



UNIVERSITY OF MYSORE
Estd.1916

Journalism and Mass Communication
University of Mysore
Manasagangothri,
Mysore 570 006
Office: 2419511

----- (Re-accredited by NACC at "A" Grade with a CGPA of 3.47) -----
----- Ranked 57th overall and 36th among Universities in NIRF ranking 2017) -----

PGJMC/ /2021-2022

27th November, 2021


To,
Registrar (Academic),
University of Mysore - 05

Dear Sir/Madam,

Sub: Special BoS Meeting
Ref: AC 3/141 (2)/2021-22 dated 17th November, 2021

With reference to the above, I would like to bring to your kind notice that there was BoS meetings held – one on 24th November, 2021 and. The following were discussed during the meeting:

Thank you.


Dr. C. K. Puttaswamy,
Chairman, BoS

Dr. C.K. PUTTASWAMY. M.A.Ph.D
Professor
Department of Studies in Journalism and
Mass Communication, University of Mysore,
Manasa Gangothri, Mysore - 570006

PROCEEDINGS OF BOS ANNUAL MEETING – 2021-2022

The board met on the 24th of November, 2021 at 11 am at the DoS, Journalism & Mass Communication, Manasagangotri, University of Mysore and discussed the below agenda and resolved the following:

AGENDA

1. Modification of HC and SC Papers:

The Board has discussed and approved to consider 3.3 HC Advanced Radio & TV Program Production (2019-20 syllabus) as a Soft Core Paper and 3.4 SC Intercultural Communication (2019-20 syllabus) as the Hard Core Paper with effect from the academic year 2021-22.

The modified syllabi of both the above mentioned papers are given below:

Hard Core 3.3 – Intercultural Communication

- I. Culture: Definition, Culture as a Social Institution – Value Systems: Primary and Secondary. Eastern & Western perspectives. Culture & Identity.
- II. Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication. Sources of Indian Culture – Dance – Songs – Art Forms – Influence of Various Foreign Cultures on India.
- III. Modern Mass Media as Vehicles of Inter-cultural Communication – Barriers – Religious, Political & Economic Pressure – Conflicts. Theories of Human Behaviour -Behaviorism, Social Learning Theory, Social Exchange Theory, Social Penetration Theory, Attribution Theory.
- IV. Impact of New Technologies on Culture – Globalisation Effects on Culture and Communication. Mass Media as a Culture Manufacturing Industry. Communication & Folk Media – Character – Context & Functions – Role of UNESCO.

Books for Reference:

1. Culture & Communication – A World View – K S Sitaram
2. Hand of Inter-Cultural Communication - Asante
3. An Outline of Indian Philosophy - Hiriyanna
4. Culture, Communication & Social Change – P Joshi
5. The Effects of Mass Communication – Joseph Klapper
6. Mass Culture, Language & Arts in India – M L Apte
7. Media, Culture & Communication – S Banerjee
8. Media, Culture & Society – A Critical Reader – R Collins
9. Folk Music & Mass Media – Shayam Parmer
10. Cross Cultural Prospective in Human Development – Ed: T.S. Saraswathi
11. Facets of Intercultural Communication-Dr.N.Mamatha.

Soft Core 3.4 - Advanced Radio and TV Programme Production

- I. Radio and TV Production: Different Programme Formats: Speech, Narration, Dialogue, Sound Effect, Music, Silence. Radio and TV Production Crew: Programme Presenter, Job of the Presenter, Broadcast Speech, Delivery Modulation, Projection of Voice.
- II. Radio and TV Studio, Acoustics, Recording Equipment, Types of Microphones. Production of Interactive Programmes and Live Programmes. Anchoring, Music and other Entertainment Programmes.
- III. Radio and TV Programme Production: Stages of Production – News Reporting and Editing, Planning and Production of News Programmes and other Entertainment Programmes; Editing and Post Production Techniques – Analogue, Non-linear Editing – Principles of Editing. – Audio-Video Editing Software (Windows & Mac) – Adobe Premier Pro, After Effects, Audition, FCP, Sound Track Pro, Motion etc.
- IV. Camera: Types, Functions and Operations – Basic Shots, Movements and Angles – Types of Lens and Functions – Visual Composition. Light: Characteristics of Light, Types of Light; 3-point Lighting and others – Types of Lighting Equipment, Lighting Effects. Sound: Importance of Audio in Video – Characteristics of Sound, Types of Microphones – Audio Work Station and its Functions.

