VIJAYANAGARA SRI KRISHNADEVARAYA

UNIVERSITY

JNANASAGARA CAMPUS, BALLARI – 583 105

Department of Studies in Journalism and Mass Communication

SYLLABUS

Master of Arts
(I-IV Semester)

With effect from
2021-22

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in Journalism and Mass Communication

Programme: Master of Arts (M.A.) in Journalism and Mass Communication

Programme Overview:

Duration: 2 Years (4 semesters)   Programme Code: 9116

Preface:

The Two-year post-graduation programme in Journalism and Mass Communication prepares students with the needed background of Reporting, Script writing, Video editing and history and the philosophical underpinnings of journalism, along with the technical skills to produce aesthetic media content for conventional media as well as the new age or digital media.

This programme is tailor-made to enable students to acquire writing skill and technical skills in photography, videography, sound design, audio-video editing, film making, print design and production, graphics, animation, web designing, and advertising, thereby making them industry- ready. Furthermore, the prepared curriculum intends to mould all form of media professionals with human values and social consciousness.

The Curriculum also provides students myriad practical components to integrate innovations in media technologies for effective communication. The courses spanning Four semesters intend to take care of all levels of learning in the field of Journalism and Mass Communication, and it includes Discipline Specific Core Courses, Discipline Specific Elective Courses, Ability Enhancement Courses, Skill Enhancement Courses, Hands-on-training, Value-Based Courses, Vocational Courses, and Research Project.

The Curriculum is built on the five aspirational goals of NEP2020 i.e., ACCESS, EQUITY, QUALITY, ACCOUNTABILITY, and AFFORDABILITY, and hope that the prepared curriculum will be appropriate for the aspiring learners and ensure critical and creative thinking, innovation, employability, inclusivity, and other goals of education.

Preamble

We all have witnesses the bad hit of COVID-19. Since the dawn of humankind, there is one thing that has been constant about is communication change. Historical evidence points to how communication

has undergone a sea-change in its forms and platforms. There is also another constant about communication: it has retained its presence of predominance, incorporating whatever modern changes the times have imposed on it.

Consequently, today, journalism and mass communication is a major discipline of study the world over. It embraces a vast gamut of subjects such as Reporting, Editing, Designing, Anchoring, Media Management and electronic forms of communication like advertising, photography, videography, a variety of films, television, computer graphics, web design, internet-based communications.

More specifically, this curriculum intends to help students understand the workings of media industry, master the relevant skills, and apply them for the creation and sharing of media content effectively.

Programme Outcomes:

After the successful completion of the MA Journalism and Mass Communication programme, the student will be able to:

PO 1: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Understanding the principles and practice of journalism

PO 2: Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.

PO 3: Develop creative temperament and mindset needed in the content production segment of media industry.

PO 4: Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

PO 5: Core knowledge about media law, economy and polity which helps the students to understand crucial aspects related to working on the field as journalists.

PO 6: Imbibe the culture of research, innovation, entrepreneurship and incubation

PO 7: Prepare socially responsible media academicians, researchers, and professionals with global vision

PO 8: Acquainted with the practical aspects of working in different media organizations such as newspaper, television, radio etc.

Programme Specific Outcomes:

At the end of the programme, the student will be able to:

PSO1	Think critically, creatively and independently
PSO2	Write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards
PSO3	Create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography,

		and multimedia.
PSO4		Meet deadlines and employing personal as well as professional ethics, they are prepared to make thoughtful decisions from among alternatives
PSO5		To competently use technology appropriate to the medium

Graduate Attributes:

As a graduate from J&MC course students will be:

- Universal - globally relevant with comprehensively applicable abilities, skills and behaviours
- Work ready - dynamic and prepared for employment in complex, ever-changing environments which require lifelong learning and resilience
- Successful - as a J&MC graduate with a solid foundation on which to continue succeeding and realising potential, across various contexts through graduating, student will develop attributes across three dimensions:
  - Academic – knowledge, skills and abilities related to high-level academic study
  - Personal – qualities and characteristics of well-rounded, developed, responsible individuals
  - Professional – skills, aptitudes and attitudes required for professional working life in the 21st Century

  The underpinning attributes are developed through the key skills and competencies student will learn as part of master degree programme:

