



**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  
2024-25



# 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**

### 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	24JMC1C1L	<b>Introduction to Journalism</b>	30	70	100	4	-	-	4	3
	DSC2	24JMC2C2L	<b>Reporting for Media</b>	30	70	100	4	-	-	4	3
	DSC3	24JMC3C3L	<b>Editing and Designing</b>	30	70	100	4	-	-	4	3
	DSC4	24JMC4C4L	<b>Development Journalism and Media Theories</b>	30	70	100	4	-	-	4	3
	DSC5	24JMC5C5L	<b>Technical Writing</b>	30	70	100	4	-	-	4	3
	SEC1	24JMCSEC1L/P	<b>Computer Skills for Media</b>	20	30	50	1	-	2	2	1
	DSCT	24JMC1C1T	<b>Translation and Journalistic Writing</b>	20	30	50	-	2	-	2	1
<b>Total Marks for I Semester</b>						<b>600</b>				<b>24</b>	

## 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		
<b>SECOND</b>	DSC6	24JMC2C6L	<b>Digital Media</b>	30	70	100	4	-	-	4	3
	DSC7	24JMC2C7L	<b>Photo Journalism</b>	30	70	100	4	-	-	4	3
	DSC8	24JMC2C8L	<b>Media Management</b>	30	70	100	4	-	-	4	3
	DSC9	24JMC2C9L	<b>Advanced Advertising and Marketing Production</b>	30	70	100	4	-	-	4	3
	DSC10	24JMC2C10L	<b>TV Journalism; Production and Management</b>	30	70	100	4	-	-	4	3
	SEC2	24JMC2SEC2L/P	<b>News and Media Anchoring</b>	20	30	50	1	-	2	2	1
	DSCT	24JMC2C2T2	<b>TV Journalism Tutorial</b>	20	30	50	-	2	-	2	1
<b>Total Marks for II Semester</b>						<b>600</b>				<b>24</b>	

### III-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		
THIRD	DSC11	24JMC3C11L	<b>Communication Research Methods</b>	30	70	100	4	-	-	4	3
	DSC12	24JMC3C12L	<b>Media Laws and Ethics</b>	30	70	100	4	-	-	4	3
	DSC13	24JMC3E13L	<b>Business Journalism</b>	30	70	100	4	-	-	4	3
	DSE1	24JMC3E1AL	<b>A.E-Journalism</b>	30	70	100	4	-	-	4	3
		24JMC3E1BL	<b>B. Kannada Journalism</b>	30	70	100	4	-	-	4	3
	DSE2	24JMC3E2AL	<b>A. International Communication</b>	30	70	100	4	-	-	4	3
		24JMC3E2BL	<b>B. Current Affairs in Media</b>	30	70	100	4	-	-	4	3
	GEC1	24JMC3G1AL	<b>A. Photo Journalism</b>	20	30	50	2	-	-	2	1
		24JMC3G1BL	<b>B. News and Media Anchoring (Within Faculty)</b>	20	30	50	2	-	-	2	1
	DSC13T3	24JMC3C3T3	<b>Documentary Journalism</b>	20	30	50	-	2	-	2	1
<b>Total Marks for III Semester</b>						<b>600</b>				<b>24</b>	

#### 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	24JMC4C14L	<b>Film Studies</b>	30	70	100	4	-	-	4	3
	DSC15	24JMC4C15L	<b>Public Relations in Media</b>	30	70	100	4	-	-	4	3
	DSE3	24JMC4E3AL	<b>A. Sports Journalism</b>	30	70	100	4	-	-	4	3
		24JMC4E3BL	<b>B. Political Communication</b>	30	70	100	4	-	-	4	3
	DSE4	24JMC4E4AL	<b>A. Environmental Journalism</b>	30	70	100	4	-	-	4	3
		24JMC4E4BL	<b>B. Gender and Media</b>	30	70	100	4	-	-	4	3
	GEC2	24JMC4G2AL	<b>A. Sustainability Journalism</b>	20	30	50	2	-	-	2	1
		24JMC4G2BL	<b>B. Gender and Media (Outside Faculty)</b>	20	30	50	2	-	-	2	1
	SEC3	24JMC4S3L/P	<b>Research Methodology</b>	20	30	50	1	-	2	2	2
Project	24JMC4C1R	<b>Research Project</b>	30	70	100		-	8	4	4	
<b>Total Marks for IV Semester</b>						<b>600</b>				<b>24</b>	

**(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:**

**24** – 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

# Journalism and Mass Communication Semester-I

## DSC1: INTRODUCTION TO JOURNALISM

Course Title: Introduction to Journalism	Course code: 24JMC1C1L
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. Know definition, importance and role of journalism, influence on Journalism
2. Understand elementary knowledge of fundamental news journalism concep

## DSC 1: INTRODUCTION TO JOURNALISM

### Course objectives:

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

Unit	Description	Hours
1	<b>Introduction to Journalism:</b> 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	<b>Introduction to Communication:</b> Definition and characteristics of communication, Communication models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and Gate Keeping	11
3	<b>Journalism terms:</b> 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	<b>The Indian press and the freedom movement:</b> 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	<b>Effects of mass communication:</b> 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 Parthasarathi, 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

Date

CourseCo-ordinator

Subject CommitteeChairperson



## DSC2: REPORTING FOR MEDIA

Course Title: Reporting for Media	Course code: 24JMC2C2L
Total Contact Hours: 56 hours	Course Credits: 04
Formative Assessment Marks: 30	Duration of ESA/Exam: 3 hours
Summative Assessment Marks: 70	

**Course Pre-requisite(s):** *NIL*.

**Course Outcomes (COs):**

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

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.

## DSC 2: REPORTING FOR MEDIA

**Course objectives:**

- To Introduce students to the basics of writing, reporting and editing in print media
- To hone the journalistic and research skills through practical works

Unit	Description	Hours
1	<b>Reporting:</b> 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	<b>Principles Of Writing:</b> 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	<b>Types of Reporting:</b> Crime, accidents, disaster, riots, Political reporting, election, legislature/local bodies, judiciary - weather, city life, press conferences, workshops, science & technology, health, agriculture, commerce, environmental issues, sports, economic development, gender, Digital and Multimedia Reporting, Data Journalism	11
4	<b>Reporting Techniques:</b> 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	<b>Reporting practice:</b> 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 Kunder (2005), Reporting Method, Anmol Publication Pvt ltd, New Delhi.

Date

CourseCo-ordinator

Subject CommitteeChairperson

### DSC3: EDITING AND DESIGNING

Course Title: Editing and Designing	Course code: 24JMC3C3L
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. 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.

### DSC 3: EDITING AND DESIGNING

#### Course objectives:

- To introduce students to the basics of writing, reporting and editing in print media
- To hone the journalistic and research skills through practical works

Unit	Description	Hours
1	<b>Editing:</b> Meaning, Functions and Techniques of Editing, Sub-Editor, News Editor, Principles of Editing, Re - Writing, Computer Editing, Style Sheet	12
2	<b>Newsroom Organization:</b> Small, Medium, and Big Daily – Editorial Staff Pattern; Role and Functions of the Editor, Chief Sub-Editor, Sub-Editors, News Editors and Staff, Digital Newsrooms, Strategies for audience interaction (social media, comments),	11
3	<b>Headlines:</b> Techniques of Headline Writing, Types of Headlines, Polishing Headlines, Writing Sub-Heads, Jump Heads, Magazine Headlines, New Trends in Headlining, Typography.	11
4	<b>Design and Make Up of Newspaper:</b> Basics of layout and composition, Techniques of Page Make Up, Types of Layout, Dummy, Proof Reading, Magazine Page Design; News Papers Special Supplements, Contemporary Newspaper Design, Differences in designing for print and digital formats	11
5	<b>Editorial Page:</b> 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 H 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

Date

CourseCo-ordinator

Subject CommitteeChairperson

## DSC 4: DEVELOPMENT JOURNALISM AND MEDIA THEORIES

Course Title: Development Journalism and Media Theories	Course code: 24JMC4C4L
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. Know human communication-nature, process, concept, types and importance. Function and elements of mass communication
2. Understand Models of various Mass Communication theories.

