- Different schools of thought about scientific methods.

Module II: Science and rational thinking 12 Hours

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.

Module III: Science and technology institutions in India 12 Hours

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.

Module IV: Reporting science and technology 14 Hours

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.

Module V: S & T Publications in English and regional languages 12 Hours

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

1. Allan, Stuart. (2005). *Journalism: Critical issues*. Maidenhead, Berkshire: Open University Press.
2. Bauer, W Martin & Bucchi Massimiano. ((2007). *Journalism, science and society: science communication between news and public relations*. New York: Routledge.
3. Blum, Deborah, Knudson, Marcy & Marantz Henig, Robin. (2003). *A field guide for science writers*. New Delhi: Oxford University Press.
4. Broks, Peter. (2006). *Understanding popular science*. Berkshire: Open University Press
5. Bucchi, Massimiano. (2002). *Science and the media*. New York: Routledge.
6. Cribb, Julian & Sari, Hartomo Tjempaka.(2002). *Sharing knowledge: a guide to effective science communication*. Collingwood: CSIRO Publishing
7. Halliday, M A K & Martin, J R. (2004). *Writing Science*. Oxon: Routledge.
8. Rajan, Nalini. (2007). *21st century journalism in India*. New Delhi: Sage.
9. Scanlon, Eileen, Whitelegg, Elizabeth & Yatras, Simeon. (1999). *Communication science: contexts and channels*. New York: Routledge.
10. Vilanilam, John, V. (1993). *Science communication and development*. New Delhi. Sage

MA in Journalism and Mass Communication: Semester-II

MJMCH 201: Communication Theories

Sub Code: MJMCH 201	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To expose students to classical and contemporary theories of communication
- To prepare students to examine the validity of theories in this dissertation projects.

Module I: Introduction to Mass Communication Theory 10 Hours

Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

Module II: Normative Theories 12 Hours

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

Module III: Limited Effects Theories 12 Hours

Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

Module IV: Theories about the Role of Media in Every Day Life 14 Hours

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

Module V: MEDIA AND AUDIENCES 12 Hours

Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Books for Reference

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J.Baran and Dennis K.Davis
6. Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
7. Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
8. Theories of Communication- A short introduction, London, Sage publication
9. Stanley S. Baran and Dennis K. Davis 1999, Mass Communication Theory:
10. Foundations Ferment and future, Singapore- Thomson Wadsworth
11. Caporaso J. and Lenine D. 1992: Theories of political economy, Cambridge
12. University, Press Cambridge
13. Severin W and Tankard J. 2000 Communication Theories, New York, Longman

MA in Journalism and Mass Communication: Semester-II

MJMCH 202: Radio Broadcasting

Sub Code: MJMCH 202	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ▶ To Know the diverse challenges and opportunities of Radio broadcasting.
- ▶ .To acquire the necessary skills to work in radio broadcasting.

Module I: Characteristics of Radio **10 Hours**

Radio and other media, Commercial and Public Service Broadcasting. Uses of Radio waves. AM, FM, DAB, Satellite.

Module II: Nature and Qualities of Sound **12 Hours**

Sound Engineering, Mikes, Recorders, Editing, Mixing, dubbing, Sound effects and library, Analogue and digital Recording and Broadcasting, Archives Management. Broadcasting and narrowcasting, Ham Radio. Studio and Field Recording.

Module III: Radio control and policy **12 Hours**

Organizational structure, Prasar Bharati, AIR, FM stations, Vividh Bharathi, Private channels, Community Radio in India. Audience and Research. Broadcasting code, AIR Code.

Module IV: Writing for radio programs **14 Hours**

Bulletins, Talks, Interview, Discussions, Phone-in, Serials and dramas-current affairs programs – interview techniques, principles of translation, reporting for radio. Special audience programs: rural, youth, women and children etc. Special programs on health, science, education, development, environment.

Module V: Adlibbing and commentary **12 Hours**

Radio Jingles and ads, R-Jing, Disk Jockeying, News reading Styles.

Books for Reference

1. Baruah, U L. (1983). *This is All India Radio: A handbook of radio broadcasting in India*. Govt. of India: Publications Division.
2. Bhatt, SC. (2007). *Broadcast journalism: Basic Principles*. New Delhi: Har-anand Publications Pvt. Ltd.
3. Bliss, Edward, and John M. Patterson. (1971). *Writing news for broadcast*. New York: Columbia University Press
4. Block, Mervin. (1997). *Writing broadcast news*. Chicago: Bonus Books
5. Chantler, Paul & Stewart Peter. (2007). *Basic radio journalism*. New Delhi: Elsevier
6. O'Dennell, Hausman Carl Lewis & Benait Philip. (2000). *Radio production*. Connecticut: Wadsworth.
7. Rosen, T Philip. (1988). *International handbook of broadcasting systems*. Santa Barbara, California: Greenwood Press
8. Stanely, R Alten. (2004). *Audio in media*. Connecticut: Wadsworth.
9. White, Ted. (2005). *Broadcast news writing, reporting, and production*. 4th Ed. USA: Focal Press, Elsevier.
10. Zetal, Herbert. (1998). *Signal sound motion*. Connecticut: Wadsworth.

