



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in
Journalism and Mass Communication

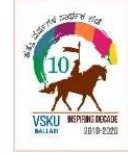
SYLLABUS

Master of Arts
(I-IV Semester)

With effect from
2021-22



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 Programs
Without Practical
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	21JMC2SEC2 L/P	News and Media Anchoring	20	30	50	1	-	2	2	1
	DSCT	21JMC2C2T2	Tv Journalism Tutorial	20	30	50	-	2	-	2	1
Total Marks for II Semester						600				24	

Journalism and Mass Communication Semester-II

DSC6: DIGITAL MEDIA

Course Title: DIGITAL MEDIA	Course code: 21JMC2C6L
Total Contact Hours: 56 hours	Course Credits: 04
Formative Assessment Marks: 30	Duration of ESA/Exam: 3 hours
Summative Assessment Marks: 70	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Carry out applied learning activities focused on the production and post production process for digital media productions.
2. Demonstrate mastery over media file formats, conversion protocols, and storage frameworks.

DSC6: DIGITAL MEDIA

Unit	Description	Hours
1	New media: Meaning, characteristics, principles of new media, evolution of new media and technologies, LCD, LED, PLASMA screens. Multimedia projectors, Scanners and their applications, Printers and their applications – digitizing tablets.	12
2	Digital media platforms: Websites and its types, Blogs, News portals, E-papers, Social media and its features- Facebook, Twitter, Instagram, Youtube, LinkedIn, WhatsApp and other Messengers. Web browsers and search engines, Web Journalism- collecting, editing, updating and distribution of news contents	11
3	Analog and digital audio equipment: Amplifying, transmitting and recording devices, IPOD, PDAs. Microphones: types of microphones. Types of audio formats: WAV, MP3, MP4, Audio storage media and types. FM radio frequency.	11
4	Types of video cameras: Features of video cameras-Web camera, PTZ camera. Video tuning cards, Video capturing devices. Video file rendering, storing and retrieving systems.	11
5	Digital media outcome: Create a Facebook page, Open a Youtube Channel and upload videos-1, Create a Blog and upload different digital media contents.	11
References (indicative) <ol style="list-style-type: none">1. The Complete reference – Web design by Thomas A Powell2. Digital Media by T. K. Ganesh3. Internet for Everyone by Alexis Leon and Mathews Leon4. Computer Networks by Uyles Black5. Electronic Journalism by Aditya Sengupta6. R.R. Gulati, New Age Int. (P) Ltd.: Color TV – Principles and Practice.7. Alec Nisbett: Seventh Edition8. Focal Press, 2003: The Sound Studio9. Jon Tarrant, Focal Press, 2002: Digital Camera Techniques.		

Date

Course Coordinator

Subject Committee Chairperson

DSC7: PHOTO JOURNALISM

Course Title: Photo Journalism	Course code: 21JMC2C7L
Total Contact Hours: 56 hours	Course Credits: 04
Formative Assessment Marks: 30	Duration of ESA/Exam: 03 hours
Summative Assessment Marks: 70	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Advanced knowledge of photo journalism
2. Learn the qualities and skills to prepare as a photojournalist.

DSC 7: Photo Journalism

Unit	Description	Hours
1	Photo Journalism: History of Photography and Photo Journalism. Definition, Nature, Scope and Functions of Photo Journalism–Responsibilities of Photo Journalists, News Photographers and News Value, Sources.	12
2	Lenses and photojournalism: lenses, Camera Design and Component, Types lenses and Range, Types of Camera – Analog, Digital, Still, Video and Movie Cameras. News photography and Sources.	11
3	Branches of photography: Nature, architecture, portraiture, landscape, wild life, sports, environment, portraiture, aerial, travel, industry, fashion and glamour, advertising, press photography.	11
4	Techniques of Photography: Composition, Light, Lighting Sources, Light as an Art in photojournalism. Use of Filters, Tripod- Types of Tripods, , Studio Equipments and Technonology-Scanning, Printing, and Producing	11
5	Attributes of a photo journalist: Sources of photographs, photo feature, techniques of photo editing-caption writing-types, software for photo editing.	11
References (indicative) 1. Basic Photography–Newnes 2. The Hanlyn Basic Guideto Photography–Hamlyn 3. History of Photography–Cyernshem GR 4. Photo Journalism–Rothsteline 5. Techniques of Photo Journalism–MiltenFeinberg 6. Photo Journalism Manual–Bergin 7. Hand Book of Journalism- M.S.Sharma. 8. Photo Journalism – B.K.Desh Pandey. 9. Visual Communication and Photo Journalism – P.K.Chandra. 10. Modern Methods of Journalism – R.P.Yadav. 11. Visual Communication – Arun Bhatia. 12. Picture Editing–Stanley EKalish and Clifton CEdom		