J&MC	Academic	Personal	Professional
Universal	Critical thinker Analytical Inquiring	Emotionally intelligent Ethically-minded Culturally aware	Collaborative Research-minded Socially-responsive
Work-ready	Knowledgeable Digitally literate Problem solver	Effective communicator Influential Motivated	Potential leader Enterprising Ambitious
Successful	Autonomous Incisive Innovative	Creative Imaginative Resilient	Driven Daring Transformational

Assessment:
Weightage for assessments (in percentage)

Type of Course	Formative Assessment / IA	Summative Assessment
Theory	30	70
Practical	NA	NA
Projects	40	60
Experiential Learning (Internships etc.)	NA	NA

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
Department of Journalism and Mass Communication
Jnana Sagara, Ballari - 583105

Distribution of Courses/Papers in Postgraduate Programme I to IV Semester as per Choice Based Credit System (CBCS) Proposed for PG Program in Journalism and Mass Communication

Without Practical

I-SEMESTER

Semester No.	Category	Subject code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	Sem. Exam	Total	L	T	P		
FIRST	DSC1	21JMC1C1L	Introduction to Journalism	30	70	100	4	-	-	4	3
	DSC2	21JMC2C2L	Reporting for Media	30	70	100	4	-	-	4	3
	DSC3	21JMC3C3L	Editing and Designing	30	70	100	4	-	-	4	3
	DSC4	21JMC4C4L	Communication and Media Theories	30	70	100	4	-	-	4	3
	DSC5	21JMC5C5L	Technical Writing	30	70	100	4	-	-	4	3
	SEC1	21JMCSEC1 L/T	Computer Skills for Media	20	30	50	1		2	2	2
	DSC2T	21JMC1C1T	Translation and Journalistic Writing	20	30	50	-	2	-	2	2
Total Marks for I Semester						**600**				**24**	

II-SEMESTER

Semester No.	Category	Subject code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	Sem. Exam	Total	L	T	P		
SECOND	DSC6	21JMC2C6L	Digital Media	30	70	100	4	-	-	4	3
	DSC7	21JMC2C7L	Photo Journalism	30	70	100	4	-	-	4	3
	DSC8	21JMC2C8L	Management of Media	30	70	100	4	-	-	4	3
	DSC9	21JMC2C9L	Advanced Advertising and Marketing Production	30	70	100	4	-	-	4	3
	DSC10	21JMC2C10L	Tv Journalism; Production and Management	30	70	100	4	-	-	4	3
	SEC2	21JMCSEC2L/P	News and Media Anchoring	20	30	50	1		2	2	2
	DSC10T2	21JMC2C2T2	Tv Journalism Tutorial	20	30	50	-	2	-	2	2
Total Marks for II Semester						600				24	

Semester No.	Category	Subject code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	Sem. Exam	Total	L	T	P		
THIRD	DSC11	21JMC3C11L	Research Methods for Journalism	30	70	100	4	-	-	4	3
	DSC12	21JMC3C12L	Government and Media Ethics	30	70	100	4	-	-	4	3
	DSC13	21JMC3E13L	Business Journalism	30	70	100	4	-	-	4	3
	DSE1	21JMC3E1L	1.Kannada Journalism 2.E-Journalism 3.Magazine Journalism	30	70	100	4	-	-	4	3
	DSE2	21JMC3E2L	1.International Communication 2.Current Affairs in Media 3.Media: Global and Indian Perspective	30	70	100	4	-	-	4	3
	GEC1	21JMC3G1L	1. Writing for Media 2. Photo Journalism 3. News and Media Anchoring (Within Faculty)	20	30	50	2	-	-	2	2
	DSC12T3	21JMC3C3T3	Documentary Journalism	20	30	50	-	2	-	2	2
Total Marks for III Semester						**600**				**24**	

IV-SEMESTER

Semester No.	Category	Subject code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	Sem. Exam	Total	L	T	P		
FOURTH	DSC14	21JMC4C14L	Film Studies	30	70	100	4	-	-	4	3
	DSC15	21JMC4C15L	Public Relations in Media	30	70	100	4	-	-	4	3
	DSE3	21JMC4E3L	Corporate Communication Political Communication Sports Journalism	30	70	100	4	-	-	4	3
	DSE4	21JMC4E4L	Social Media Environmental Journalism Gender and Media	30	70	100	4	-	-	4	3
	GEC2	21JMC4G2L	1. Environmental Journalism 2.Gender and Media 3.Social Media (Outside Faculty)	20	30	50	2	-	-	2	2
	SEC3	21JMC4S3L/P /LP	Short Films	20	30	50	1		2	2	2
	Project	21JMC4C1R	Research Project	40	60	100		-	8	4	4
Total Marks for IV Semester						**600**				**24**	