MA in Journalism and Mass Communication: Semester-II

MJMCH 203: Communication Research Methods

Sub Code: MJMCH 203	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To sensitize students to communication research
- To enable students to independently conceive and execute research Projects

Module I: Basic concepts 10 Hours

Nature and scope of research; definition of communication research, Basics and applied research; characteristics of scientific research; element of scientific research - concepts and constructs, variables, scales and measurement.

Module II: The Research process 12 Hours

Selection of research problem, Review of literature, Formulation of research questions/ hypothesis, determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data, Presentation of results.

Module III: Research approaches 12 Hours

Qualitative, focus group, case studies, field observation quantitative - survey research, content analysis, experimental research, longitudinal studies and population; sample and sampling techniques.

Module IV: Research tools and data analysis 14 Hours

Research tools- questionnaires, interview schedules – levels of measurement – scales , description and measures of central tendency and variability; normal cure and its uses; inductive statistics - correlation – regression – measures of association – statistical inference –tests of significance and analysis variance – ANOVA - SPSS (Statistics software package used for statistical analysis)

Module V: Report writing 12 Hours

Writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India

Books for Reference

1. Berger J. 2000 Media and Communication Research Methods: An Introduction To
2. Qualitative And Quantitative Approaches, California Sage Publication.
3. California Harper and Rachal Marcus. 2003. Research for Development, New Delhi
4. Visitor Publication.
5. Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An
6. Introduction, Singapore Wadsworth Publishing.
7. 4. Rummuel R.L, 1970. Applied Factor Analysis, North western University Press,
8. Evanston Il Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw- Hill
9. 5. Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication
10. Research, Louisiana, Louisiana State University Press.

MA in Journalism and Mass Communication: Semester-II

MJMCH 204: Business Communication

Sub Code: MJMCH 204	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ▶ To make students familiar with business concepts and glossaries
- ▶ To train students in writing for business journals

Module I: Economic theories and policies **10 Hours**

An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of companies act and labour act of centre and State govt.

Module II: Basic concepts **12 Hours**

Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market.

Module III: Mass media and business **14 Hours**

A study of major business publications, Reporting commerce; Budget stock market and trends; Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting.

Module IV: Business analysis **12 Hours**

Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Module V: Business correspondence, reporting and proposals **12 Hours**

Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Books for Reference

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Udy Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj Publication.

MA in Journalism and Mass Communication: Semester-II

MJMCH 205: Photo Journalism

Sub Code: MJMCH 205	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To acquire the necessary skills of media photography.
- To understand the attributes of photo journalist.

Module I: Photography 10 Hours

Meaning, nature and scope, evolution of photography, communication elements in photographs. Definition, nature and scope of photojournalism, origin and development of press photography.

Module II: Camera 12 Hours

Parts of camera-Types of camera-Types of lenses and their functions, use of filters-Focal length, Depth of field-Types films and their use, processing and printing of color, black & white films, digital photography.

Module III: Techniques of composing picture 12 Hours

Technical and aesthetic aspects- exposure, aperture and shutter speed, Lighting in photography-studio lighting-outdoor lighting-lighting equipment and accessories, attributes of a good picture

Module IV: Branches of photography 14 Hours

Nature, architecture, portraiture, landscape, wild life, sports, environment, portraiture, aerial, travel, industry, fashion and glamour, advertising, press photography.

Module V: Attributes of a photo journalist 12 Hours

Sources of photographs, photo feature, techniques of photo editing-caption writing-types, software for photo editing, legal and ethical aspects of photography.

Books for reference

1. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
2. Kobre, Kenneth. (2000). *Photojournalism: The professional approach* (4th Ed). London: Focal Press
3. Horton, Brian. (2000). *Guide to photojournalism*. New York: McGraw-Hill
4. Chapnick, Howard. (1994). *Truth needs no ally: Inside photojournalism*. New York: University of Missouri Press
5. British Press Photographers Association. (2007). *5000 Days: Press photography in a changing world*. London: David & Charles.
6. Nair, Archana. (2004). *All about photography*. New Delhi: Goodwill Publishing House.
7. Mason, R.H. (1984). *Teach yourself photography*. London: Holder & Stoughton.
8. Bhatia, K. (2004). *Goodwill's photography for all*. New Delhi: Goodwill Publishing House.
9. Sharma, O.P. (1982). *Practical photography*. New Delhi: Hind Pocket Book.
10. Barnbaum, Bruce. (1999). *The art of photography: An approach to personal expression* (2nd Ed). London: Kendal Hunt Pub Co.

MA in Journalism and Mass Communication: Semester-II

MJMCH 206: Feature Writing

Sub Code: MJMCH 206	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To acquainted with the feature writing skills.
- To familiarize with the concepts of magazine journalism.

Module I: Features 10 Hours

Definition-feature leads, types of features-news, personality, achievements, scientific features, how-to do features, travel, business, human interest and historical features, recent trends in features.

Module II: Differences between features and news story 12 Hours

Differences between features and news story, features and articles, Writing feature stories.