Books for Reference:

1. Radio and Guide to Broadcasting Techniques – Evans
2. Handbook Broadcasting – Waldo Abbot and A Rider
3. Modern Radio Production – O'Donnell Lewis B, Philip Benoit and Carl Hausman
4. Radio Programming : Tacts and Strategy – Eric G. Norberg
5. Techniques to TV Production – Rudy Bretz (McGraw Hil)
6. Video Production Handbook – Miler (Focal Press)
7. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal
8. Basic TV Staging – Millerson Gerad (Foca Press)
9. Video Camera Techniques – Millerson Gerald (Focal Press)
10. TV Sound Operations – Glyn Alkin
11. Sound Techniques for Video – TV Media Manual Series (Focal Press)
12. Techniques of TV Production – Gerad Millerson
13. TV Production Handbook – H Zettel
14. Audio – Visual Journalism – B N Ahuja
15. TV Production – Allan Wurtzel
16. Introduction to TV Journalism – S Kaushik
17. Broadcast Journalism – S.C.Bhatt

2. Revision of PG Syllabus:

The Board has discussed and unanimously approved the revised PG syllabus **with effect from 2022-23** according to the guidelines of NAAC, which states that the PG syllabus must be revised once in every three years. The revised syllabus is as follows:

I TO IV SEMESTER CBCS REVISED SYLLABUS (WITH EFFECT FROM 2022-2023) UNIVERSITY OF MYSORE DEPARTMENT OF JOURNALISM & MASS COMMUNICATION


Credit Based Choice Based Continuous Assessment Pattern – PG Degree Programme

FIRST SEMESTER

Sl. No.	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	2	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
1.1*	Introduction to Communication & Journalism	HC	4	3	1	0	5	3 hrs	15	15	70	100
1.2*	Advanced News Reporting	HC	4 (with practical)	2	0	2	6	3 hrs 2 hrs	15	15	70	170
1.3*	Editing Practice	HC	4 (with practical)	2	0	2	6	3 hrs 2 hrs	15	15	70	170
1.1	Mandatory Soft core Lab-Journal Production – 1*	SC	1	0	1	1	4	2 hrs	-	-	25	25
Soft Core: Any One of the following Papers												
1.2	Translation & Journalistic Writing	SC	4 (with practical)	2	0	2	6	3 hrs 2 hrs	15	15	70 70	170
1.3	Magazine and Photo Journalism	SC	4 (with practical)	2	0	2	6	3 hrs 2 hrs	15	15	70 70	170
1.4	Gender studies and media	SC	4	3	1	0	5	3 hrs	15	15	70	100
			17	14	3	9	38					425

FOURTH SEMESTER

Sl. No.	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	2	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
4.1	Advertising and Management	HC	4 (with practical)	2	0	2	6	3 hrs	15	15	70	100
4.2	Newspaper and Media Management	HC	4	3	1	0	5	3 hrs	15	15	70	100
4.3	Dissertation Work	HC	4 (with Viva-Voce)	2	2	0	6	3 hrs	15	15	40	100
4.1	Mandatory Soft core - Media Internship and Lab Journal (Manasagangothri) Production are Mandatory	SC	1	0	2	0	4	--	-	-	30	25
Soft Core: Any One of the following Papers												
4.2	Agricultural Communication	SC	4	3	1	0	5	3 hrs	15	15	70	100
4.3	Film Studies	SC	4	3	1	0	5	3 hrs	15	15	70	100
4.4	Political Communication	SC	4	3	1	0	5	3 hrs	15	15	70	100
4.5	Global Communication	SC	4	3	1	0	5	3 hrs	15	15	70	100
			17	19	9	2	41				70	100
												425


 Dr. CK Puttaswamy
 Professor & Chairman
 BoS in JMC

FIRST SEMESTER

Hard Core 1.1 - Introduction to Communication and Journalism

- I. Communication: Definition, Nature and Scope of Communication – Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication – Communication and Society.
- II. Communication models: Aristotle, David Berlo, Shannon and Weaver, Wilbur Schramm, Lasswell, Westley & McLean, Helical model - Communication Social Change.
- III. Definition, Nature and Scope of Journalism, A Brief Note on the Development of Journalism in America, Britain and India, Qualifications, Duties and Responsibilities of Journalists – Journalism as a profession and Ethics in Journalism – Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media and Online Media.
- IV. Glossary of Journalistic Terms, Professional organizations; ABC, INS, IFWJ, IFJ, Editors Guild, JAI, Press Clubs, Karnataka Media Academy.