(I-IV semester)-   Total Marks: 2400   and   Total credits: 96

Note: Course = paper; L= Lecture; T= Tutorial; P=Practical; DSC= Discipline Specific Core Course; DSE= Discipline Specific Elective; SEC= Skill Enhancement Course; GEC1 = General Elective Course to be taken from within Faculty from another department, GEC2= General Elective Course to be taken outside Faculty.

A credit is a unit of study of a fixed duration. For the purpose of computation of workload as per UGC norms the following is mechanism be adopted in the university: One credit (01) = One Theory Lecture (L) period of one hour; One credit (01) = One Tutorial (T) period of one hour; One credit (01) = One practical (P) period of two hours.

A Tutorial is supplementary practice to any teaching –learning process that may consist of participatory discussion/self-study, desk work, seminar presentations by students and such other novel methods that help a student to absorb and assimilate more effectively the contents delivered in the Lecture Sessions/ Class, Seminars, Case study, Discussion Session etc.

Subject Code Description:

21 – Year of Establishment

JMC – Program Code

1/2/3/4 – Semester

C1/S1/G1/E1 – Course subject 1/SEC1/GEC1/DSE1

L –Lecture

T – Tutorial

P –Practical

R – Research Project

Course: INTRODUCTION TO JOURNALISM	Course Code: 21JMC1C1L
Teaching Hours/Week (L-T-P): 4 - 0 - 0	No. of Credits: 04
Internal Assessment: 30 Marks	Semester End Examination: 70 Marks

Course Objectives:

1. To make the students aware of origin and growth of Journalism in India and to provide the students in depth knowledge of press and other Media.

2. To discuss about the various roles, responsibilities and portfolios of media persons.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Know definition, importance and role of journalism, influence on Journalism.
2	Understand elementary knowledge of fundamental news journalism concepts.

Unit	Description	Hours
1	**Introduction to Journalism:** Concept, nature and scope of journalism, Mass media- History and development, Mass media- History and development, Origin and growth of journalism in India, Introduction to print media	12
2	**Introduction to Communication:** Definition and characteristics of communication, Communication models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerberner, Newcomb, Convergent and Gate Keeping	11
3	**Journalism terms:** Definition, Nature and Scope of Journalism – Qualifications, Duties and Responsibilities of Journalists – Journalism as a profession –Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media	11
4	**The Indian press and the freedom movement:** Important personalities of Indian journalism: Bal Gangadhar Tilak, Mahatma Gandhi, Jawaharlal Nehru. Historical development of important newspapers and magazines: The Hindu, Amrit Bazar Patrika, The Times of India, Samyukta Karnataka.	11
5	**Effects of mass communication**: Violence and obscenity in media- Media and children- impact of media on cognition, attitudes and behavioral changes- Reception analysis, Convergence of media and fragmented audience.	11
References (indicative)		

1) Bagan, Stanley J., Introduction to Mass Communication, Mayfield Publishing Company, (1999)
2) Kamath, MV, Handbook of Journalism and Mass Communication
3) Krishnamurthy, Nadig, Indian Journalism
4) McQuail, Denis, Mass Communication (Four volume set), Sage Publications, (2006)
5) Rangaswamy and Parthasarthi, Journalism in India
6) Kovarik, B. (2011). Revolutions in Communication: Media History from Gutenberg to the Digital Age. Continuum International Publishing Group
7) McLuhan, Marshal. (2008). Understanding Media – The Extension of Man. Routledge Natarajan, J. (2002). History of Indian Journalism (2nd Ed).