## DSC 4: DEVELOPMENT JOURNALISM AND MEDIA THEORIES

### Course objectives:

- To make the students to aware of Communication Process, Patterns in the Changing situation
- To expose students to the well-developed body of media theory and analysis

Unit	Description	Hours
1	<b>Development communication:</b> 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	<b>Development support communication:</b> 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, Udayavani and Jhabua Experiments.	11
3	<b>Theories:</b> Mass Society theories, Magic Bullet theory. Normative Theories, Authoritarian, Libertarian, Social responsibility, developmental media theory and democratic participatory theory. Two-Step Flow Theory, Uses and Gratifications Theory, Diffusion theory.	11
4	<b>Media and sociological theories:</b> Hypodermic needle, social learning theory; Play theory, spiral of silence- gate keeping, cognitive dissonance, Critical Cultural Theories, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis. Feminist theories of communication.	11
5	<b>Media and culture:</b> Rise of cultural theory in Europe, semiotics, Marxist theories; Neo-Marxism, Frankfurt School; Birmingham School, Political economy theory; Social construction of reality	11
<b>References (indicative)</b>		
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.

Date

Course Co-ordinator

Subject Committee Chairperson

## DSC5: TECHNICAL WRITING

Course Title: Technical Writing	Course code: 24JMC5C5L
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. 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.

## DSC 5: TECHNICAL WRITING

### Course objectives:

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

Unit	Description	Hours
1	<b>Basics of technical writing:</b> Definition of technical writing, Basics of technical writing, Qualifications of technical writers and editors; Roles and responsibilities of writers, editors/project managers.	12
2	<b>Products of technical writing:</b> Technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user, Creating a technical document	11
3	<b>Technical Writing Team:</b> 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	<b>Technical Writing Principles:</b> Principles of Technical Writing; Understanding Your Audience; Writing Clear and Concise Prose, writing assignment, planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations	11
5	<b>Editing technical document:</b> 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 & Journalist, 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 Writing Basics: A Guide to Style and Form (2nd Edition)

Date

Course Co-ordinator

Subject Committee Chairperson



## SEC 1: COMPUTER SKILLS FOR MEDIA

Course Title: Computer Skills for Media	Course code: 24JMCSEC1L/P
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. 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.

## SEC 1: COMPUTER SKILLS FOR MEDIA

### Course objectives:

- To learn about printing techniques, typography, paper sizes and layouts.
- To study and acquaintance with media software packages

Unit	Description	Hours
1	<b>Computer Basics:</b> Operating Systems, Basic Hardware Components, Software Applications, Internet Fundamentals, Email and Communication Tools, Digital Literacy Skills	10
2	<b>Computer Skills:</b> Introduction to word processing software, Power Point, Excel etc., Creating Charts, Graphs, Tables etc. E-mail, Data Downloading, Uploading, Data Transfer, File Sharing, Streaming Media	12
3	<b>Computer Skills in Journalism:</b> Multimedia Production (Adobe Photoshop, Premiere Pro), Audio Production for Journalists Recording and editing audio (Audacity, Garage Band), Strategies for using social media platforms in journalism, Presentation of practical work of all.	8
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B. Shelly and Misty E. Vermaat, March 10, 2009</li> <li>2. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010</li> <li>3. Desktop publishing and design for dubbies – Roger C. Parker</li> <li>4. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd</li> <li>5. Learning web design – A beginner’s guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007</li> <li>6. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010</li> </ol>		

Date

Course Co-ordinator

Subject Committee Chairperson

## DSC2T: TRANSLATION AND JOURNALISTIC WRITING

Course Title: Translation and Journalistic Writing	Course code: 24JMC1C1T
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. 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.

## DSC2T: TRANSLATION AND JOURNALISTIC WRITING

### Course objectives:

- To learn about translation semiotics.
- To study practice multi-lingual translations

Unit	Description	Hours
1	<b>Techniques for Translation:</b> Translation Definition; Importance; Types of Translation; Theories of Translation; Tools of Translation; Process of Translation; Translation in the Globalization era; The role of translation in global journalism	10
2	<b>Translation in Journalism:</b> 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	<b>Multimedia Translation:</b> Techniques for translating audio and video content; 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.
2. Language the Basics: R.L. Transk
3. Semiothes: The Basics: Divid Chandar – Pub: Foundation Books, New Delhi.
4. ಭಾಷಾ ವಿಜ್ಞಾನದ ಮೂಲ ತತ್ವಗಳು: ಡಾ. ಎಂ.ಚಿದಾನಂದಮೂರ್ತಿ - ಪ್ರ: ಡಿ.ವಿ.ಕೆ. ಮೂರ್ತಿ, ಮೈಸೂರು.
5. Aspects of Language and Translation: Steiner G – Pub: Oxford University Press.
6. The Scandals of Translation: Lawrence Venuti.
7. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing.
8. Good Writing for Journalist - Angela Phillips – Sage Publications

Date

Course Co-ordinator

Subject Committee Chairperson

**Journalism and Mass Communication  
Semester-II  
DSC6: DIGITAL MEDIA**

Course Title: <b>DIGITAL MEDIA</b>	Course code: 24JMC2C6L
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	<b>New media:</b> 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	<b>Digital media platforms:</b> Websites and its types, AI, Metaverse, Generative AI 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	<b>Analog and digital audio equipment:</b> 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	<b>Types of video cameras:</b> Features of video cameras-Web camera, PTZ camera, Drone, GoPro, Video tuning cards, Video capturing devices. Video file rendering, storing and retrieving systems.	11
5	<b>Digital media outcome:</b> Create a Facebook page, Open a Youtube Channel and upload videos-1, Create a Blog and upload different digital media contents.	11

**References (indicative)**

9. The Complete reference – Web design by Thomas A Powell
10. Digital Media by T. K. Ganesh
11. Internet for Everyone by Alexis Leon and Mathews Leon
12. Computer Networks by Uyles Black
13. Electronic Journalism by Aditya Sengupta
14. R.R. Gulati, New Age Int. (P) Ltd.: Color TV – Principles and Practice.
15. Alec Nisbett: Seventh Edition

16. Focal Press, 2003: The Sound Studio
17. Jon Tarrant, Focal Press, 2002: Digital Camera Techniques.
18. Joe Farace, Focal Press, 2001: Digital Imaging
19. Third Edition and Focal Press, 2004: Video maker Guide to Digital Video DVD Production

Date

Course Coordinator

Subject Committee Chairperson

## DSC7: PHOTO JOURNALISM

Course Title: <b>Photo Journalism</b>	Course code: 24JMC2C7L
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	<b>Photo Journalism:</b> 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	<b>Lenses and photojournalism:</b> 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	<b>Branches of photography:</b> Nature, architecture, portraiture, landscape, wild life, sports, environment, portraiture, aerial, travel, industry, fashion and glamour, advertising, press photography.	11
4	<b>Techniques of Photography:</b> 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	<b>Attributes of a photo journalist:</b> Sources of photographs, photo feature, techniques of photo editing-caption writing-types, software for photo editing.	11
<b>References (indicative)</b> <ol style="list-style-type: none"> <li>1. Basic Photography–Newnes</li> <li>2. The Hanlyn Basic Guideto Photography–Hamlyn</li> <li>3. History of Photography–Cyernshem GR</li> <li>4. Photo Journalism–Rothsteline</li> <li>5. Techniques of Photo Journalism–MiltenFeinberg</li> <li>6. Photo Journalism Manual–Bergin</li> <li>7. Hand Book of Journalism- M.S.Sharma.</li> <li>8.Photo Journalism – B.K.Desh Pandey.</li> <li>9.Visual Communication and Photo Journalism – P.K.Chandra.</li> <li>10. Modern Methods of Journalism – R.P.Yadav.</li> </ol>		

11. Visual Communication – Arun Bhatia.
12. Picture Editing–Stanley E Kalish and Clifton C E dom
13. News Photography–Jack Price
14. Mark Jacobs: Photography in Focus
15. MJ Langford: Basic photography.
16. 1000 Ideas for better News Picture–High Sidley and Rodney Fox
17. Press Photography–R nede and McCal
18. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
19. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.
20. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
24. ಆಸ್ಟ್ರೋಮೋಹನ್ ,ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
22. ಆರ್.ವಿ.ಕಟ್ಟಿಮನಿ, ಚಿತ್ರಜಗತ್ತು, ಸೋನು.ಎಂ.ಟೆಕ್ ಪ್ರೆಸ್,ಬೆಂಗಳೂರು