Books for Reference:

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schramm
6. Understanding Media – Marshall McLuhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja
9. Mass Media and National Development – Wilbur Schramm
10. Passing of Traditional Society – Daniel Lerner
11. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988
12. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication – Melvin L DeFluer and Sandra J Ba, Longman Publications

Hard Core 1.2 –Advanced News Reporting

- I. Reporting - Meaning and its Nature, Qualifications & Duties of a Reporter, Techniques of Reporting – Tools of News Gathering – Interview: Types and Techniques, Media Conferences and Press Releases.
- II. Definition of News – Elements, News Values - Sources and Types - Lead and Body – Types of Lead – Structure of News – Formats of News Writing.
- III. Types of Reporting: Crime – Sports – Speech – Foreign – Accidents – Budget – Science & Technology, Development - Rural- Executive – Legislature – Judiciary; Investigative Reporting.
- IV. Objectivity in Reporting – Advocacy Reporting - Ethics in Reporting- Latest Trends in Reporting- Difference between reporting for Print and Electronic Media – The Concept of Citizen Journalism.

Books for Reference:

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchel V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Bank – M. V. Kanath
11. Professional Journalism – M. V. Karnath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newaman's Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
15. News Editing – Bruce II Westley
16. The Art of Editing – P.K. Baskette and Jiz Sissors
17. The Sub-Editor's Companion – Michael Hides

Hard Core 1.3 – Editing Practices

- I. Newsroom Organization – Editorial Staff Pattern- Role of Editors, Sub-Editors and other Editorial Staff - Principles of Editing - Rewriting different copies – Computer Editing – Style Sheet.
- II. Headline- Importance and Techniques of Headline Writing – Types and Functions of Headlines - News and Feature Headlines – Editorials - Function, Principles, Types, Letters to the Editor.
- III. Concept of Editorials – Need for Editorials – Traits of Editorial Writers – Editorial Writing Techniques – Contents of Editorial Page and Op-ed page – Middles - Concept of Advertorial – Concept of Data Journalism- Page 3 Journalism – Column Writing: Importance and Types.
- IV. Newspaper Design and Layout – Front and Inside pages – Sports Pages- Special Issues- Supplementary - Computer Page makeup; Principles and Techniques of Page Make-up – Picture Editing and Caption Writing

Books for Reference:

1. Writing for the Mass Media – James Glen Stevall
2. Journalism – G. K. Puri
3. Journalists Hand Book – M. V. Kanath
4. Professional Journalism – M. V. Karnath
5. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
6. Dateline Bhopal: A Newaman's Dairy of the Gas Disaster – A. Chishti
7. News Reporting and Editing – K. M. Srivastava
8. News Editing – Bruce II Westley
9. The Art of Editing – P.K. Baskette and Jiz Sissors
10. The Sub-Editor's Companion – Michael Hides
11. The Simple Sub's Book – Lealie Sellers
12. News Headlines – Harold Evans
13. Elements of Newspaper Design - Ames

Soft Core 1.1 – Lab Journal Production – 1

Unit 1: Feature Writing, Articles, Interviews, Sports Reporting, Letters to the Editor, Reporting of campusevents.

Software: Adobe Indesign, Quark Xpress

NOTE: All students need to mandatorily prepare an **A3 size** newspaper containing **four pages** using one or more of the above mentioned softwares.

Soft Core 1.2 - Translation and Journalistic Writing

- I. Translation: Definition – Need, Importance and Types – Theories of Translation – Tools of Translation – Process of Translation – Translation in the Globalization Era – Qualifications of a Translator.
- II. Translation for the Media: Elements of Media Translation – Techniques of Translation for Media – Challenges of Translation between Vernacular and English and vice-versa for Print, Electronic and New Media – Translating Advertisements and Press Releases.
- III. Journalistic Writing: Qualities of Journalistic Writing – Similarities and Differences between Journalistic writing and Literary writing – Differences between News Writing, Feature Writing, Article Writing, Editorial Writing and Column Writing.
- IV. Practical exercise in Translation for Print Media and Practical exercise in Journalistic Writing.

Books for Reference:

1. Understanding Media: Marshall Mchuhan – Pub: Rantidge Classics.
2. Language the Basics: R. L. Tansk
3. Semiotics: The Basics: Divid Chandar – Pub: Foundation Books, New Delhi.
4. Aspects of Language and Translation: Steiner G – Pub: Oxford University Press
5. The Scandals of Translation: Lawrence Venuti
6. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing
7. Good Writing for Journalist – Angela Phillips – Sage Publications.

Soft Core 1.3 - Magazine and Photo Journalism

- I. Magazine journalism – History, Nature, Scope and Types – How to start a magazine: basic plan, finances. Art, layout and design – the cover page, back page and inside pages. Role of art designers.
- II. Readership profiles of magazines; planning content for magazines – articles, features, columns, profiles, reviews and photographs- Concept of Freelancing: Role and Challenges.
- III. Camera – Components and Types of Cameras, Types of Lenses, Types of Films, Types of Filters - Importance of Light and Lighting Equipment – Camera accessories – Picture appreciation - Digital Camera – Digital Technology and its future – Photo Printing
- IV. Photo Journalism: Definition, Nature and Scope of Photo Journalism - History of Photography and Photo Journalism – Functions, Qualifications and Responsibilities of PhotoJournalists. Freelance Photography - Photo Editing, Caption Writing - – Popular Indian Photo Journalists.