Module III: Writing techniques 12 Hours

Writing articles, profiles, obituaries. Columns-types, columnists, cartoons, comic strips, freelance journalism, Feature Syndicates.

Module IV: Review 14 Hours

Definition, Reviewing books, films, plays. Difference between review and criticism. Techniques of writing reviews.

Module V: Magazine journalism 12 Hours

Nature and scope. Types of magazines. Specialized -magazines for women, children, science and technology, sports, agriculture, films. New Journalism. Future of magazine journalism.

Books for reference

1. Friedlander, Jay & Lee, John (eds.). (2007). *Feature writing for newspapers and magazines: The pursuit of excellence* (6th Ed). London: Allyn & Bacon.
2. Nicholls, Brian. (1972). *Features with flair*. Delhi: Vikas Publications.
3. Ganato, Len. (2006). *Newspaper feature writing*. New Delhi: Anmol Publications.
4. Pape, Susan & Featherstone, Susan. (2006). *Feature writing: A practical introduction*. New Delhi: Sage.
5. Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.
6. Ricketson, Matthew. (2004). *Writing feature stories: How to research & write newspaper & magazine articles*. London: Allen & Unwin
7. Garrison, Bruce. (2004). *Professional feature writing*. London: Lawrence Erlbaum Associates.
8. Wheeler, Sharon. (2009). *Feature writing for journalists*. London: Routledge.
9. Yudkin, Marcia. (1993). *Freelance writing for magazines & newspapers: Breaking in without selling out*. London: Harperresource.
10. Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.

MA in Journalism and Mass Communication: Semester-II
MJMCH 207: Media and society (Open Elective)

Sub Code: MJMCOE 207	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To make students aware of contemporary media development and challenges in India.
- To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.

Module I: Mass society 10 Hours

Mass communication- characteristics of mass media. Radio, Television and Cinema as mass media. Responsibilities of media.

Module II: Freedom of speech and expression 12 Hours

Media and democracy- public sphere. right to information- right to privacy, mass media and social change.

Module III: Media ownership and control 12 Hours

Pressures on media- media regulation- censorship.

Module IV: New communication technologies 14 Hours

Global village- the internet – digital divide.

Module V: Social movements and the media 12 Hours

Coverage of issues related to religion, gender and children. Sensationalism in media. Mass culture

Books for Reference

1. Curran, James. (2010). *Mass Media and Society* (5th Ed). London: Hodder Education.
2. Dahlgren, Peter. (1995). *Television and the public sphere*. New Delhi: Sage
3. Graeme, Burton. (2009). *Media and Society*, New York: McGraw-Hill
4. Grossberg, Lawrence. (2006). *Mediamaking: mass media in a popular culture* (2nd Ed). New Delhi: Sage.
5. Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
6. Herman, Edward & McChesney.(1998). *The Global Media*. London: Cassel.
7. Jacobs, Norman. (1992). *Mass media in modern society*. New Burswick: Transaction
8. Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
9. McQuail, Denis. (2005). *McQuail's Mass Communication Theory* (5th ed). New Delhi: Sage.
10. Wells, Alan & Hakanen, Ernest, A. (1997). *Mass media and society*. London: JAI Press.

MA in Journalism and Mass Communication: Semester-III

MJMCH 301: Media Management

Sub Code: MJMCH 301	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To introduce students to principles of Media business management
- To familiarize students to Indian media organization and their management practices.

Module I: Principles of management 10 Hours

Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economics of media; Economic impact in India media; FDI influences on media management.

Module II: Media organisations and structures 12 Hours

Organisational structures of Indian media- Print and electronic media; ownership patterns of India media; newspapers; magazines and television networks; film and television software production houses and studios; organizational structure and management of Indian news agencies.

Module III: Economics of Print Media 12 Hours

Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI

Module IV: Economics of Electronic & Film Media 14 Hours

Economics of electronic media; radio and television, production costs, operation and non operation, budgeting, break even points; International market for India's television software, Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other retting systems.

Module V: Committees 12 Hours

Reports of committees/commissions: S K Patil committee report, Ashok Chanda committee report, Varghese committee report, Khosala committee report, Joshi committee report, Prasara Bharati Act.

Books for reference

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999.An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Champra & Hall
5. W.J. Stantton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thons Gouldon, 1997. News Management, London, Willian Heiremamm Ltd.

MA in Journalism and Mass Communication: Semester-III

MJMCH 302: TELEVISION BROADCASTING

Sub Code: MJMCH 302	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To impart to students the essentials of television production techniques.
- To prepare students to undertake TV production.

Module I: Development of Television 10 Hours

Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quix and emerging formats.

Module II: Understanding TV Programme productions 12 Hours

Film and TV language and its grammar; Basic theories of shot composition; shot size, movement of lighting techniques; Recording and editing (linear and non-linear).

Module III: Production Process 14 Hours

Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.

Module IV: Television Production Management 12 Hours

Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting and post-production, ethics in programme production.

Module V: Issues in TV Broadcasting 12 Hours

Social, political, economic and technological parameters; educational and developmental broadcasting; problem and prospects, Review of reports of committees and working groups.