Date

Course Coordinator

Subject Committee Chairperson

## DSC8: MEDIA MANAGEMENT

Course Title: Media Management	Course code: 24JMC2C8L
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: Media Management

Unit	Description	Hours
1	<b>Principles of management:</b> Definitions, functions, management process, economics of media, economic impact on media - Media Business and Technology.	12
2	<b>Print Media Management:</b> 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	<b>Electronic Media Management:</b> 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	<b>Media Marketing:</b> 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	<b>Reports of committees/commissions:</b> 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.
7. Dennis. H. Herrick. Media Management in the Age of Giants. University of New Mexico Press, 2012.
8. Vanita Kohli Khandekar, 2013: The Indian Media Business, Sage Publications, New Delhi.
9. Aggarwal, Veerbala, 2001: Mass Communication in India.
- 10 Simon Cottle, 2003: Media Organisation and Production, Sage Publications, New Delhi.
11. Dennis F. Herrick, 2012: Media Management in the Age of Giants: Business Dynamics of Journalism, University of New Mexico press.
12. Jan Wicks LeBlanc and others : Media Management: A case book approach
13. Alan B. Albarran: Management of Electronic Media
14. Herrick ,Dennis F, “Media Management in the Age of Giants: Business Dynamics of Journalism”, John Wiley & Sons, 2003
15. Khandekar,Kohli V, “The Indian Media Business”, SAGE, 2006.
16. Deuze,Mark, “Managing Media Work”,Sage Publications,2011.
17. Redmond,James, “Media Organization Management”,Dreamtech Press,2004
18. Fourie,Pieter J., “Media Studies:MediaHistory,Media and Society”,Juta and Company,2008.
- 19.Mehra,Anurag, “Advertising Management:Media Approach for Market Research”,Global India Publications,2009.
- 20.Belch, “Advertising and Promotion, 6/E”, Tata McGraw-Hill Education,2003

Date

Course Coordinator

Subject Committee Chairperson



## DSC9: ADVANCED ADVERTISING AND MARKETING PRODUCTION

Course Title: <b>Advanced Advertising and Marketing Production</b>		Course code: 24JMC2C9L
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	<b>Understanding advertising:</b> Definition- nature and scope. Historical development of advertising. Socio-economic benefits. Role of advertising in marketing-advertising and society. Advertising and Media.	12
2	<b>Types of advertising:</b> Classified- display- national. co-operative- professional-trade-product- public service- wholesale- retail- consumer service- industrial advertisements.	11
3	<b>Advertising agency:</b> 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	<b>Media selection:</b> 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	<b>Advertising research:</b> Scope and objectivity –research as a decision making tool. Market research and advertising research – types of research; target marketing research; Positioning research. Multimedia and Digital Content Creation	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA.</li> <li>2. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications.</li> <li>3. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.</li> <li>4. Wells, BurfertMorlaty (Eds) 2003. Advertising: Principle &amp; Practice, New Delhi Prentice Hall.</li> <li>5. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory &amp;Practice, Bangalore Himalaya Publishing.</li> <li>6. George E. Belch 2004 Advertising and Promotion and Integrating Marketing</li> <li>7. Communication Perspective, New Delhi, Tata McGraw Hills.</li> <li>8. Essential of Advertising – Chandan Singh and Malhan</li> <li>9. Advertising Procedure – Otto Kleppner 3. Ogilvyon in Advertising – David Ogilvy</li> </ol>		

10. Advertising Principles and Practice – Sethia and Chunawalla
11. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company
12. Advertising – Ahuja and Chhabra
13. Ad. Worlds – Brand Media and Audiences – Meyers, Greg
14. Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard
15. Batra, Rajeev, Myers, J.G. & Aaker, D.A., Advertising Management, Prentice-Hall, New Delhi
16. Cappel, Joe, The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age, McGraw-Hill. (2003)
17. Chunawala and Sethia, Foundation of Advertising Theory and Practice, Himalaya Publishing House, Bombay
18. Dutka, Solomom, Dagmar: Defining Advertising Goals for Measured Advertising Results, NTC Business Books. (1995).
19. Hackley, Chris, Advertising and Promotion: Communicating Brands, Sage Publications. (2005).

Date

Course Co-ordinator

Subject Committee Chairperson

## DSC10: TV JOURNALISM; PRODUCTION AND MANAGEMENT

Course Title: <b>TV Journalism; Production and Management</b>		Course code: 24JMC2C10L	
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	<b>Evolution and growth of electronic media and television:</b> 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	<b>Television programme formats:</b> 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. News formats: live broadcasts, documentaries, and specials	11
3	<b>Production team:</b> Roles and responsibilities of production staff, 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	<b>Basic TV news production techniques:</b> 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	<b>Writing exercises:</b> 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)

1. Colin Hart. Television Program Making: Everything you need to know to get started, Focal Press, New York. 2013
2. Herbert Zetl. 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.
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. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
12. ಡಾ.ಬಿ.ಟಿ.ಮುದ್ದೇಶ, ಟಿ.ವಿ ಸುದ್ದಿಯೋಕ, ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು
13. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
14. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
15. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
16. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
17. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
18. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.

Date

Course Coordinator

Subject Committee Chairperson

## SEC 2: NEWS AND MEDIA ANCHORING

Course Title: <b>NEWS AND MEDIA ANCHORING</b>	Course code: 24JMCSEC2L/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	<b>Introduction:</b> Anchoring Basics, tips, techniques, challenges and qualities, 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality.	10
2	<b>Building a foundation:</b> Functioning of a TV news channel, Types and formats of news stories, Voice Over: Rhythm of speech, Breathing	12
3	<b>Anchoring Techniques:</b> Understanding your voice, tips and techniques for voice grooming, Program anchoring, News anchoring, dress code and makeup.	8
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. The Associated Press Guide to News Writing, 4th Edition_Peterson_2019</li> <li>2. Karla Jain, Richa. (2012). The ABC of News Anchoring.Pearson Education India.</li> <li>3. PebleyO'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking.</li> <li>4. Prufrock Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House</li> <li>5. The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing Kelly Leiter, Julian Harriss, Stanley Johnson_1999</li> <li>6. Working For Media : Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making_Bharti Nagpal_2019</li> <li>7. The ABC Of News Anchoring: A Guide For Aspiring Anchors</li> <li>8. Digital Futures for Cultural and Media Studies_Hartley</li> <li>9. Handbook of Media Audiences_Nightingale</li> </ol>		

Date

Course Coordinator

Subject Committee Chairperson

## DSC10T2: TV JOURNALISM TUTORIAL

Course Title: <b>TV Journalism Tutorial</b>	Course code: 24JMC2C2T2
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	<b>Video production Pipeline:</b> Pre-production, Production & Post Production, Studio Control Room, Master Control, Clothing, texturing material & Lighting concept by shooting lively in studio.	10
2	<b>Understanding the usages of camera:</b> 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	<b>Scenes and shots:</b> 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)

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
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7. Rod Fainweather, (Edt). 2002 Basic Studio Directing, Singapore Focal Press
8. ಆಸ್ಟೋಮೋಹನ್ ,ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
9. ಆರ್.ವಿ.ಕಟ್ಟಿಮನಿ, ಚಿತ್ರಜಗತ್ತು, ಸೋನು.ಎಂ.ಟೆಕ್‌ಪ್ರೆಸ್,ಬೆಂಗಳೂರು

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication  
Semester-III  
DSC 11: Communication Research Methods**

Course Title: Communication Research Methods	Course code:24JMC3C11L
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. Select and define appropriate research problem and parameters.
2. Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.