Books for Reference:

1. Creative Writing – Isbulla Zieher
2. Writing the modern magazine – Gunter Mex
3. Magazine Design – MacLean Rovrie
4. Freelancing – R K Murthy
5. Suddiyashte Alla – Niranjana Vanalli
6. Journalism in India: History, growth and Development – K C Sharma
7. The New Journalism – T. Wolfe
8. Mapping the Magazine – Edited by Tim Holmes
9. The Magazine Leonard Mogel
10. Basic Photography – Newnes
11. The Hanlyn Basic Guide to Photography – Hamlyn
12. History of Photography – Cyernshem G R
13. Photo Journalism – Rothsteline
14. Techniques of Photo Journalism – Milten Feinberg
15. News Photography – Jack Price
16. Press Photography – Rnede and Mc Cal
17. Pictures on a Page: Photo Journalism, Graphic and Picture Editing – Evans
18. Photo Journalism: The Professional's Approach –Kebre

Soft Core 1.4 - Gender and Media

- I. Introduction to Gender Studies, Gender Perspectives of Body, Social Construction of Femininity, Social Construction of Masculinity, Women's Studies and Gender Studies. Social Dynamics of Gender, Family and Economy, Gender Lens: Political and Legal Systems.
- II. Historical Overview of Feminist Movements, Movement in pre-independent India, Women's participation in the movements in post-independent India, Grassroot Movements, Liberal Feminism, Marxist and Socialist Feminism, Radical Feminism, Psychoanalytic and Existential Feminism, Other Feminist Thought.
- III. Feminist Communication Theories, Gender Stereotyping in Print Media, Gender and Electronic Media, Gender and Alternative Media, Coverage of Women's issues and issues of women in Mass Media and Media Organizations (Audio-Visual and Print media). Digital Media and legal protection Indecent Representation of Women (Prohibition) Act, 1986, Impact of media on women.
- IV. Gender Training, Introduction, Training methods and techniques, Gender components of a training strategy, Areas of gender sensitization, Third world policy approaches to women development, Planning Methodology, Gender Planning Process; Training Strategies for Gender Planning in Media

Books for Reference:

1. Butler, Judith. Gender Trouble. Routledge, 1990. (Selections)
2. Forbes, Geraldine. Women in Colonial India. Orient Blackswan, 2005. . Women in Modern India..OUP.
3. Mies, Maria and Vandana Shiva. Ecofeminism. Zed Books
4. Mackinnon, Katherine. 'Sexuality' in Linda J. Nicholson (ed.), The Second Wave: A Reader in Feminist Theory, Routledge, 1997, pp-158-180
5. Mukhopadhyay, Ishita. Crime against Women. Prgressive Publication.
6. Pilcher, Jane and Imelda Wheelan. 50 Key Concepts in Gender Studies. London: Sage Publications, 2004
7. Tharu, Susie and K. Lalitha. Ed. Women Writing in India, vol. 1 and 2
8. Vasin, Kamala. Understanding Gender. Women Unlimited, 2004.
9. Walby, Sylvia. Theorising Patriarchy, Sociology, Vol. 23, No. 2, 213-234 (1989)

SECOND SEMESTER

Hard Core 2.1 - Communication Theories

- I. Introduction to Mass Communication Theory: Defining and Redefining Mass Communication; Emergence of Scientific Perspective on Mass Communication; Eras of Mass Society and Mass Culture.
- II. Normative Theories – The Origin of Normative Theories of Media; Liberation Theory and Social Responsibility Theory of the Press, Magic Bullet Theory, Hypodermic Needle Theory, Lasswell's Propaganda Theory, Lippmann's Theory of Public Opinion, Cognitive Dissonance Theory.
- III. Limited Effects Theories – Paradigm Shift in Mass Communication Theory, Two-step Flow of Information and Influence, Limited Effects Theory – Attitude Change Theories – Information Flow Theory, Diffusion Theory.
- IV. Rise of Cultural Theories in Europe – Marxist theory – The Frankfurt School and Neomarxist Theory. Media and Audiences: Uses and Gratification, Development Reception Studies, Marshal McLuhan's Medium is the Message; Agenda Setting, Media as a Culture Industry, Cultivation Approach. Globalization and Media.