Books for Reference

1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

MA in Journalism and Mass Communication: Semester-III

MJMCH 303: New Media Technology

Sub Code: MJMCH 303	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To understand the concepts of media and environment.
- To recognize the media role in addressing the challenges of ecosystem.

Module I: Emergence of new communication technologies (NCT) – Digital Technology: 10 Hours

Invention and Spread of Computer and the Internet, Computer Parts and Memory systems, Data Storage Devices. Computer language.

Module II: Internet content, 12 Hours

Information Superhighway, Browsing, blogging and Social Networking. Web radio and Television. Virtual reality.

Module III: Convergence 12 Hours

Interactivity, Theories of information society, knowledge society, Media Symbiosis and Fragmentation. Electronic governance, NCT and Social Development Initiatives, leapfrogging. Case studies in NCT applications, ICT/NCT policies in 3rd world, NCT in India.

Module IV: Global village & globalization 14 Hours

NCT market trends, NCT & Digital divide. Reach, Access and Utilization, NCT Impact on Media Practices: Reporting and Editing, Web journalism, DTP/El publishing, Impact on media ethics. NCT impact on education, culture, society.

Module V: Software Applications 12 Hours

Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, HTTP – HTML, ELD – DNS – JAVA, MS Windows.

Books for Reference

1. Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
2. Bangia, Ramash (2002). *Learning Page Maker 7.0*. New Delhi: Kanna Book Publ.Co. Pvt Ltd
3. Bangia, Ramash (2005). *Learning Corel Draw 12*. New Delhi: Kanna Book Publ.Co. Pvt Ltd
4. Bauer & Foster. (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
5. Craig, Richard. (2004). *Online journalism: reporting, writing and editing for new media*. Belmont: Thomson/Wadsworth
6. McQuail, Denis. (1994). *Mass Communication theory: An introduction, 3rd Ed*. New Delhi: Sage Publications.
7. Nick, Heap Ray & Thomas Geoff (1995). *Information technology & society*. New Delhi: Sage Publications.
8. Polonsky, Brett. (1999). *Official Microsoft Frontpage 2000 book*. Washington: Microsoft Press
9. Snellned, Temple Bob & Clork T.Michoel (2003). *Internet and web basics all in one*. Indianapolis: Pearson Educations.
10. Srivastava, Chetan. (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publisher.

MA in Journalism and Mass Communication: Semester-III

MJMCH 304: Development Communication

Sub Code: MJMCH 304	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ➡ To enable the students to understand factors governing national development.
- ➡ To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

Module I: Concepts of Development 10 Hours

Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

Module II: Social Change 12 Hours

Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernisation and post-modern.

Module III: Development Communication 12 Hours

Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

Module IV: Alternative Theories of Communication for Development 12 Hours

Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

Module V: Case studies 14 Hours

Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

Books for Reference

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naould Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. The enghtenth elephant – Ishwar Daitota
10. Everybody loves a good drought – P. Sainath.

MA in Journalism and Mass Communication: Semester-III

MJMCH 305: Advertising and Marketing

Sub Code: MJMCOE 305	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives

- ➡ To make the students aware of media advertisements
- ➡ Introduce students to importance of marketing communication in the context of the market-driven economy

Module I: Marketing Communication: 10 Hours

Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers; Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Module II: Nature and Scope of Advertising 12 Hours

Advertising concepts, evolutions of advertising; Role of advertising in modern society; Socio and economic impact of advertising, types of advertising agencies; Planning advertising campaigns.

Module III: Classification of Advertising: 14 Hours

Consumer advertising; Business advertising: Trade advertising, Professional advertising, Industrial advertising, Mail order and personal selling: Local, Regional, National; Functional classification: Product and Institutional advertising; Direct action and Indirect action advertising; Primary and selective advertising.

Module IV: Writing Advertisement Copy: 12 Hours

Writing advertisement copy for print media, Radio and Television; Visualization, Layout, Illustration, Color, Elements of advertisement copy: Headline, Sub-headline, Text, Slogan, Logo, Trade Mark.

Module V: Media of Advertising 12 Hours

Direct mail advertising; Print media; Radio commercials and Television commercials; Outdoor advertising: posters, painted bulletin, spectaculars and transit media; New Media in advertising.

Books for Reference

1. Philip Kotler: Marketing Managememe, William Stanton and others; Fundamental Marketing.
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishing house.
4. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall ISBN.
5. William F Arens (Edt) 2000 Contemporary Advertisement. USA Times Mirror Education Group.
6. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.
7. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA.
8. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications.
9. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
10. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall.
11. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory & Praticce, Bangalore Himalaya Publishing.
12. George E. Belch 2004 Advertising and Promotion an Integrating Marketing
13. Communication Perspective, New Delhi, Tata McGraw Hills.

MA in Journalism and Mass Communication: Semester-III

MJMCH 306: Political Communication

Sub Code: MJMCH 306	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives

- To make the student analyze Political events critically,. with the interplay of Communication and Politics
- To make the students analyze the working of media in democratic set up.

Module I: Introduction to Political Communication 10 Hours

The democratic process, the media in modern times, how media shape public perceptions?