Ministry of Information & Communication, GOI
8) Parthasarthy, Rangaswami. (1989), Journalism in India: From the Earliest Times to the Present Day, New Delhi: Sterling Publishers
9) Poe, T. Marshal (History of Communication: Media, Society from Evolution of Speech to the Internet. Cambridge University Press
10) Singhal, M. Arvind& Rogers, M. Everett (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage Publication
11) Schudson, Michael. (2003). Sociology of News. New York: W.W.Norton&Compan

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I-Semester
MA In Journalism and Mass Communication

Course: REPORTING FOR MEDIA	Course Code: 21JMC2C2L
Teaching Hours/Week (L-T-P): 4 - 0 - 0	No. of Credits: 04
Internal Assessment: 30 Marks	Semester End Examination: 70 Marks

Course Objectives:
1. To Introduce students to the basics of writing, reporting and editing in print media
2. To hone the journalistic and research skills through practical works.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Know news, elements, changing concepts, writing news, elements of news writing, function and structure of newspaper organizations.
2	Know reporting types, role, importance of sources, changing role of reporters in convergence media.

Unit	Description	Hours
1	**Reporting:** Definition - nature - functions. Reporting techniques and methods. Ethics of reporting, News- concept- definitions- news values- elements- news writing techniques- lead- types of leads- body.	12
2	**Principles Of Writing**: Writing techniques. News- leads- types –attribution. Structure and functions of news desk. Objectivity in reporting. Writing reviews: book, film, Drama. review and criticism, Journalistic Codes and Ethics, Legal Aspects	11
3	**Types of Reporting:** Crime, accidents, disaster, riots, Political reporting,election, legislature/local bodies, judiciary - weather, city life, press conferences, speeches, seminars, workshops, science & technology, health, agriculture, commerce, environmental issues, sports, economic development, gender, and allied areas	11
4	**Reporting Techniques:** Interview Techniques; Types of Interviews - On the Spot, Planned, Telephone; Language Skills, Importance of Translation, Reporting Patterns for Print, Electronic and New Media, civic journalism	11
5	**Reporting practice:** Press notes- 5; Speech Reporting- 5, crime-5, Protest-5, accidents-5, judiciary-2, science & technology-2, environmental issues-2, sports-5, Interview-2, Health-2, Agriculture-2,	11

References (indicative)
1. Handbook of Reporting and Editing – Ravindran
2. Here is The News! Reporting for the Media - R Parthasarath
3. News Reporting and Editing - KM. Srivatsava
4. Harris, Geoffrey & Spark, David (2010). Practical Newspaper Reporting. London: Sage
5. News Writing and Reporting for Today's Media - Itule and Anderson
6. Reporting (Kannada) - Padmaraj Dandavathi
7. Professional Journalist - John Hohenberg
8. Pape, Susan & Featherstone, Sue. (2005). Newspaper Journalism – A Practical Introduction. London: Sage
9. Interpretative Reporting - C D Mac Dougal
10. Rich, Carole. (2010). Writing and Reporting – A Coaching Method (6th Ed). Boston:

Wadsworth
11. Reporting: Theory and Practice - M Babaprasad
12. Informing the People - C.H Brown
13. Reporting for the Media- Fred Feddler
14. DB Usman (2007), Writing and Reporting in Modern Journalism, Anmol Publication Pvt ltd, New Delhi.
15. K M Shrivatsav (1987), News Editing and Reporting, Sturling Publishers Pvt ltd.
16. Madhur Selvaraj (2005), News Editing and Reporting, Dominant Publishers and Distributors, New Delhi
17. S Kundar (2005), Reporting Method, Anmol Publication Pvt ltd, New Delhi.

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I -Semester
MA In Journalism and Mass Communication

Course: EDITING AND DESIGNING	Course Code: 21JMC3C3L
Teaching Hours/Week (L-T-P): 4- 0 - 0	No. of Credits: 04
Internal Assessment: 30 Marks	Semester End Examination: 70 Marks

Course Objectives:
1. To Introduce students to the basics of writing, reporting and editing in print media
2. To hone the journalistic and research skills through practical works

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Know news, elements, changing concepts, writing news, elements of news writing, function and structure of newspaper organizations
2	Know reporting types, role, importance of sources, changing role of reporters in convergence media.