Books for Reference:

1. Mass Communication Theory: An Introduction – Denis Mcquail
2. The Process and Effects of Mass Communication – Wilbur Schramm
3. Mean, Messages and Media – Wilbur Schramm
4. The Effects of Mass Communication – Joseph Klapper
5. Mass Communication Theory – Stanley J. Baran and Dennis K. Davis
6. Theories of Mass Communication – Melvin. DeFleur and Sandra Ball Rokeach

Hard Core 2.2 - New Media and Computer Skills

- I. Computer Basics: Basic Hardware and Software. Operating System, Installation of OS and other software, Basics of Typing - MS Office: Word, Power Point, Excel – Creating Charts, Graphs, Tables etc
- II. New Media - Definition, Nature, Scope and Significance – Types of New Media – Content writer and editor – Blogging: How to create and manage a blog. Website management – SEO – Introduction to Web Designing
- III. Basic Photo Editing: Adobe Photoshop. Corel Photo Paint, Windows Photo Manager
- IV. Basic Designing for Print and Web Media Internet Usage – E-mail, data downloading, uploading, data transfer, file sharing, streaming media, web casting, podcasting, web cam, live transfer of Audio and Visual Data, Social Networking (Facebook, Twitter, Instagram etc) – Desk Top Conferencing, Online Communication, LAN, WAM, INTRANET, Google Earth Usage

Books for Reference:

1. Discovering Computers 2010: Living in a Digital World, Fundamentals (Shelly Cashman Series) – Gary B. Shelly and Misty E. Vermaat, March 10, 2009
2. Dummies [Computer/Tech] – Peter weverka, May 10, 2010
3. Desktop Publishing and Design for Dummies – Roger C. Parker
4. The Art and Business of Photo Editing – Selecting and Evaluating Images for Publication – BobShepherd
5. Learning Web Design – A Beginner's Guide to (X) HTML, Stylesheets and Web Graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
6. The Internet for Dummies – John R. Levine and Margaret Levine Young, January 19, 2010
7. Word 2010 all-in-one for Dummies – Peter Weverka
8. Blogging all-in-one for Dummies – Susan M Gunelius, June 8, 2010

Hard Core 2.3 – Basics of Radio and TV Broadcasting

- I. Sources of ideas for Writing Script – Types and Characteristics of Script. Principles of Scripting for Radio and Television, Background Research, Brain Storming, Concept, Pitching, Treatment, First Draft, Voice Narration and Dialogue, Revision, Final Draft.
- II. Developing Themes, Language for Radio and Television - Programme Formats and Script for Radio and Television. Story Board Script Format, Radio Drama, Script Design, Voice-over and Narration.
- III. Writing for Special Listeners and Viewers, Programme for Children, Women, Farmers and Youth issue Based Programmes. Writing News Reports for Radio and Television - Conducting News Interviews, Techniques of using Sound Bites, News Heading Techniques Voice Modulation and Pronunciations.
- IV. Documentaries, Talk Shows, Phone-in and Emerging Formats. Tele Serial Scripts, Documentary, Talk Shows, Sitcoms, Phone-in Quiz and Emerging Formats, Film and TV Language. Script Writing to Story Boarding: Screenplay; Construction of Sequences and Scenes.

Books for Reference:

1. Radio and Guide to Broadcasting Techniques – Evans
2. Handbook of Broadcasting – Waldo Abbot and A Rider
3. Broadcasting and the People – Mehra Malrani
4. Writing for TV and Radio – Robert Hellard.
5. Modern Radio Production – O'Donnell Lewis B., Philip Benoit and Carl Hausman
6. Radio Programming: Tacts and Strategy – Eric G. Norberg
7. Writing and Producing Radio Dramas – Esta De Fossard

Soft Core 2.1 – Lab Journal Production – 2

Unit 1: Feature Writing, Articles, Interviews, Sports Reporting, Letters to the Editor, Reporting of campus events

Software: PageMaker, Adobe Illustrator

NOTE: All students need to mandatorily prepare an **A3 size** newspaper containing **four pages** using one or more of the above mentioned software.

Soft Core 2.2 - Development Communication

- I. Definition, Origin, Nature and Concept of Development Communication – Old and New Paradigms of Development – Indian Concept of Development – Characteristics of Developing Societies; Gap between Developed and Developing Societies.
- II. Theories and Models of Development - Dominant Paradigm, Modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Gandhi. Dependency Theory, Globalization. Concept of Human Development, Sustainable Development.
- III. Role of Media in Development Communication. Development Communication Planning Strategies and Action Plans – Decentralization, Panchayat Raj Institutions and Communication. Problems Faced by Governmental and Non-governmental Agencies in Development Communication; Models in Agricultural Communication and Tribal Development – Case Studies.
- IV. Strategies in Development Communication – Case Studies and Experience: SITE, Project Chhatra, Kheda Communication Project, Jhabua Communication Project, Udayavani Experiment. Development Issues in Rural Areas.