Module II: Political Communication Theories 12 Hours

Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.

Module III: Political News Coverage 12 Hours

Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

Module IV: Foreign Policy and Mass Media 14 Hours

Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.

Module V: Online Media and Political Communication 12 Hours

The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

Books for Reference

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and
2. Future of Democracy, Cambridge: Cambridge University Press.
3. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
4. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage
Publications Ltd.
5. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases
and Challenges, Cambridge University Press, Cambridge.
6. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh
University Press.
7. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

MA in Journalism and Mass Communication: Semester-III

MJMCH 307: Writing for Print Media

Sub Code: MJMCH 307	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ➡ To make the students acquaint with writing for media.
- ➡ To make the Students learn writing skills.

Module I: Analysis of reporting pattern 10 Hours

Specialized reporting: in-depth- interpretative investigative problems of rural reporting; Difference between feature, articles, editorial; writing features- types of features: news, historical, travel, profile, science, human interest; how to do-it and specialized feature.

Module II: Column writing 12 Hours

Columnists- editorial writing- types of editorial- interviews- types of interviews- middle articles- letters to the editor.

Module III: Reviews: principles of reviews 12 Hours

Types of reviews, criticism: types of criticism difference between review and criticism; Book review, film review, drama, music, Art review.

Module IV: Photography 12 Hours

Evolution of photography, elements of photograph, sources of photographs picture profile: importance- caption writing- cutline- legal aspects of photo journalism; Modern trends in photography in print media, cartoons, comics, caricatures.

Module V: Reporting patterns in Kannada press 14 Hours

Brief history of Kannada press; characteristics of Kannada press; major Kannada dailies- personalities of Kannada press; Recent trends in Kannada press- management-reporting design- special pages- supplement specialized magazines.

Books for Reference

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
5. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press
6. British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David & Charles.
7. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.

MA in Journalism and Mass Communication: Semester-IV

MJMCH 401: Film Studies

Sub Code: MJMCH 401	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ▶ To prepare Students to analyze and appreciate good cinema.
- ▶ To make them understand the relationship of film with other mass media

Module I: Cinema and other mass media: 10 Hours

The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry.

Module II: Development of cinema: 12 Hours

Important stages of development in process of cinema production in: Europe, Russia, Asia, Africa and Latin America. Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films; New wave cinema.

Module III: Cinema and the state: 14 Hours

Various committees on cinema and Government response; central and state Government's organizations on cinema; film festival and film awards; Art of film; criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema.

Module IV: Script Writing : 12 Hours

The shooting process, editing and recording, characteristic of the film medium; shot composition; psychological and aesthetic significance; composition in film making; problems of cinema production; trends in Indian cinema.

Module V: Great directors: 12 Hours

An outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Mirnal Sen and other contemporary personalities.

Books for Reference:

1. Eric Barnouw and S. Krishnamurthy, 1980, Indian Film, New Delhi, Oxford University press
2. Crarty Jowelt, James M Linton, 1986, Movies As Mass Communication, London, SAGE Publication.
3. Jhon W Hood: The Essential Mystery: Major Film makers of Indian Art cinema, New Delhi, McMillan Publications.
4. Jhon A Lent, 1990, The Asian Film Industry, London, Christopher Helm
5. Anananda Mitra, 199, Through the western lens, New Delhi, SAGE Publications
6. Fareed Kazmi, 2000, The Politics of Indian Conventional Cinema, New Delhi, SAGE Publications
7. M. Madhava Prasad, 1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
8. Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
9. T.G. Vaidyanath, (Ed.), 1990, Hours in the Dark, New Delhi, Oxford University Press
10. Gilles Dalluge (Ed.), 2006, Cinema - I, London, Continuum
11. Thames Monaco, (Ed.), 2004, How to read a Film, New Delhi, Oxford University Press

MA in Journalism and Mass Communication: Semester-IV

MJMCH 402: Technical Writing

Sub Code: MJMCH 402	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- To introduce the students to the essentials of technical writing.
- To prepare students to write and edit technical documents.

Module I: Basics of technical writing: 10 Hours

Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Module II: Products of technical writing 12 Hours

End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Module III: Technical Writing Team: 12 Hours

Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Module IV: Technical Writing Principles: 14 Hours

Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process-aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Module V: Editing technical documents 12 Hours

The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing.

Books for Reference

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
7. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
8. Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition).

MA in Journalism and Mass Communication: Semester-IV

MJMCH 403: Public Relations and Corporate Communication

Sub Code: MJMCH 403	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ➔ To make students aware of the importance of public relations and its critical role in corporate organizations.
- ➔ To prepare students for corporate communication challenges.

Module I: Nature and scope of public relations 10 Hours

Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals

Module II: Process of public relations 12 Hours

PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations.

Module III: Tools of public relations 12 Hours

Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

Module IV: Types of PR Publics: Internal publics and external publics 12 Hours

Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

Module V: Corporate Communication 14 Hours

Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster

management and Issues management; Professional organisations in India and abroad.