Unit	Description	Hours
1	**Editing:** Meaning, Functions and Techniques of Editing, Sub-Editor, News Editor, Principles of Editing, Re - Writing, Computer Editing, Style Sheet	12
2	**Newsroom Organization:** Small, Medium, and Big Daily – Editorial Staff Pattern; Role and Functions of the Editor, Chief Sub-Editor, Sub-Editors, News Editors and Staff	11
3	**Headlines:** Techniques of Headline Writing, Types of Headlines, Polishing Headlines, Writing Sub-Heads, Jump Heads, Magazine Headlines, New Trends in Headlining, Typography.	11
4	**Design and Make Up of Newspaper:** Techniques of Page Make Up, Types of Layout, Dummy, Proof Reading, Magazine Page Design; Types of Make Up, News Papers Special Supplements, Contemporary Newspaper Design	11
5	**Editorial Page:** Content Patterns, Editorial Definition, Structure and Functions of Editorial Writing, Types of Editorials, Editorial Writing Techniques, Translation Techniques	11

References (indicative)
1. News Editing – Bruce II Westley
2. The Art of Editing – P.K. Baskette and JizSissors
3. The Sub-Editor's Companion – Michael Hides
4. The Simple Sub's Book – Lealie Sellers
5. The Techniques of Clear Writing – Robert Gunning
6. Handling Newspaper Text – Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames
10. News Reporting and Editing – K. M. Srivastava
11. ಪತ್ರಿಕೋದ್ಯಮ, – ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
12. ಸುದ್ದಿ ಬಿಂಬ – (ಸಂ) ಯಶೋದ
13. Butecher, Judith (1992), Copy Editing, Cambridge University Press.
14. HY Shrada Prasad (2001), Editors on Editing, National Book Trust India, New Delhi.
15. Nayyar Shamsi (2005), Journalism Editing, Anmol Publication Pvt Ltd, New Delhi

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I-Semester
MA In Journalism and Mass Communication

Course: COMMUNICATION AND MEDIA THEORIES	**Course Code:** 21JMC4C4L
Teaching Hours/Week (L-T-P): 4- 0 - 0	**No. of Credits:** 04
Internal Assessment: 30 Marks	**Semester End Examination:** 70 Marks

Course Objectives:
1. To make the students to aware of Communication Process, Patterns in the Changing situation.
2. To expose students to the well-developed body of media theory and analysis.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Know human communication-nature, process, concept, types and importance. Function and elements of mass communication.
2	Understand Models of various Mass Communication theories.

Unit	Description	Hours
1	**Development communication:** Meaning, concept, definition, philosophy process, theories-role of media in development communication. development communication policy, strategies and action plans, democratic, Panchayati Raj, planning at national, state, regional, district, block and village levels.	12
2	**Development support communication:** Population and family welfare – health education and society environment and development problem faced in a development support communication. Writing development messages for rural audience, Chatera, Udayavaniand Jhabua Experiments.	11
3	**Theories:** Mass Society theories, Magic Bullet theory. Normative Theories,Authoritarian,Libertarian, Social responsibility, developmental media theory and democratic participatory theory. Harold Innis and Marshall Mc Luhan. one step, two step and multi-step models of communication flow,Diffusion theory.	11
4	**Media and sociological theories**: Hypodermic needle,social learning theory; Play theory, spiral of silence- gate keeping, cognitivedissonance, Uses and gratifications, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis. AgendaSetting; feminist theories of communication.	11
5	**Media and culture:** Rise of cultural theory in Europe, semiotics, Marxist theories; Neo-Marxism, Frankfurt School; Birmingham School, Political economy theory; Social construction of reality	11
References (indicative)		
	1. Srinivas Melkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India. 2. Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States 3. Bella Mody (1991). Designing Message for Development, Sage Publications, USA 4. Wood. Julia. T. Communication theories in action: An introduction. London: Wadsworth Publishing Company. 1997.	

5. Baran,Stanley S and Dennis K Davis. Mass Communication Theory: Foundations, Ferment and Future. Singapore: Thomson Wadsworth, 2007.
6. Mass Communication in India- Kumar K.J
7. Introduction to Mass Communication- Emery, E
8. Mass Communication- Schramm W
9. Barthes, Roland. Mythologies. New York: Hill & Long, 2012
10. Adorno, Theodore W. The Culture Industries. London: Routledge, 2010.
11. McLuhan, Marshall and Quentin Fiore. Medium is the message. New York: Penguin Books, 2001.
12. McQuail, Denis: Mass Communication theory (III ed.). New Delhi: Sage Publication,2004.