**DSC 11: Communication Research Methods**

Unit	Description	Hours
1	<b>Communication Research:</b> History of communication research, Basic building blocks in conducting communication research (Identifying research problem, variables, formulating hypothesis, review of literature, writing an abstract), Writing a research proposal.	12
2	<b>Research approaches in communication:</b> Research design, Qualitative: Focus group study, Case Studies, Field Observation, Intensive interviews, Media discourse analysis. Quantitative: Survey method, longitudinal method, Experimental Research, Content Analysis.	11
3	<b>Method and tools of communication research:</b> Sources, media source book, questionnaire and schedules, people's meter, filed studies, logistic group, telephone, survey, on-line polls, Random sampling methods and representativeness of the samples, evaluation, feedback, media habits, public opinion surveys, pre-election, studies and exit polls.	11
4	<b>Technology for research Work:</b> Computer packages for statistics, Software used for writing Bibliography, Quantitative and Qualitative Data Analysis, How to write reports without grammatical error with the help of software. Principles of research report writing.	11
5	<b>Writing and Presenting Research Work:</b> Synopsis, Dissertation, Research paper, Oral presentation, Poster presentation, Technology for research work.	11
<b>References (indicative)</b>		
20. Roger Wimmer & Joseph Dominick, Mass Media Research – An introduction. New York: Crown Publishing Inc, 2004.		
21. Thomas R Lindlof, Qualitative Communication Research Methods, Sage, 1995.		

22. Barrie Gunter, Media Research Methods, Sage, 2000.
23. Klaus Krippendorff, Content Analysis, Sage, 1980.
24. Arthur Asa Berger, Media Research Techniques. Sage, 1998.
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26. Robert K. Yin, Applications of Case Study Research. Sage, 2012.
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35. Research Methodology A Handbook Revised and Enlarged Edition, R.P. Misra, 2016
36. Research Methodology: Methods and Techniques, C.R. Kothari & Gaurav Garg, 3rd edition.

Date

Course Coordinator

Subject Committee Chairperson



**Journalism and Mass Communication**  
**Semester-III**  
**DSC12: Media Laws and Ethics**

Course Title: Media Laws and Ethics	Course code: 24JMC3C12L
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. Understand laws pertaining to media industry and ethical issues related to the mass media in India.
2. Gain an understanding of media laws in India and their application on the profession of journalism.

**DSC12: Media Laws and Ethics**

Unit	Description	Hours
1	<b>Indian Media and Constitution:</b> Introduction to the Constitution of India: salient features, Powers and functions of the Executive, Legislature and Judiciary, fundamental rights, Freedom of the Press and their reasonable restrictions in the Indian Constitution.	12
2	<b>Press Laws and Media Laws:</b> Defamation, Contempt of Court Act-1971, Official Secrets Act-1923, Copyright Act-1957, Registration of Books and Newspaper Act-1867, Cinematograph Act 1953, Working Journalists Act, 1955, Prasar Bharati Act, Right to Information Act-2005, OTT laws.	11
3	<b>Media law Institutions and Agencies:</b> Broadcast regulations and I & B ministry, press commissions and their recommendations, press council of India, Censor board- central board of film certification.	11
4	<b>Media Ethics:</b> Media's ethical issues including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias colored reports; ethical and press ombudsmen in the world.	11
5	<b>Cyber Laws:</b> Cyber laws in India, Cyber security concerns preventive measure, penalties, adjudication and offences, Network service provider's protection; BNSS; Bharatiya Nyaya Sanhita- 2023	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Basu, D.D., Introduction to the Constitution of India, Prentice-Hall of India. (2004).</li> <li>2. Bhatiya, Sita, Freedom of the Press: Political, Legal Aspects of Press Legislation in India.</li> <li>3. Fackler, Mark et. al., Media Ethics- Cases and Moral Reasoning, Longman. (1995).</li> <li>4. Frankena, William K., Ethics, Prentice Hall India. (2002).</li> <li>5. kashyap, Subhas, Indian Constitution, National Book Trust, New Delhi</li> <li>6. Lillie, William, Introduction to Ethics, Allied Publishers. (2003).</li> </ol>		

7. Prabhakar, M. et. al., A Compendium of Codes of Conduct for Media Professional, University Book House. (1999).
8. Singh, P.P. et. al., Media, Ethics and Laws, Anmol. (1998)
9. Law and the Media – An Everyday Guide for Professionals – Crone
10. Media and Ethics – S K Aggarwal
11. Mass Media Laws and Regulations in India – K S Venkataramaiah
12. Press and the Law – An Grover
13. Press in Chains – Zamir Naizi
14. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
15. Mass Media and Freedom of Press in India – K S Padhy
16. Battle for Freedom of Press in India – K S Padhy
17. Laws of Press in India 10. The Press Council- T N Trekha

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**DSC 13: Business Journalism**

Course Title: Business Journalism	Course code: 24JMC3E13L
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. Understand the national and global impact of economic cycles on the society.
2. Understand and perform methods and tactics of business journalism.

**DSC 13: Business Journalism**

Unit	Description	Hours
1	<b>Concepts:</b> An overview of economic theories; Indian economic policies, Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market. New Economic Policy (NEP) – Liberalization, Privatization, Globalization.	12
2	<b>Union Budget &amp; Banking Sector:</b> Commercial banks / Non-banking financial institutions Regulatory Bodies: SEBI / Reserve Bank of India International financial institutions: IMF/WTO/ World Bank.	11
3	<b>Mass media and business:</b> 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.	11
4	<b>Business analysis:</b> Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies.	11
5	<b>Business correspondence, reporting and proposals:</b> Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio</li> <li>2. Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.</li> <li>3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,</li> </ol>		

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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
9. Business Standard, The Mint, The Financial Times.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**DSE1: E-Journalism**

Course Title: E-Journalism	Course code: 24JMC3E1AL
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. Make use of the digital storytelling tools.
2. Understand innovative technologies to convey digital stories effectively.

**DSE 1: E-Journalism**

Unit	Description	Hours
1	<b>New media:</b> Definition of new media, old media vs. new media, history of new media. The Internet and the worldwide web, new media theories - Technological determinism, Interactivity, Networking & Simulation.	12
2	<b>Internet content:</b> AI, Information superhighway, browsing, blogging and social networking, Virtual reality, Websites, Podcast, e-paper, Youtube and its culture of video sharing, ChatGPT	11
3	<b>New Media and Society:</b> New media route to development- e-governance, e-commerce, Impact of new media on communication, new media and popular culture, Political uses of new media, Ethical dimensions of new media.	11
4	<b>Digital tools:</b> Web Content Management, Crowd Sourcing, Mobile Apps, Hashtags, Mobile Journalism, Livestreaming, E-publication.	11
5	<b>Cyber journalism:</b> Online edition of newspapers-management and Economics; cyber newspaper, online editing, e-publishing; security issues on internet; social, political, legal and ethical issues related to IT and CT.	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Aitchison, Jean, New Media Language, Routledge, 2003.</li> <li>2. Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a Reporting Tool. 2nd edition, Allyn Bacon, 2003.</li> <li>3. Dovey, Jon, New Media: A Critical Introduction, (2nd edition), Routledge, 2009.</li> <li>4. Dewdney, Andrew &amp; Ride, Peter, The New Media Handbook</li> <li>5. Fenton, Natalie, New Media, Old News: Journalism and Democracy in the Digital Age, Sage Publications. 2009.</li> <li>6. Hansen, Mark B. N., New Philosophy for New Media, MIT Press.</li> <li>7. Harries, Dan, The New Media Book (edited)</li> </ol>		

8. Huckerby, Martin, The Net for Journalists, UNESCO and The Thompson Foundation, 2005.
9. Lievrouw, Leah A. & Livingstone, Sonia, Handbook of New Media, Sage Publications, 2006.
10. Straubhaar, Joseph and LaRose, Robert, Media Now - Communications Media in the Information Age, Wadsworth, 2000.
11. Castells, Manuel, Networks of Outrage and Hope: Social Movements in the Internet Age, Polity Press, 2012.
12. Cortada, James W, The Digital Flood: The Diffusion of Information Technology Across the U.S., Europe and Asia, Oxford University Press, 2013.
13. Brigs. A (2008). Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition). Polity Press
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18. Naughton, John. (2001). A Brief History of the Future: The Origins of the Internet. Phoenix
19. Lievrouw, A. Leah and Livingstone, Sonia. (2006). Handbook of New Media. Sage Publication
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<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism%20in%20the%20Age%20of%20Social%20Media.pdf>
21. Mobile Journalism Techniques (MoJo):  
[https://www.youtube.com/watch?time\\_continue=3&v=fEqHQ\\_xLN8](https://www.youtube.com/watch?time_continue=3&v=fEqHQ_xLN8)
22. New Media and Society (Journal): <http://nms.sagepub.com/> What is New Media:  
<http://www.newmedia.org/what-is-new-media.html>

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**DSE1: Kannada Journalism**

Course Title: Kannada Journalism	Course code:24JMC3E1BL
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. Understand the national and global impact of economic cycles on the society.
2. Understand and perform methods and tactics of business journalism.