Books for Reference:

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relation., The Profession & The Practice, U.S.A. Times Mirror Co.
2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.
7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New
8. Delhi, JBS Publishers Rene A Henry (Edt) 2000. Marketing Public Relations New Delhi, Suraj Publications
9. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
10. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
11. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers
12. Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
13. Stephen P Banks 2004. Multi Cultural Public Relations, New Delhi, Suraj Publications.

MA in Journalism and Mass Communication: Semester-IV

MJMCH 404: Project Work

Sub Code: MJMCH 404	No. of Lecture Hours per week : 04
Maximum Marks: 100	Internal Marks : 30 and Report Evaluation: 70

Guidelines for Project Work

Objectives:

1. To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;
2. To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;
3. To enable students discover their professional strengths and weaknesses and align them with the changing environment;
4. To sharpen domain knowledge and provide cross functional skills.
5. To learn apply multidisciplinary concepts, tools and techniques to solve institutional problems.

General Guidelines:

A. Nature of project work: The student will have to identify a project work in Media and Communication that matches the student's area of specialization. Project work is a combination of In-plant study and a research project. Students are expected to study the functioning of an Institutions identify a problem area and provide suggestions to overcome the problems. No two students of the PG-Department/College shall work on the same topic in the same organization. Students can take field based research in different sectors of Journalism and Mass Communication.

B. No two students of the department/college shall work **on the same problem in the same organization.**

C. Maximum of TWO [02] students of different college can work in the same organization with different topics.

D. Duration of project work: The project work shall be for a period of **ONE SEMESTER.** Students are expected to take up the preliminary work such as identifying the organization, finalization of topic and review of literature during the 3rd semester and start the Internship project work.

E. Guide: Internal guide of the project work is a full-time faculty member working in Journalism and Mass Communication Department of the VSKU/affiliated colleges where **Master of Arts in Journalism and Mass Communication** program offered. **External guide** is from the Journalism and Mass Communication organization where the student is carrying out his/her project work. Internal guide is expected to be in continuous interaction with external guide during the course of the work. The student must get the contact details of external guide and ensure both the external guide and internal guide in network.

F. Schedule to be followed before commencement of Internship [During III semester of the Master of Arts in Journalism and Mass Communication Program]

Activity	Time-line	Remarks
Problem Identification	First two weeks	Student individually identifies an organization and identifies problem for his/her study, according to his/her interest
Problem Statement	3 rd week	His/her interests discussed with guide.
Research design	4th week	Discussion with internal guide to decide on suitable design for the research

Activity	Time-line	Remarks
Synopsis preparation	5th and 6 th week	Preparation of synopsis* incorporating the Objectives
Presentation of synopsis	7th and 8th week	The student will present Synopsis with the detailed execution plan to the internship committee** who will review and may a) approve, b) approve with modification or c) reject for fresh synopsis.
Approval status	9th and 10th week	The approval status is submitted to Chairman, Post Graduate Department of Journalism and Mass Communication who will officially give concurrence for execution of the internship.

Structure of Synopsis

Synopsis is a 3-5 pages hard copy document and to be submitted to the Chairman with the signatures of Internal Guide and the Student.

Page	Content
Page 1	<ol style="list-style-type: none">1. Title2. Contact addresses of student -with details of internal Guide
Page 2	<ol style="list-style-type: none">1. Introduction with objectives,2. Review of articles/literature about the topic with source of information3. Expected results (300 words).
Page 3	<ol style="list-style-type: none">1. Time-Activity Chart
**Composition of the Internship Committee in the department	
<ol style="list-style-type: none">1. Chairman2. Domain Expert3. Internal Guide	

Schedule to be followed during Project Work [In IV semester]

Activity	Time-line	Remarks
Understanding structure, culture and functioning of the organization.	20 Days	Student should understand products /services and problems of the organization.
Preparation of research instrument for data collection	30 Days	Discussion with the guide for finalization of research instrument in his/her domain and submit the same to the guide. (First presentation to Internship Committee)
Data collection and processing	30 Days	Data collected to be edited, coded, tabulated and present for analysis with the guide's suggestions. (Second presentation to Internship Committee)

Activity	Time-line	Remarks
Analysis and finalization of report	25 Days	Students must use appropriate and latest statistical tools and techniques for analyzing the data (It is mandatory to use latest statistical packages whose results should be shown in the report) (Third presentation to Internship Committee)
Submission of report	15 Days	Final report should be submitted to the university before two weeks of the commencement of theory examination.

G. Format of the Internship report:

- a. **The report shall be prepared using a MS Word** processor with Times New Roman font sized 12, on a page layout of A4 size with 1” margin on all three sides and left with 1.5”, double line spacing and only front side print, [no back-to-back print]. The report may not exceed 85 pages.

H. Submission of report:

- a) Students should also submit the report in electronic form [CD].
- b) Only, in PDF file to the department and colleges where **Master of Arts in Journalism and Mass Communication** program offered. Colleges in turn shall submit all the reports and CDs of their students along with a consolidated master list with university registration number], Name of the student, and Title of the report to the Chairman, PG-Department of Journalism and Mass Communication, VSKUB before the commencement of the theory examinations.