Books for Reference:

1. Communication for Development in Third World – Srinivas R. Melkata
2. India's Information Revolution – M. Rogers and Ana Arvind Singhal
3. Design and Development Message- Bella Modi
4. Development Commercial – Uma Narula
5. Interdependent Development – Naould Brookfield

Soft Core 2.3 - Corporate Communication

- I. Meaning, History, Nature, Scope and Importance of Public Relations. Emergence of Corporate Communication. Difference and Similarities between Public Relations and Corporate Communication. New emerging trends in PR and CC.
- II. Theories and Models in PR – JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, The Excellence Theory. Understanding various concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising. Defining Publics/Stakeholders. Roles and Responsibilities of a PRO.
- III. Corporate Communication Practices and Functions - Corporate Culture, Corporate Social Responsibility – its importance, CSR Focus Area and Practices: Environmental Conservation, Energy Conservation, Disaster Management, Workplace Health and Safety, Consumer Rights Advocacy, Community Development.
- IV. Government Relations, Employee/Internal Communication, Reputation Management, Community Relations, Labour Relations, Investor Relations. Brand Strategy, Media Relations, Internet Marketing Communication, Crisis Communication, Issue Management and Code of Ethics.

Books for reference:

1. Organizational Communication – Gary Kreps
2. Inside Organizational Communication – Gary L Kreps
3. Corporate Communications – Argenti
4. Corporate Communication – Paul A. Argenti
5. Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes
6. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A. Argenti
7. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
8. Corporate Communications: Theory and Practice – Joep P. Cornelissen
9. Essentials of Corporate Communications and Public Relations – Harvard Business School Press (Author) and Society for Human Resource Management (Author)

Soft Core 2.4 - Kannada Journalism

- I. Genesis of Kannada Press – Role of Kannada Press in the Freedom Movement and Unification of Karnataka.
- II. Eminent personalities of Kannada Press – Harman Mogling, Venkata Krishnaiah, D. V. Gundappa, P.R.Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Agaram Rangaiah, Kadengodlu Shankara Bhat, Nanjanagudu Tirumalamba, T.T. Sharma, T.S. Ramachandra Rao, Khadri Shammanna, Y.N. Krishnamurthy, P.Lankesh.
- III. History of Leading Kannada Newspapers and Magazines – Prajavani, Kannada Prabha, Samyukta Karnataka, Udayavani, Vijaya Karnataka, Sudha, Karmaveera, Taranga, Mayura, Kasturi, Mallige, Prapancha, Kannadamma.
- IV. Special Interest Magazines in Kannada – Women, Children, Humour, Art & Culture, Literature and Film, Contemporary Issues in Kannada Journalism, Future of Kannada Journalism.

Books for Reference:

1. History of Indian Press – Growth of Newspaper in India – B N Ahuja
2. Role of Press in Freedom Movement – Motilal Bhargava
3. The Press in India – Chalapati Rao M
4. Indian Journalism – Nadig Krishnamurthy
5. Freedom Movement and The Press – Madan Gopal
6. Kannadalli Kale Sahitya Patrikegalu – Niranjana Vanalli
7. Karnataka Patrika Itihasa: Vol I, II, III, IV – Karnataka Press Academy

Soft Core 2.5 - Health Communication

- I. Nature and Scope of Health Communication and Indian Perspectives – Health status and Policy in India
- II. Interpersonal Communication and Small Group Communication in Healthcare; Communication related to Health Related Issues, Approaches in Health Communication: Change Agents, Voluntary Agencies, Incentives, Tackling Rumours and Taboos, Role of Communication in Health Organizations; Population, Family Welfare, Child Welfare and Women Welfare.
- III. Health Images in Mass Media; Public Health Campaigns; Communication and Health Education; Writing Health Reports, Articles and In-depth News Reports; Designing and Production of Health Supplements of Daily Newspaper, Content Selection in Health Magazines and Health Content in General Magazines.
- IV. Writing Health Programmes for Radio and TV; Designing Media Campaigns of Health Issues; Poster Presentation on Health Issues, Preparation of Social Advertising on Health Issues; Case Studies.