**DSE1: Kannada Journalism**

Unit	Description	Hours
1	<b>Growth:</b> Historical development of Kannada Journalism; Early efforts-old Mysore, Bombay Karnataka, Hyderabad Karnataka, Language, Literacy, and various other Dalit movements. Professional organizations in Karnataka	12
2	<b>Freedom movement and Kannada Press:</b> Pre and post Independent Press in Karnataka contributions of Kannada Press for freedom struggle.	11
3	<b>Personalities:</b> Important Personalities of Kannada Journalism; T.T. Sharma, P.R. Ramaiah D.V. Gundappa, B.N. Gupta, S.K. Sharma .T.S. Ramachandra Rao.	11
4	<b>Dailies:</b> 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.	11
5	<b>Magazines:</b> Emergence of Kannada magazines and Tabloids their characteristics; Contents Literacy and specialized Publication; Analysis of major Kannada weeklies and tabloids.	11

**References (indicative):**

1. ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ ನ. (2006) ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
2. ವಿವಿಧ ಲೇಖಕರು (1991) ಕರ್ನಾಟಕ ಪತ್ರಿಕೆ ಇತಿಹಾಸ (ಎಲ್ಲಾ ಸಂಪುಟಗಳು) ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
3. ಡಾ. ನ. ಪೂರ್ಣಿಮ (2003) ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ.
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5. ಗೋಪಾಲರಾವ್ ಎಚ್. ಎಸ್. (1996) ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಇತಿಹಾಸ ನವಕರ್ನಾಟಕ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು

6. ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ (2003) ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ.

Date

Course Coordinator

Subject Committee Chairperson



**Journalism and Mass Communication**  
**Semester-III**  
**DSE 2: International Communication**

Course Title: International communication	Course code: 24JMC3E2AL
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. Orient to relate to the issues of cultural autonomy and social justice.
2. Demonstrate an ability to apply communication to the solution of global problems.

**DSE 2: International Communication**

Unit	Description	Hours
1	<b>Background study:</b> Basic concepts, Historical background, global communication, political, economic and cultural dimensions of international communication.	12
2	<b>International Commissions:</b> British Royal Commission, Hutchins's Commission, Mac Bride Commission Recommendations, International information flow.	11
3	<b>Approaches to theorizing:</b> Modernization theory. Dependency theory, propaganda, global village, globalization, cultural imperialism, theories of information theory. Communication as a human right- UNO's Universal Declaration of Human Rights	11
4	<b>International media organizations:</b> News agencies, evolution, functions, typology, broadcast networks, cable news network (CNN), British broadcasting service(BBC) etc.	11
5	<b>International communication and culture:</b> Powers, Foreign Direct Investment, Acquisitions of Media Houses, Merger of Media Houses, Private Monopoly of Media, International Film Network, International Advertising.	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Kretch and Crechfield. Individual and society. McGraw-Hill. (1962).</li> <li>2. John Calhoun Merrill (Ed). Global Journalism: Survey of International Communication. Longman. (1991).</li> <li>3. Bettinghaus. Persuasive Communication. Wadsworth Publishing. (1994).</li> <li>4. Edgar and Rahim. Communication Policies in Developing countries. Law Book Co of Australasia. (1983).</li> <li>5. Schramm. Mass media and National Development. Stanford University. (1964) .</li> <li>6. Cheng. Media policies and National Development- Characteristics of sixteen countries. AMIC. (1978).</li> </ol>		

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11. Daya Thussu (2006) International Communication: Continuity and Change, Academic Bloomsbury, USA.
12. Ullamajja Kivikuru, Tapio Varis (1986) Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco.
13. Raymond Cohen (1997) Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA.
14. Sean Mac Bride Commission (1982) Many Voices, One World, UNESCO, Paris.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**DSE2: Current Affairs in Media**

Course Title: Current Affairs in Media	Course code: 24JMC3E2BL
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. To empower learners by communication, professional and life skills.
2. Shall become socially responsible citizen with global vision.

**DSE2: Current Affairs in Media**

Unit	Description	Hours
1	<b>Indian political system:</b> parliamentary democracy, Centre-state relations, electoral process and reforms, regular media tracking habits.	12
2	<b>Role of knowledge:</b> Current Affairs in entertainment, business, politics, sports, science& technology, methods of Current Affairs Analysis.	11
3	<b>International affairs:</b> United Nations, UNESCO, European Union, West Asia, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement. Olympic movement	11
4	<b>Social issues:</b> Illiteracy, poverty, health, education, gender, caste, corruption, terrorism, environmental movement,engage with issues of the day.	11
5	<b>Cultural issues:</b> Mass culture, latest topics, topical news stories. Indian cultural heritage, folk culture, impact of western culture on Indian culture.	11

**References (indicative)**

1. Grossman, E. (2010). Why Translation Matters. Yale: Yale University Press
2. Sadiq, S. (2010). A Comparative Study of four English Translations of Surat Ad- Dukhan on the Sementic Level. NewCastle: Cambridge Scholars Publishing.
3. Bynne, J. (2006). Technical Translation Usability Strategies from Translating Technical Documentation. The Netherlands: Springer
4. Newmark, P. (). About Translation. Clevedon: MultiLingual Matters Ltd
5. Rajagopal, Arvind. (2001). Politics after television: Religious nationalism and the reshaping of the Indian public. Cambridge: Cambridge University Press.
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8. Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). Modern Indian political

thought: Text and context. New Delhi: Sage.

9. Baradat, Leon P. (2016). Political Ideologies: Their Origins and Impact (12th Ed), New Jersey: Routledge

10. Magazines: Frontline, Seminar, Mainstream, Outlook, India Today, Economic and Political Weekly.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**GEC 1: Photo Journalism**

Course Title: Photo Journalism	Course code:24JMC3G1AL
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
Summative Assessment Marks: 30	

**Course Outcomes (COs):**

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

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

**GEC 1: Photo Journalism**

Unit	Description	Hours
1	<b>Photo Journalism:</b> Background of Photography and Photo Journalism. News Photographers and News Value, Ethics in the era of digital photography.	10
2	<b>Camera:</b> Parts of camera-Types of camera; Analog, Digital, Still, Video and Movie Cameras. Types of lenses.	10
3	<b>Branches of photography:</b> Nature, Portraiture, wild life, sports, environment, aerial, travel, fashion and glamour, advertising.	08

**References (indicative)**

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: McGrw-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.
11. National Press Photographer Association: <http://www.nppa.org>
12. College Photographer of the Year: <http://www.cpo.org>
13. World Press Photo: <http://www.worldpressphoto.org>
14. Picture of the Year International: <http://www.poy.org>

15. Time Photography: <http://www.lightbox.time.com>
16. Photo Division, GOI: <http://www.photodivision.gov.in>
17. Magnum Photos: <https://www.magnumphotos.com/>
18. UB Photos: <http://www.ubphotos.com/>
19. Contrasto: <http://www.contrasto.it/>

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester-III**  
**GEC 1: News and Media Anchoring**

Course Title: News and Media Anchoring	Course code:24JMC3G1BL
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
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. Organize live shows, group discussion and exclusive interviews with experts of any field.