I. Evaluation:

- a) The project report of a candidate shall be assessed for maximum of 100 marks [consisting of 70 marks for report evaluation by the internal and external guide and 30 marks for viva-voce examination].
- b) There shall be double valuation; one by internal guide and second by external guide for a maximum of SEVENTY (70) marks based on parameters specified by BOS in Journalism and Mass Communication.
- c) **Internal Evaluation:** The internal guide shall evaluate the report for a maximum of SEVENTY (70) marks based on parameters specified by BOS in Journalism and Mass Communication.
- d) **External Evaluation:** Faculty member of other university shall do external evaluation for maximum of SEVENTY (70) marks.
- e) The average of internal and external shall be arrived to award final marks for a maximum of SEVENTY (70) marks based on parameters specified by BOS in Journalism and Mass Communication.
- f) **Viva-voce/Presentation:** A viva-voce examination will be conducted for thirty [30] marks at the PG-Department of Journalism and Mass Communication, VSKU, Bellary and each student is expected to give a presentation of his/her work.
- g) The Chairman of the department and an expert appointed by the BOE chairman shall conduct the viva-voce examination.
- h) The Candidate who fails to attend and/or fulfill the requirements of the course shall not be eligible and he/she shall re-register for the course when offered.

Project Report on

(Title of the Report in Capital Letters with inverted commas)

BY

(Student Name)

(USN)



Submitted to

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY, BELLARY

In partial fulfilment of the requirements for the award of the degree of

Master of Arts in Journalism and Mass Communication

Under the guidance of

INTERNAL GUIDE

(Name)

(Designation)

**Post-Graduate Department of Journalism and Mass
Communication,**

**Vijayanagara Sri Krishnadevaraya University,
Jnana Sagara Campus, Vinayaka Nagar, Cantonment, Bellary-583 104**

Year

DECLARATION

D E C L A R A T I O N

I, the undersigned, hereby declare that the Project Report entitled “-----
-----” written and submitted by me to Vijayanagara Sri Krishnadevaraya
University, Bellary in partial fulfillment of requirements for the Award of Degree of Master of
Arts in Journalism and Mass Communication under the guidance of _____ is my original work
and the conclusions drawn therein are based on the material collected by myself.

Place: Bellary

Signature

Date:

(Name Research Student)

CERTIFICATE

CERTIFICATE

This is to certify that the Project Report entitled “-----
-----” which is being submitted herewith for the award of the degree of Master of Arts in Journalism and Mass Communication of Vijayanagara Sri Krishnadevaraya University, Bellary is the result of the original research work completed by Mr. _____ bearing URN (xxxx), under my supervision and guidance and to the best of my knowledge and belief the work embodied in this Project Report has not formed earlier the basis for the award of any degree or similar title of this or any other University or examining body.

Signature of Research Guide

Signature of the HOD in Case of affiliated College

Place:

Date:

Signature of the Chairman/Principal

Place: Bellary

Date:

COMPANY CERTIFICATE:

This certificate is to be obtained on original letterhead of the company by the project student where he/she carried out project work. For example

CERTIFICATE or TO WHOMSOEVER IT MAY CONCERN

This is to certify that _____ has worked in the finance department from _____ to _____ in our organization. During this period, he successfully completed the work assigned to him. He has been sincere, hardworking and punctual in his work. I wish good and prospers carrier for his future.

Signature

[Name of the Person}

Designation with Office Seal

Note: The above-cited content certificate is to be obtained on original letterhead of the company by the project student where he/she carried out project work.

F. CONTENT PAGE

CONTENTS

Items	Page No.
ACKNOWLEDGEMENT	Roman No
LIST OF TABLES	Roman No
LIST OF FIGURES	Roman No
CHAPTER I: Introduction	Arabic No
CHAPTER II: Profile of the Organization	Arabic No
CHAPTER III: Research Design and Methodology	Arabic No
CHAPTER IV: Data Presentation, Analysis and Interpretation	Arabic No
CHAPTER V: Findings and suggestions	Arabic No
BIBLIOGRAPHY	Arabic No
ANNEXURE	Arabic No

H. LIST OF TABLES

A PAGE FOR LIST OF TABLES

LIST OF TABLES		
Table No.	Title of the Table	Page No
Table No. 1.1		
Table No. 1.2		
Table No. 2.1		
Table No. 2.2		
Table No. 3.1		
Table No. 3.2		
Table No. 4.1		
Table No. 4.2		
Table No. 5.1		
Table No. 5.2		

Tables may be more or less depending upon the tables in the each chapter

I. LIST OF FIGURES

A PAGE FOR LIST OF FIGURES

LIST OF FIGURES		
Figure No	Title of the Figure	Page No.
Figure No. 1.1		
Figure No.1.2		
Figure No. 2.1		
Figure No. 2.2		
Figure No. 3.1		
Figure No. 3.2		
Figure No. 4.1		
Figure No. 4.2		
Figure No. 5.1		
Figure No. 5.2		
Figure No. 5.3		
Figure No. 5.4		

Figures may be more or less depending upon the figure in the each chapter

LIST OF ABBREVIATIONS

All the abbreviations used in the research project should be listed alphabetically here.