Books for Reference:

1. Health Communication: Theory and Practice – Dianne Berry
2. Case Studies in Health Communication – Eileen Berlin Ray
3. Health and the New Media: Technologies Transforming Personal and Public Health – Linda M.Harris
4. Communication and Disen Franchisement: Social Health Issues and Implication – Eileen BerlinRay
5. Health Communication: From Theory to Practice – Renata Schiavo
6. Effective Health Communication – Danteshwari Bhaskar B. Sumalata
7. HIV and AIDS in South Asia – The World Bank
8. IT and Rural Health Care – Murli D. Tiwari and Kamlesh N. Agarwala

Open Elective 2.1 – Communication Skills

- I. Communication – Definition and Importance, Elements and Process of Communication; Communication Models.
- II. Levels of Communication – Intrapersonal – Interpersonal – Group and Mass Communication – Functions of Communication – Intercultural Communication. Types of Communication – Verbal and Non-verbal – Various Forms of Verbal and Non-Verbal Communication – Body Language.
- III. Art of Public Speaking – Techniques of Interpersonal Relationship – Art of Writing Business and Personal Letters, Art of Journalistic Writing – Group Dynamics – Leadership Styles.
- IV. Importance of Good Communication in One's Life – Improving your Communication Skills – Elements of Technical Writing – Preparing CVs.

Books for Reference:

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

THIRD SEMESTER

Hard Core 3.1 - Communication Research Methods and Application

- I. Nature and Meaning of Research – Types of Research – Pure and Applied – Interdisciplinary and Multidisciplinary Research - Types of Communication Research – Print, Electronic and New Media Research.
- II. Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis: Meaning, Characteristics and Importance – Research Design – Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling.
- III. Types of Research – Survey Research, Content Analysis, Historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study. Data Collection – Questionnaire, Interview Guide, Observation Methods, Rating Scales, Data Analysis, Research report writing and techniques – statistical analysis. Ethics of Research.
- IV. Methods of Statistical measurement: Mean, Median, Mode, Standard Deviation, Correlation, Pearson's Correlation, Regression, ANOVA, Chi-Square, t-Test; SPSS.

Books for Reference:

1. Scientific Social Surveys and Research – Pauline V Young
2. Research: An Introduction – Robert Ross
3. Sociological Research Methods – William J Good, Paul K Gat
4. Research in Education – John H Best, James V Than
5. Experimental Design in Behavioral Research – K D Broota
6. Research Methodology Methods Techniques – C R Kothari
7. Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
8. Communication Research for Development – The ISRO Experience – Joshi Aggarwal
9. Qualitative Communication Research Methods – Thomas R Linglog
10. Media Analysis Techniques – Arthur Asa Berger

Hard Core 3.2 - Media Law and Ethics

- I. Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Human Rights – Universal Declaration of Human Rights.
- II. Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Law of Defamation, Seditious, Obscenity, Cinematograph Act 1952- Film Certification – the Law of Parliamentary Privileges. Right to Information Act 2005 – Right to Privacy.
- III. Official Secrets Act 1923, Copyright Act and Intellectual Property Rights Act, Video Piracy, Contempt of Court Act, Legislative Privileges and Media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986, Press and Registration of Books Act, Working Journalists Act 1955. Prasar Bharati Act 1990, Cyber laws - Information Technology Act.
- IV. The Press Council of India - Press Council of India Act, Press Commission – Major Recommendations of Press Commissions, ASCI, BCCC. Ethics: Media's Ethical Problems- Sting Operation, Sensational and Yellow Journalism, Paid News, Plagiarism, Revealing Confidential Sources, Off-the-record, Ombudsman.

Books for Reference:

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

Hard Core 3.3 – Intercultural Communication

- I. Culture: Definition, Culture as a Social Institution – Value Systems: Primary and Secondary. Eastern & Western perspectives. Culture & Identity.
- II. Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication. Sources of Indian Culture – Dance – Songs – Art Forms – Influence of Various Foreign Cultures on India.
- III. Modern Mass Media as Vehicles of Inter-cultural Communication – Barriers – Religious, Political & Economic Pressure – Conflicts. Theories of Human Behavior -Behaviorism, Social Learning Theory, Social Exchange Theory, Social Penetration Theory, Attribution Theory.
- IV. Impact of New Technologies on Culture – Globalisation Effects on Culture and Communication. Mass Media as a Culture Manufacturing Industry. Communication & Folk Media – Character – Context & Functions – Role of UNESCO.
 1. Culture & Communication – A World View – K S Sitaram
 2. Hand of Inter-Cultural Communication – Asante
 3. An Outline of Indian Philosophy – Hiriyanna
 4. Culture, Communication & Social Change – P Joshi
 5. The Effects of Mass Communication – Joseph Klapper
 6. Mass Culture, Language & Arts in India – M L Apte
 7. Media, Culture & Communication – S Banerjee
 8. Media, Culture & Society – A Critical Reader – R Collins
 9. Folk Music & Mass Media – Shayam Parmer
 10. Cross Cultural Prospective in Human Development – Ed: T.S. Saraswathi
 11. Facets of Intercultural Communication-Dr. N.Mamatha.