**GEC 1: News and Media Anchoring**

Unit	Description	Hours
1	<b>Introduction:</b> Anchoring Basics, tips, techniques, challenges and qualities, 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality.	10
2	<b>Building a foundation:</b> Functioning of a TV news channel, Types and formats of news stories, Voice Over: Rhythm of speech, Breathing.	10
3	<b>Anchoring Techniques:</b> Understanding your voice, tips and techniques for voice grooming, Program anchoring, News anchoring, dress code and makeup.	08

**References (indicative)**

10. The Associated Press Guide to News Writing, 4th Edition, Peterson, 2019
11. Karla Jain, Richa. (2012). The ABC of News Anchoring. Pearson Education India.
12. Pebley O'neal Katherine and O'shaughnessy, Stephanie. (2005). Public Speaking.
13. Prufrock Lynn, Dorothy. (2006). Mastering Public Speaking. New Delhi: Jaico Publishing House
14. The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing Kelly Leiter, Julian Harriss, Stanley Johnson\_1999
15. Working For Media : Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making, Bharti Nagpal, 2019
16. The ABC Of News Anchoring: A Guide For Aspiring Anchors
17. Digital Futures for Cultural and Media Studies, Hartley Handbook of Media Audiences, Nightingale

Date

Course Coordinator

Subject Committee Chairperson

## Journalism and Mass Communication Semester-III

### DSC 13T3: Documentary Journalism

Course Title: Documentary Journalism	Course code:24JMC3C3T3
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
Summative Assessment Marks: 30	

#### Course Outcomes (COs):

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

1. Aware the opportunity to engage directly and reflect on social documentaries.
2. Acquire the skills to effectively critique peer-produced writing and productively participate in workshops.

### DSC 13T3: Documentary Journalism

Unit	Description	Hours
1	<b>Documentary steps:</b> Basics of audio recording and editing, Video stability, Tri-pod usage, Hand-held shots, Jump cuts, Audio quality, Framing, Screen Direction, Pacing, Sequencing, Integrating music and sound effects, Storytelling	10
2	<b>News and Documentary:</b> Spot News, general news, Street Photography, off-beat photography and documentary videography, Case studies of influential documentaries.	10
3	<b>Future of News and Documentary:</b> Introduction to editing software, The impact of technology on storytelling, The role of citizen journalism and social media Trends in journalism and documentary filmmaking,	08

#### References (indicative)

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
4. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
5. Seely John. The Oxford Guide to Writing & Speaking.
6. University of Missouri , School of Journalism, Curriculum William Mayer's, The Image Makers, Macmillan, 1984.
7. Hicks, Wynterd, English for Journalists. Routledge Publication, 1993.
8. Lewis James. The Active Reporter. Vikas Publication
9. Warren Carl. Modern News Reporting. Harper and Row.
10. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.



11. Mudgal, Rahul. Emerging Trends in Journalism, Sarup and Sons.
12. Kamath, M.V. Reporter at Large.
13. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
14. Documentary storytelling for video and filmmakers by Sheila Curran Bernard, Focal press, 2004.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**DSC14: Film Studies**

Course Title: Film Studies	Course code: 24JMC4C14L
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. Demonstrate competence in cinematic work.
2. Pay attention towards textual analysis and making of cinema.

**DSC14: Film Studies**

Unit	Description	Hours
1	<b>Cinema and Communication:</b> Evolution of world cinema, Major landmarks in the history of cinema from Lumiere brothers to the present digital trends; Film industry and communication.	12
2	<b>Indian Cinema:</b> Different stages of Indian Cinema and its pluralistic features, Development of Indian Film Industry, regional cinema, Cinemas of South India, Film Institutions of India: FFC, IFFI and FTII, NFDC, NFAI, FFI, Children Film Society, FFAI, Censorship and CBFC.	11
3	<b>Film Making:</b> Budgeting, Scripting and Screenplay, Raw Stock, Film Formats Functions of producer, Director, Choreographer, Music Director, Art Director, Production Crew Casting, Location hunting. Post production, Recent Technological Innovations in Cinema Distribution and Exhibition of Films.	11
4	<b>Film Appreciation:</b> Film reviews, Film Criticism, Film Awards, Film Festivals, Film Magazines, Film and Society, Film and Literature, Film and Gender, Web-series, OTT platforms.	11
5	<b>Major filmmakers:</b> Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, The Pioneers Phalke, Satyajit Ray, Sham Benegal, Puttanna Kanagal, N. Lakshminarayana, Girish Kasaravalli.	11

**References (indicative)**

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2. Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I& B, 1992.
3. Barnouw, E., Documentary: A history of the non-fiction film. Oxford: Oxford University Press, 1993.
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13. Beugnet, M., Cinema & sensation: French film and the art of transgression. Edinburgh: Edinburgh University Press, 2007.
14. Villarejo, A., Film studies: The basics. London: Routledge, 2007.
15. Ray, Satyajit, Our Films, Their Films ,Orient Blackswan, 2007.
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22. Ashish Rajadhyaksha, Indian Cinema: A Very Short Introduction, Oxford University Press, 2016.
- 23.<https://www.slideshare.net/sanrachna/film-marketing-present-senario>
- 24.<http://www.filmeducation.org/pdf/film/TouchingTheVoid.pdf>
- 25.[https://www.researchgate.net/publication/258047916\\_New\\_Media\\_Marketing\\_of\\_Bollywood\\_Movies\\_Making\\_a\\_Difference](https://www.researchgate.net/publication/258047916_New_Media_Marketing_of_Bollywood_Movies_Making_a_Difference)
26. Owens, Jim, and Gerald Millerson. 2012. Video Production Handbook. CRC Press.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**DSC15: Public Relations in Media**

Course Title: Public Relations in Media	Course code: 24JMC4C15L
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. Use of PR and importance of PR in corporate, public and private sector.
2. Understand the ethical aspects and future of public relations in India.

**DSC15: Public Relations in Media**

Unit	Description	Hours
1	<b>Public relations:</b> Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as tool of modern management, Code of conduct for PR professionals.	12
2	<b>Concepts of public relations:</b> Press, Publicity, lobbying, propaganda, Tools of public relations-Press conferences, Press releases, Announcements, Social media, Webcasts etc, Professional organizations of PR PRSI, PASA, IPRA, BPRA, International PR.	11
3	<b>Process of PR:</b> Organizational structure of PR Department, PR policy planning, fact finding, implementation, feedback analysis, In-House journals etc.	11
4	<b>Public relations and mass media:</b> Employees relations, Customer relations, Community relations, Government relations, Media relations, Educational institutions relations; NGO's, Present and future of public relations in India.	11
5	<b>Corporate Communication:</b> Corporate public relations, Challenges of corporate public relations, Corporate Social Responsibility, Difference and similarities between PR & CC, role of technology in PR&CC.	11

**References (indicative)**

1. Pill Quirke (Edt), Communication & Public Relations Columbus Ohio Merrill, 1986.
2. Otis Baskin & Craig Aronoff (Eds), Public Relation, The Profession & The Practice, U.S.A. Times Mirror Co, 2000.
3. Delhi, JBS Publishers Rene A Henry (Edt), Marketing Public Relations New Delhi, Suraj Publications, 2000.
4. Scott M Cutlip (Edt), Person and Education, Pvt Ltd. New Delhi Indian Branch, 2000.
5. Philip Lesly (Rdt), Handbook of Public Relations and Communication. New, 2000.
6. Cutlip & Centre, Effective public relations. New Delhi: Pearson, 2000
7. Rene A Henry (Edt), Marketing Public Relations New Delhi, Oxford University Press, 2001.

8. Allen H Centre (Edt),Public Relations Practices, NewDelhi Prentice Hall Inc of India, 2003.
9. Venkataratnam (Edt), Industrial Relations, New Delhi Oxford University Press, 2003.
10. Joann Keyton, Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press, 2004.
11. Pylee MV, Industrial Relations and Personnel Management, New Delhi, Vikas Publishers, 2004
12. Singh JK ,Media and Public Relations New Delhi, APH Publishers, 2004.
13. Donald Treadwel, Public Relations Writing, New Delhi, Sage Publications, 2004
14. Stephen P Banks,Multi Cultural Public Relations, New Delhi, Suraj Publications, 2004.
15. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti
16. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
17. Corporate Communications: Theory and Practice – Joep P.Cornelissen
18. Essentials of Corporate Communications and Public Relations – Harvard Business School Press ( Author) and Society for Human Resource Management ( Author)
19. Bertrand R.Canfield: Public relations.
20. Stephenson: Handbook of public Relations.
21. Sam Black: Practical public relations. S.J.H.Kaul: Public relations in India.
22. Leslie: Public relations Handbook.
23. Finn: Public relations and the management.
24. J.E.Marsen: Modern public relations.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**DSE3: Sports Journalism**

Course Title: Sports Journalism	Course code: 24JMC4E3AL
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. Understand fundamentals and high ethical standards, essential values for sports journalism.
2. Demonstrate analytic skills in relation to reporting sporting events.