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I-Semester
MA In Journalism and Mass Communication

Course: TECHNICAL WRITING	**Course Code:** 21JMC5C5L
Teaching Hours/Week (L-T-P): 4- 0 - 0	**No. of Credits:** 04
Internal Assessment: 30 Marks	**Semester End Examination:** 70 Marks

Course Objectives:
1. To introduce the students to the essentials of technical writing.
2. To prepare students to write and edit technical documents.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Produce a set of documents related to technology and writing in the workplace and will have improved their ability to write clearly and accurately.
2	Familiar with basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation.

Unit	Description	Hours
1	**Basics of technical writing:** Definition of technical writing, Basics of technical writing, Qualifications of technical writers and editors; Roles and responsibilities of writers, editors/project managers.	12
2	**Products of technical writing:** Technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user, Creating a technical document	11
3	**Technical Writing Team:** Tech writing a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions	11
4	**Technical Writing Principles:** Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; writing assignment, planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations	11
5	**Editing technical document:** Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing	11

References (indicative)

1. Alred Gerald J., Brusaw Charles T. &Oliu Walter E. 2008). Handbook of technical writing. New Delhi: Sage
2. Bosley, D., & Collins, E. (1995). Technical Writing: Contexts, Audiences, and CommUnities. Boston: Allyn & Bacon
3. Harty, Kevin, J. (2007). Strategies for business and technical writing (2nd ed). New York. Pearson Education.
4. Ingre, David. (2003). Technical writing: essentials for the successful professional. New York: Thomson.
5. Lannon, John M. (1993). Technical writing (6th ed). New York. HarperCollins College Publishers

6. Jason Whittaker Web Production for writer &Joumalist, London Routledge.
7. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
8. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
9. Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition)

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Course: COMPUTER SKILLS FOR MEDIA	Course Code: 21JMCSEC1L
Teaching Hours/Week (L-T-P): 1 - 0 - 2	No. of Credits: 02
Internal Assessment: 20 Marks	Semester End Examination: 30 Marks

Course Objectives:
1. To learn about printing techniques, typography, paper sizes and layouts.
2. To study and acquaintance with media software packages.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Produce a set of documents related to technology and writing in the workplace and will have improved their ability to write clearly and accurately.
2	Familiar with basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation.

Unit	Description	Hours
1	Computer Basics - Basic Software and Hardware, Operating System, Installation (Software) Operation, Typing Basics.	10
2	MS Office - Word, Power Point, Excel etc., Creating Charts, Graphs, Tables etc. E-mail, Data Downloading, Uploading, Data Transfer, File Sharing, Streaming Media	12
3	Basic Photo Editing - Abode Photoshop, Corel Photo Paint, Windows Photo Manager. Presentation of practical work of all.	8

References (indicative)
1. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B.Shelly and Misty E. Vermaat, March 10, 2009
2. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010
3. Desktop publishing and design for dubbies – Roger C. Parker
4. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
5. Learning web design – A beginner's guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
6. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010

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I-Semester
MA In Journalism and Mass Communication

Course: TRANSLATION AND JOURNALISTIC WRITING	Course Code: 21JMC1C1T
Teaching Hours/Week (L-T-P): 0- 2 - 0	No. of Credits: 02
Internal Assessment: 20 Marks	Semester End Examination: 30 Marks

Course Objectives:
1. To learn about translation semiotics.
2. To study practice multi-lingual translations.

Course Outcomes (CO): After completion of this course student should able to

CO	Statement
1	Apply techniques of journalistic translation into English and Kannada.
2	Edit the translated text so that it reads coherently and reflects the style of the source language text.

Unit	Description	Hours
1	Translation Definition – Importance – Types of Translation – Theories of Translation – Tools of Translation – Process of Translation – Translation in the Globalization era – Inter Semiotic Translation	10
2	Translation for the Media Elements of Media Translation – Techniques of Translation for Media – Challenges of Translation between Vernacular Languages and English and Vice Versa for Print and Electronic Media – Translating Advertisements – Translating Press Releases	12
3	Translation Exercise Practical exercise in translation for Print Media and Practical exercise in Journalistic Writing.	8

References (indicative)
1. Understanding Media: MadhallMchuhan – Pub: Rantidge Classics.
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