Date

Course Coordinator

Subject Committee Chairperson

DSC8: MANAGEMENT OF MEDIA

Course Title: Management of Media	Course code: 21JMC2C8L
Total Contact Hours: 56 hours	Course Credits: 04
Formative Assessment Marks: 30	Duration of ESA/Exam: 03 hours
Summative Assessment Marks: 70	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. To gain proficiency in specific uses of various types of media platforms
2. To understand basic strategies of brand Management on media

DSC8: Management of Media

Unit	Description	Hours
1	Principles of management: Definitions, functions, management process, economics of media, economic impact on media - Media Business and Technology.	12
2	Print Media Management: Starting of a Newspaper: Newspaper Organization and Management, Principles of Newspaper Business, Divisions, and Operations Newspaper Ownership: Types of Newspaper ownership in India.	11
3	Electronic Media Management: Principles of Television and Radio Management in India, Recent Trends in Broadcasting Management, Programme management-Planning, scheduling, production, Structure of Radio and Television Organization.	11
4	Media Marketing: Market Survey- product and audience profile, readership measurement systems, ABC, NRS, INS, RNI, viewership measurement systems-TRP, TAM, and other rating systems. News agencies.	11
5	Reports of committees/commissions: S K Patil committee report, Ashok Chanda committee report, Varghese committee report, Khosala committee report, Joshi committee report.	11

References (indicative)

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.

Date

Course Coordinator

Subject Committee Chairperson

DSC9: ADVANCED ADVERTISING AND MARKETING PRODUCTION

Course Title: Advanced Advertising and Marketing Production	Course code: 21JMC2C9L
Total Contact Hours: 56 hours	Course Credits: 04
Formative Assessment Marks: 30	Duration of ESA/Exam: 3 hours
Summative Assessment Marks: 70	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Aware importance of advertising in media.
2. Knowledge of the functioning of advertising agencies

DSC9: ADVANCED ADVERTISING AND MARKETING PRODUCTION

Unit	Description	Hours
1	Understanding advertising: Definition- nature and scope. Historical development of advertising. Socio-economic benefits. Role of advertising in marketing-advertising and society. Advertising and Media.	12
2	Types of advertising: Classified- display- national. co-operative-professional- trade-product- public service- wholesale- retail- consumer service- industrial advertisements.	11
3	Advertising agency: structure- functions- creative strategies and tactics. Copy preparation-stages- elements- headline- illustrations- text – appeals- slogans-trademark- jingles. Role of color and photography. Psychology of advertising	11
4	Media selection: Newspapers- magazines- radio – television- new media – film-outdoor- direct mail- mail order- transit- campaign- media mix-positioning- media planning. Sales promotion, events and sponsorship	11
5	Advertising research; Scope and objectivity –research as a decision making tool. Market research and advertising research – types of research; target marketing research; Positioning research.	11
References (indicative)		
<ol style="list-style-type: none"> 1. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA. 2. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications. 3. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications. 4. Wells, BurfertMorlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall. 5. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory &Practice, Bangalore Himalaya Publishing. 6. George E. Belch 2004 Advertising and Promotion and Integrating Marketing 7. Communication Perspective, New Delhi, Tata McGraw Hills. 8. Essential of Advertising – Chandan Singh and Malhan 9. Advertising Procedure – Otto Kleppner 3. Ogilvyon in Advertising – David Ogilvy 10. Advertising Principles and Practice – Sethia and Chunawalla 11. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company 		

Date

Course Co-ordinator

Subject Committee Chairperson

DSC10: TV JOURNALISM; PRODUCTION AND MANAGEMENT

Course Title: Tv Journalism; Production and Management		Course code: 21JMC2C10L
Total Contact Hours: 56 hours	Course Credits: 04	
Formative Assessment Marks: 30	Duration of ESA/Exam: 03 hours	
Summative Assessment Marks: 70		

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand TV journalism while practicing in the studios how to handle and use various TV instrument
2. To acquaint students with the real world of TV production and broadcast