**DSE3: Sports Journalism**

Unit	Description	Hours
1	<b>Basic:</b> Definition of sports news, characteristics of sports journalists, Sports Journalism Trends.	12
2	<b>Current Affairs:</b> Affairs related to various sports and events. National and international games. Olympics and Asian games etc, Law related to sports and important decisions.	11
3	<b>Sports related journalistic writings:</b> Qualification and responsibilities of sports journalist, sports columns and pages in the newspapers and magazines, sports reporting techniques, prominent sports columnist, sports advertisements.	11
4	<b>Legacy of sports reporters and commentators:</b> Sports magazines in India, Sports marketing and PR, Commercial relationship between media coverage and sports, Career opportunities in Sports Journalism, Future of sports journalism and Translation of sports stories.	11
5	<b>Sports and media:</b> Types of sports media and Apps, role of media in sports promotion, planning and coverage of major games, tournaments, analysis of media strategies for sports promotion.	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Barnes, S. (2007). The Meaning of Sport. Short Books</li> <li>2. Wooldridge, I. (2008). Searching for Heroes: Fifty Years of Sporting Encounters. Hodder</li> <li>3. Steve Wilstein, Associated Press Sports Writing Handbook; Abraham Aamidor (ed.), Real Sports Reporting; Gary Smith, Beyond The Game; AP Stylebook and Libel Manual</li> <li>4. Payne, M. (2012). Olympic turnaround: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise. Infinite Ideas</li> <li>5. Real sports reporting – Abraham Aamidor</li> </ol>		

6. Associated press sports writing handbook – Steve Wilstein
7. Sports journalism: An introduction of reporting and writing – Kathryn T. Stofer
8. The essentials of sports reporting and writing – Scott Reinardy
9. Sports writing: A Beginner’s Guide – Steve Craig.
10. Scott Reinardy; Wayne Wanta (2015)The Essentials of Sports Reporting and Writing
11. Bradley Schultz; Edward T. Arke (2015) Sports Media
12. Andrews P (2015) Sports Journalism: A Practical Introduction (second edition). London Sage
13. Farrington, N, Kilvington, D, Price, J and Saeed A (2012) Race, racism and sports journalism. London: Routledge
14. Pate J and Hardin R (2013) Best practices for media coverage of athletes with disabilities: A person-first language approach. In: Pederson P (ed) Routledge Handbook of Sport Communication. New York: Routledge
15. Steen R (2015) Sports journalism: a multimedia primer (Second edition). London: Taylor Francis
16. Toney J (2013) Sports journalism: The inside track. London: Bloomsbury
17. Wenner L (2013) Reflections on communication and sport: On reading sport and narrative ethics. Communication & Sport

Date

Course Coordinator

Subject Committee Chairperso

**Journalism and Mass Communication**  
**Semester- IV**  
**DSE3: Political Communication**

Course Title: Political Communication	Course code: 24JMC4E3BL
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. Critically analyse the relationship between political and media practices
2. Analyze, evaluate and compare the persuasiveness of political actions

**DSE3: Political Communication**

Unit	Description	Hours
1	<b>Background:</b> The democratic process, the media in modern times, how media shape public perceptions?	12
2	<b>Theories:</b> Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.	11
3	<b>Political News Coverage:</b> Government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Social media- its impact on politics-case studies	11
4	<b>Foreign Policy and Mass Media:</b> Mass Media as an instrument of foreign policy; Global Media influences; Political communication in the 24st century: Main challenges.	11
5	<b>Online Media and Political Communication:</b> The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.	11

**References (indicative)**

1. Trent, J. S & Friedenbergr R. V. (2008) Political Campaign Communication: Principles and Practices (6th edition). New York: Rowman& Littlefield.
2. Forgette, R. (2019). News grazers: Media, politics, and trust in an information age. Thousand Oaks, CA: SAGE.
3. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
4. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
5. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
6. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
7. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
8. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.
9. Bimber, B. (2003, 2011). How information shapes political institutions. In D. A. Graber (ed.), Media power in politics (pp. 7-17). Washington, DC: CQ Press.
10. Fraser, N. (2010). Rethinking the public sphere: A contribution to the critique of actually



existing democracy (1992). In J. Gripsrud, H. Moe, A. Molander, & G. Murdock (eds.), *The idea of the public sphere: A Reader* (pp. 127-149). Lanham, MD: Lexington Books.

11. Iyengar, S. (2019). *Media politics: A citizen's guide* (4th edition). New York: Norton.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**DSE4: Environmental Journalism**

Course Title: Environmental Journalism	Course code: 24JMC4E4AL
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. Get a comprehensive understanding of the communication of environmental themes and issues.
2. Distill and translate essential messages from scientific and documents to public audiences.

**DSE4: Environmental Journalism**

Unit	Description	Hours
1	<b>Basic perspective:</b> Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made	12
2	<b>Contemporary issues:</b> Local, National, International Environmental issues- Deforestation, climate change, global warming, acid rain, war, ozone depletion, big dams, atomic radiation, land, air and water pollution. Impact of plastic and chemicals.	11
3	<b>Reporting on environment:</b> Print, radio, television, social media. Major environmental publications, Documentaries and movies. Sources for environmental reporting, Problems faced by environmental journalists, Risks of reporting, Environmental bodies.	11
4	<b>Environmental journalist organizations:</b> Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI).	11
5	<b>Writing and reporting environmental issues:</b> Environmental protection programmes and strategies, Campaigns and awareness building programmes, Case studies of major environmental movements.	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Acharya, Keya &amp; Frederick Noronha (2010). The Green Pen: Environmental journalism in India and South Asia. New Delhi: Sage</li> <li>2. Bernadette M. West (2003). The reporter's environmental handbook. New Jersey: Rutgers University Press.</li> <li>3. Bodker, Henrik., Irene Neverla (2014). Environmental journalism. London: Routledge</li> <li>4. Brown, Lester, et al. (2013) State of the world: (Annual reports from World Watch Institute report on progress toward a sustainable Society). New York: W.W. Norton.</li> </ol>		

5. Chapman, Graham, Kumar, Keval, J., Fraser, Coroline.,& Gaber, Ivor (1997). Environmentalism and the mass media: The North-South divide. London: Routledge.
6. Cox, Robert (2015). Environmental communication. New Delhi: Sage Publications.
7. Pezzullo, Phaedra C & Robert Cox (2018). Environmental communication and the public Sphere, 5th Ed. Thousand Oaks: Sage Publications.
8. Hackett, Robert A., Susan Forde, Shane Gunster, Kerrie Foxwell-Norton (2017). Journalism and climate crisis. London: Routledge Neuzil,
9. Mark Train, Russell E. (2005). The environment and the press: From adventure writing to advocacy. New York: Oxford University Press.
10. Rangarajan, Mahesh (2007). Environmental issues in India. New Delhi: Dorling Kindersley.
11. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co
12. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication
13. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication
14. Edward Gold Smith, Nicholas Hildyard( Edt). 1988. The Earth Report, London Oxford University Press
15. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
16. Environmentalism and the mass media: The north south divide – Graham Chapman, Keval J. Kumar, Caroline Fraser.
17. H.O. Aggarwal (2000), International Law and Human Rights, Central Law Publications, Allahabad.
18. DW Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Redas, Texas, USA

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**DSE4: Gender and Media**

Course Title: Gender and Media	Course code: 24JMC4E4BL
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. Examine the role of media in constructing gender and its intersections with race, ethnicity, class and sexuality.
2. To produce a series of critical reflections regarding gender and communication

**DSE4: Gender and Media**

Unit	Description	Hours
1	<b>Media and the social world:</b> Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media	12
2	<b>Gender:</b> History of Media and Gender debates in India, Media and Social Difference; class, gender, race etc,	11
3	<b>Gender and Media:</b> News production and Gender. Entertainment and Gender, Culture and Gender Stereotyping in Advertisings, Gender Stereotypes in Movies and TV series. Movies/TV series that break the gender stereotype.	11
4	<b>Gender Communication and Social Change:</b> Gender Activism, Internet, Social Movements and Feminism, Inter culturality Communication and Gender.	11
5	<b>Media and Human Rights:</b> Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights, Human Rights and Media	11
<b>References (indicative)</b>		
<ol style="list-style-type: none"> <li>1. Berger, Arthur Asa. Media and society: A critical perspective. Rowman&amp; Littlefield, 2012.</li> <li>2. Curran, James. "Rethinking mass communication." Cultural studies and communications.London: Arnold (1996).</li> <li>3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991.</li> <li>4. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009.</li> <li>5. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.</li> <li>6. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.</li> <li>7. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media theories and approaches:A</li> </ol>		

global perspective. Palgrave-Macmillan. 2009

8. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999.

9. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press

10. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004.

11. Bannerjee, Menon & Priya eds. Human Rights, gender and Environment, Pearson & Co. 2010.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**GEC2: Sustainability Journalism**

Course Title: Sustainability Journalism	Course code: 24JMC4G2AL
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
Summative Assessment Marks: 30	

**Course Outcomes (COs):**

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

1. Evaluate pressing environmental issues with objectivity and fairness.
2. Understand the new aspects of ecological crises.

**GEC2: Sustainability Journalism**

Unit	Description	Hours
1	<b>Basic perspective:</b> Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.	10
2	<b>Climate Change:</b> Global Warming, Greenhouse Effect, Ozone Layer, Stockholm, Rio, Kyoto Protocol and major environmental movements in India, Role of NGOs in environments protection.	10
3	<b>Environment news and feature:</b> Writing environment news reports, writing an Environment Feature, Environment Writing - Sources and Structure.	08

**References (indicative)**

1. Rootes, Christopher Environmental Movements: Local, National and Global, Routledge, 1999.
2. Pringle, Lawrence.D, The Environmental Movement, Harper Collins, 2000.
3. Pawar S.N and Patil R.S, Environmental Movements in India: Strategies and Practices, Rawat, 2005.
4. Wyss, Robert, Covering the Environment: How Journalists Work the Green Beat? Routledge, 2007.
5. Acharya, Kaya and Noronha, Frederick, The Green Pen: Environmental Journalism in India and South Asia, Sage, 2010.
6. Hansen A, Communication, Media and Environment, Routledge, 2011
7. Epstein, Paul and Dan Ferber, Changing planet, changing health. University of California Publications, 2011.
8. H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013.
9. Brown, Lester, et al, State of the world: (Annual reports from World Watch Institute report on Progress toward a sustainable Society). New York: W.W. Norton, 2013.
10. Depoe Stephen, Voice and Environment Communication, Palgrave, 2014.
11. The Routledge Handbook of Environment and Communication, Routledge, 2015.
12. Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017.
13. Hackett, Robert A., Susan Forde, Shane Gunster, Kerrie Foxwell-Norton 2017.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**GEC2: Gender and Media**

Course Title: Gender and Media	Course code: 24JMC4G2BL
Total Contact Hours: 28 hours	Course Credits: 02
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
Summative Assessment Marks: 30	

**Course Outcomes (COs):**

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

1. Examine the role of media in constructing gender and its intersections with race, ethnicity, class and sexuality.
2. To produce a series of critical reflections regarding gender and communication

**GEC2: Gender and Media**

Unit	Description	Hours
1	<b>Media and the social world:</b> Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media	10
2	<b>Gender:</b> History of Media and Gender debates in India, Media and Social Difference; class, gender, race etc,	10
3	<b>Gender and Media:</b> News production and Gender. Entertainment and Gender, Culture and Gender Stereotyping in Advertisings, Gender Stereotypes in Movies and TV series.	08

**References (indicative)**

1. Berger, Arthur Asa. Media and society: A critical perspective. Rowman& Littlefield, 2012.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications.London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991.
4. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009.
5. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
6. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
7. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches:A global perspective. Palgrave-Macmillan. 2009
8. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999.

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**SEC3: Research Methodology**

Course Title: Research Methodology	Course code:24JMC4S3L/P
Total Contact Hours: 28 hours	Course Credits: 2
Formative Assessment Marks: 20	Duration of ESA/Exam: 1 hour
Summative Assessment Marks: 30	

**Course Outcomes (COs):**

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

1. Demonstrate knowledge of research process.
2. Student able to identify, explain, compare, and prepare the key elements of a research proposal/report.

**SEC3: Research Methodology**

Unit	Description	Hours
1	<b>Introduction to Research:</b> Nature and importance of research- Aims, Objectives and Principles: Fundamental research vs. applied research with examples: Qualitative vs Quantitative research: Theoretical research vs. experimental research with examples: Selection of a research problem and Sources of literature – Journals, Conferences, Books. Types of sources: Literature Survey engines- Scopus, web of Science, Google Scholar, PubMed, NCBI, Scihub, etc. Science citation index: Citations, h-index, i10 index, impact factor.	10
2	<b>Methods of Data Collection</b> Data Collection Methods- Framing a hypothesis, designing controlled experiments, choosing the sample-size, sampling bias, importance of independent replicates, conducting an experiment, maintaining a lab-notebook to record observations: Identifying experimental errors. Case-studies on well-designed experiments vs. poorly designed experiments. Correlations vs. Causation .Good laboratory Practices. Safety practices in laboratories; Introduction to Chemdraw, Chems sketch and other basic softwares.	10
3	<b>Data analysis (Practical)</b> <b>Data Presentation and Writing:</b> Technical presentation, technical writing, Formatting citations; MS Excel for plotting the data (pie chart, plots, bar charts) <b>Analysis using software tools:</b> Descriptive Statistics: Mean, standard deviation, variance, plotting data and understanding error-bars. Curve Fitting: Correlation and Regression. Distributions: Normal Distribution, Gaussian distribution, skewed distributions. Inferential Statistics: Hypothesis testing and understanding p-value. Parametric	08



tests: Student's t-test, ANOVA. Tests to analyse categorical data: Chi-square test.	
<b>References (indicative):</b> <ol style="list-style-type: none"><li>1. C.R. Kothari, Research Methodology: Methods and Techniques, II Ed. New Age International Publishers, (2009).</li><li>2. Shanthibhushan Mishra, Shashi Alok, Handbook of Research Methodology, I Ed, 2017, Educreation Publishers.</li><li>3. Basic Statistical Tools in Research and Data Analysis (<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5037948/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5037948/</a>).</li><li>4. Introduction to Statistical methods with MATLAB (MATLAB and Simulink Training (mathworks.com))</li></ol>	

Date

Course Coordinator

Subject Committee Chairperson

**Journalism and Mass Communication**  
**Semester- IV**  
**Project: Research Project**

Course Title: Research Project	Course code:24JMC4C1R
Total Contact Hours: 56	Course Credits: 4
Formative Assessment Marks: 30	Duration of ESA/Exam: -
Summative Assessment Marks: 70	

**Course Outcomes (COs):**

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

1. Understand the preparation of research report.
2. Learn various data analysis measure.
3. Do investigations on defined research problem

**Project: Research Project**

Research Project must be carried out at the rate of 8 hours per week under the guidance of a course teacher. At the end of the study every student shall have to submit a written project report. Both project report and viva-voce examinations must be assessed by two examiners (One Internal & One External) drawn from the panel of examiners prepared by the BOS.

The Scheme of Evaluation for Internal Assessment (IA-30 Marks) and Semester End Examination (SEE-70 Marks) shall be as follows;

**1. Internal Assessment (IA)**

<b>Activities</b>	<b>C1</b>	<b>C2</b>	<b>Total Marks</b>
Review of Literature and Formulation of Research Problems	05	05	10
Research Design & Approach	05	-	05
Analysis and Findings	-	05	05
Pre-submission Presentation	-	10	10
<b>Total</b>	-		<b>30 Marks</b>

**2. Semester End Examination (SEE)**

<b>Activities</b>	<b>Marks</b>
Dissertation/Report	40
Viva-Voce	30
<b>Total</b>	<b>70 Marks</b>



**SET-I**



**Vijayanagara Sri Krishnadevaraya University**  
**Department of Journalism and Mass Communication**

**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

Q6. 14 Marks

Q7. 14 Marks

Q8. Write short notes on the followings 14 Marks

a.

b.

c.