EXECUTIVE SUMMARY OF THE PROJECT

This page should consist of the executive summary of research project carried out by the project student/researcher.

MA in Journalism and Mass Communication: Semester-IV

MJMCH 405: Environmental Communication

Sub Code: MJMCH 405	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ➡ To help students keep abreast with environmental issues and concerns.
- ➡ To prepare students to effectively communicate on environmental issues.

Module I: Basic perspective: 10 Hours

Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.

Module II: Contemporary issues: 12 Hours

Local, National, International Environmental issues. Environmental protection programmes and strategies.

Module III: Media & empowerment: 12 Hours

Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.

Module IV: Development v/s environment debate: 14 Hours

International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Module V: Writing and reporting environmental issues 12 Hours

Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.

Books for reference

1. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
3. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources
5. And Environmental Degradation, 2001. New Delhi. Sage Publication.
6. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
7. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
8. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
9. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
10. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

MA in Journalism and Mass Communication: Semester-IV

MJMCH 406: Kannada Journalism

Sub Code: MJMCH 406	No. of Lecture Hours per week : 04
Total Credit =04	Internal Marks : 30 and Exam Marks : 70 = 100

Objectives:

- ➔ To Introduce the characteristic of historical development of Kannada Press.
- ➔ To familiarize students to problems and prospects of Kannada Press.

Module I: Growth and Development 15 Hours

Historical development of Kannada Journalism; Early efforts-old Mysore-Bombay Karnataka, Hyderabad Karnataka, Language, Literacy, and various other Dalit movements. Professional organizations in Karnataka

Module II: Freedom movement and Kannada Press 10 Hours

Pre and post Independent Press in Karnataka contributions of Kannada Press for freedom struggle.

Module III: Personalities 10 Hours

Important Personalities of Kannada Journalism; T.T. Sharma, P.R. Ramaiah D.V. Gundappa, B.N. Gupta, S.K. Sharma .T.S. Ramachandra Rao.

Module IV: Dailies 15 Hours

Emergence of major Kannada dailies; Samyukta Karnataka, Prajavani, Kannada Prabha and Vijaya Karnataka; Emergence of small and medium newspapers and their problems, Recommendations of various Committees.

Module V: Magazines 10 Hours

Emergence of Kannada magazines and Tabloids their characteristics; Contents Literacy and specialized Publication; Analysis of major Kannada weeklies and tabloids.

Books for reference

1. ÉÁRUÁ PĪPĪ MEwō ÈÀ (2006) "ÁgġwĀAĪĀ ŸWĒÉĀZĪPĀĪ, PEĀŌI PĀ ĀĪĀZĪPĀĪ CPĀqġĀ, "ĀUĪĪEGĀ.
2. ««ZĪ ĀRPIĪĀ (1991) PEĀŌI PĀ ŸWĒÉ Ew°ÁĪ (J-Āĕ ŸĀŸĪ UĪĪĀ) PEĀŌI PĀ ĀĪĀZĪPĀĪ CPĀqġĀ. "ĀUĪĪEGĀ.
3. qĀ. ÈĀ ŸĒE tĪĪĀ (2003) DZĪġPĀ ŸĀĀPEĀ ĀĪĀZĪPĀĪ UĪĪĀ ĀĪVĀU PEĪqĀ CŌPĪCŌ ŸġĀGĀUĪ PEĪqĀ «±ġZĀĪĪĀ, ŌĀĪ.
4. qĀ. ZĪĕĀĀĪ ŌĀĀĒEGĀ (1974) ŌĒĒĪĪĒqĪZĀ CġĀUĒÉĀZĪĪĀ PEĪqĀ CzĪĪĪĒĀ ŸĀĪĪĒEGĀ «±ġZĀĪĪĀ ĀĒĒĒEGĀ.
5. UĒĒĀŸĀĪĪĪĪĪ JZĪ. JĪ.Ī. (1996) PEĀŌI PĀ KŌĀPĪĪt Ew°ÁĪ ÈP PEĀŌI PĀ ŸĒĀĒĒĀ "ĀUĪĪEGĀ.
6. ©. JĪ.Ī. ZĪĒĒĒĪRġĀ (2003) ŸĀĀPEĀ ĀĪĀZĪPĀĪ UĪĪĀ ŸġĀGĀUĪ PEĪqĀ «±ġZĀĪĪĀ, ŌĀĪ.

Question Paper Pattern for MA Semester (CBCS) Degree Examinations

Paper Code:

Paper Title:

Time: 3 Hours

Max. Marks: 70

Instruction: Answer all Sections

SECTION-A

Answer any **Three** questions

(3X5=15)

Q1.

Q2.

Q3.

Q4.

Q5.

Q6.

SECTION-B

Answer any **Four** of the following questions

(4X10=40)

Q7.

Q8.

Q9.

Q10.

Q11.

Q12.

SECTION-C

Answer any **One** of the following questions

(1X15=15)

Q13.

Q14.

Note for Paper setters: Question paper shall be set in English version only