DSC10: TV Journalism; production and management

Unit	Description	Hours
1	Evolution and growth of electronic media and television: Characteristics of television as a medium of communication, spoken, visual and multiple version of information through links. Basics of TV production; Writing for television; writing for video.	12
2	Television programme formats: Fictional programs – soap operas, sitcoms, series. Non-fictional programs; Script writing and story boarding - screenplay, construction of sequences and scenes, Script formats. Planning location shoots, single camera shooting and multi camera shooting.	11
3	Production team: Technical, production and management team. Role of producer, director, floor manager, camera person, sound engineers, lighting director, script writer, storyboard writer, art director and video editor.	11
4	Basic TV news production techniques: Electronic News Gathering, PTC, Sound byte, Current affair programs, news interviews, Production Control room. Studio lighting – three-point lighting – high key and low key lighting; properties; studio sets and make-up.	11
5	Writing exercises: Scripting and story boarding for different Programme formats. Lighting- realist- modernist- post modernist instruments control visual editing linear- non-linear editing- design and graphic arts.	11
References (indicative)		
<ol style="list-style-type: none"> 1. Colin Hart. Television Program Making: Everything you need to know to get started, Focal Press, New York. 2013 2. Herbert Zettl. Television Production Handbook. US: Wadsworth: 2006 3. Gerald Millerson, The Techniques of Television Production, Focal Press, London, 1990. 4. Gerald Millerson, Video Production Handbook, Focal Press, London, 2013. 5. Karel Reisz and Gavin Millar. The Technique of Film Editing (2nd edition). Focal Press, New York 2011. 6. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press. 7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press. 		

Date

Course Coordinator

Subject Committee Chairperson

SEC 2: NEWS AND MEDIA ANCHORING

Course Title: NEWS AND MEDIA ANCHORING	Course code: 21JMCSEC2L/P
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1.00 hours
Syllabus Authors:	Summative Assessment Marks: 30

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Interview Techniques and Group discussion skill on Camera.
2. Organise live shows, group discussion and exclusive interviews with experts of any field.

SEC 2: News and Media Anchoring

Unit	Description	Hours
1	Introduction: Anchoring Basics, tips, techniques, challenges and qualities, 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality.	10
2	Building a foundation: Functioning of a TV news channel, Types and formats of news stories, Voice Over: Rhythm of speech, Breathing.	12
3	Anchoring Techniques: Understanding your voice, tips and techniques for voice grooming, Program anchoring, News anchoring, dress code and makeup.	8
References (indicative) <ol style="list-style-type: none">1. The Associated Press Guide to News Writing, 4th Edition_Peterson_20192. Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India.3. Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking.4. Prufrock Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House5. The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing Kelly Leiter, Julian Harriss, Stanley Johnson_19996. Working For Media : Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making_Bharti Nagpal_20197. The ABC Of News Anchoring: A Guide For Aspiring Anchors8. Digital Futures for Cultural and Media Studies_Hartley9. Handbook of Media Audiences_Nightingale		

Date

Course Coordinator

Subject Committee Chairperson

DSC10T2: TV JOURNALISM TUTORIAL

Course Title: Tv Journalism Tutorial	Course code: 21JMC2C2T2
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1.00 hours
Summative Assessment Marks: 30	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. To produce effective news and commercial copy
2. To produce TV script writing

DSC10T2: Tv Journalism Tutorial

Unit	Description	Hours
1	Video production Pipeline: Pre-production, Production & Post Production, Studio Control Room, Master Control, Clothing, texturing material & Lighting concept by shooting lively in studio.	10
2	Understanding the usages of camera: Working according to the script manuals and story boarding in studio. Practical Understanding of Framing, Rule of third, Basic Camera Shots and Movements.	12
3	Scenes and shots: Different types of Cuts and Transition that involves in Editing a video. Commercials and PSA, Discussion about the tricks and techniques that used in Editing.	8
References (indicative) <ol style="list-style-type: none"> 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. Adobe Premiere Pro Cs3 Classroom in a book Adobe Press by Hardcover Adobe Premier Pro 2 Bible – Adele Droblas Bernard Wilkie. (Edt). 2006. 4. Creating Special Effects Fore T.V. and Video, Singapore Focal Press. 5. Gerald Millerson, (Edt).2000. Video Camera Technologies, Singapore Focal Press 6. Gerald Millerson, (Edt).2000. Video Camera Technologies, Singapore Focal Press 7. Rod Fainweather, (Edt). 2002 Basic Studio Directing, Singapore Focal Press 8. D, sÅvsÅ°f, bAAiiAAv ¥wPsÅzivÄ, P£ÁðIP viÄzivÄCPÁq«Ä AU¼sgÄ 9. Dgi«PnvÄq, avdUvÄ, ,sÅ£ÄJA.IPi¥EA, i, AU¼sgÄ 		

Date

Course Coordinator

Subject Committee Chairperson

CBCS Question Paper Pattern for PG Semester End Examination
with Effect from the AY 2021-22

Disciplines Specific Core (DSC) and Discipline Specific Elective (DSE)

Paper Code:

Paper Title:

Time: 3 Hours

Max.

Marks: 70

Note: Answer any *FIVE* of the following questions with Question No. 1 (Q1) Compulsory, each question carries equal marks.

Q1. 14 Marks

Q2. 14 Marks

Q3. 14 Marks

Q4. 14 Marks

Q5. 14 Marks

Note: Question No.1 to 5, *one question from each unit* i.e. (Unit I, Unit II,). The Questions may be a whole or it may consists of sub questions such as a,b, c etc...

Q6. 14 Marks

Note : Question No.6, *shall be from Unit II and III*, the Question may be a whole or it may consists of sub questions such as a,b, c etc...

Q7. 14 Marks

Note: Question No.7, *shall be from Unit IV and V*,the Question may be a whole or it may consists of sub questions such as a,b, c etc...

Q8. 14 Marks

Note: Question No-8 shall be from *Unit II, Unit III , Unit IV and Unit V*. The question shall have the following sub questions and weightage. i.e a – 05 marks, b – 05 marks, c – 04 marks.

Skill Enhancement Courses
(SECs)

Paper Code:

Paper Title:

Time: 1 Hours

Max.

Marks: 30

There shall be Theory examinations of Multiple Choice Based Questions [MCQs] with Question Paper set of A, B, C and D Series at the end of each semester for SECs for the duration of One hour (First Fifteen Minutes for the Preparation of OMR and remaining Forty-Five Minutes for Answering thirty Questions). The Answer Paper is of OMR (Optical Mark Reader) Sheet.

Question Paper Pattern for Subjects with Tutorial

For the subjects with Tutorial component, there is no Semester-End Examination (SEE) to the component C3. The liberty of assessment of C3 is with the concerned faculty. The faculty must present innovative method of evaluation of component C3 before the respective BoS for approval and the same must be submitted to the Registrar and Registrar (Evaluation) before the commencement of the academic year.

xPG IA Question paper pattern

For all DSC and DSE papers

First Internals – 2021-22

(Date:)

Semester - I

Subject: Introduction to Journalism 21JMC1C1L

Section A

Answer any 1 of the following

5x1=5

Q1.

Q2.

Section B

Q3 Answer any 2 of the following

2.5x2=5

a.

b.

c.

d.

***Total formative Internal Assessment for Semester-I =**

➤ **30marks C1 = 10**

➤ **C2 =10**

➤ **Seminar and Presentation=05Marks for**

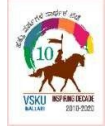
➤ **Assignment/Fieldwork =05Marks**

Total 10+10+5+5=30marks



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Department of Journalism and Mass Communication
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PG IA Question paper pattern

For all SEC and Tutorial papers

First Internals – 2021-22

(Date:)

Semester - I

Subject: Computer Skills for Media 21JMSECIL/P

Answer any 1 of the following

5x1=5

Q1.

Q2.

***Total formative Internal Assessment for Semester-I = 20 marks**

- ▶ C1 = 05
- ▶ C2 =05
- ▶ Seminar and Presentation=05 Marks for
- ▶ Assignment/Fieldwork =05Marks

Total 05+05+5+5=30marks

Question Paper Pattern for Subjects with Tutorial

For the subjects with Tutorial component, there is Internal Semester-End

Examination (ISEE) to the component C3 at department level. The liberty of assessment of C3 is with the concerned faculty of tutorial course. The faculty may present innovative method of evaluation of component C3 before the respective BoS for approval before the commencement of the course during the semester.

However, the BoS approved Internal Semester-End Examination of Multiple Choice

Based Questions [MCQs] method for the duration of One hour (Minutes for the Preparation of OMR and remaining Forty-Five

irst Fifteen
Minutes for

Answering thirty Questions), in respective semester with 30 questions carrying one mark each in respective tutorial course. The Answer Paper is of OMR (Optical Mark Reader) Sheet.

Note: the internal semester end examination of tutorial course agenda approved as per the oral direction of the university authorities.