Soft Core 3.1 – Lab Journal Production – 3

Unit 1: Feature Writing, Articles, Interviews, Sports Reporting, Letters to the Editor, Reporting of campus events

Software: Adobe Photoshop, Adobe Frame Maker, Corel Draw

NOTE: All students need to mandatorily prepare an **A3** size newspaper containing **four pages** using one or more of the above mentioned software.

Soft Core 3.2 - Environmental Communication

- I. Environmentalism: Growth of Eco-consciousness, Renewable and Non-renewable Resources. Development vs. Environment Debate, Biodiversity and its Conservation, Endangered Species Environmental Movements in India and Karnataka, Ecology – Factors Affecting Ecology, Flora and Fauna.
- II. Major Environmental Issues: Climate Change, Global Warming, Acid Rain, War, Ozone Depletion, Big Dams, Radiation. Impact of Plastic Chemicals, Impact of Urbanization, Life Style Changes - Dams Projects – Socio-political Aspects – Environment Hazards, Pollution – Water, Air, Noise, Chemical Wastage – Role of NGOs in Environment Protection, Community Development Programmes, Aforestation – Social Forestry, Special Economic Zones.
- III. Strategies for Environmental Protection, National, International Environmental Agreements, Declarations and Protocols, Environmental Policies, Rules and Regulations in India. The Environment (Protection) Act, Forest (Conservation) Act, Environmental Policy, Role of Central and State Pollution Control Boards.
- IV. Environment and Media – Case Study – Narmada Bachao Andolan, Chipko, Kaiga, Appiko – Treatment of Environment in Print and Electronic Media. Writing Environment News Reports – Investigative Reports – Interpretative Reports – In-depth Reports – Environmental Policies of the Government.

Books for Reference:

1. Environmentalism and the Mass Media: The North South Divide – Graham Chapman, Keval J.Kumar, Caroline Fraser.
2. Economic Values and Environment in the Developing World – Straves Georgio
3. World Directory of Country Environmental Studies – Sean Garden and Danie B. Tungstall
4. The Economics of Environmental Degradation: Tragedy for the Commons – Timothy S. Swanson and Cheltahnam.
5. Education for Sustainability – John Huckle and Stephen Sterling
6. Greening International Institution – Jacob Werksman
7. Dateline Earth: Journalism as if the Planet Mattered – Kunda Dixit
8. An Earth to Inherit – Anita Cheria and Edwin
9. Life Goes On – M. K. Bhat, Anita Cheria and Edwin

Soft Core 3.3 - Folk Media

- I. Origin and Meaning of the Concept of Folk Media – Characteristics of Folk Media – Relevance of Folk Media in Modern Society. Historical Background of Folk Media Study.
- II. Classification of Folk media Forms; Important Folk Media Forms in India – Folk Songs, Folk Dances, Folk Theatre, Folk Tales, Folk Games and Street Plays, Folk Proverbs and Idioms, Use of Folk Media in Cinema, Television, Internet and Advertising. Possibility of Communicating Development Messages through Folk Theatre, Folk Songs and Folk Dances.
- III. Popular Folk Arts in Karnataka and their Use in the Development Communication: Yakshagana, Harikathe, Bayalata, Chowdike, Puppetry, Gee Gee & Religious Folk Songs Dollu Kunitha, Veeragase, Kamsale, Popular Folk Media Forms of Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Punjab.
- IV. Integrated Use of Folk Media and Mass Media – Role of Government Agencies like Song and Drama Division, Information and Publicity Department, Yakshagana and Bayalata Academy, Karnataka Janapada Academy, Prominent Folk Artists.

Books for Reference:

1. Folk Media for Development – Dr. N. Usha Rani
2. Folk Media & Communication – Ranganath H. K.
3. Traditional Folk Songs – Shyam Parmar
4. Folk Arts and Social Communication – Durgadas Mukhopadhyaya
5. Role of Traditional Folk Media in Rural India – N. Vijaya
6. Folk Theatre in India – Gargi Balawant
7. The Indian Theatre – Mulk Raj Anand
8. Complete Book On Puppetry in India – Curre D.
9. The Passing of Traditional Society – Daniel Lerner
10. Traditional Folk Media in India – Shyam Parmar

Soft Core 3.4 - Advanced Radio and TV Programme Production

- I. Radio and TV Production: Different Programme Formats: Speech, Narration, Dialogue, Sound Effect, Music, Silence. Radio and TV Production Crew: Programme Presenter, Job of the Presenter, Broadcast Speech, Delivery Modulation, Projection of Voice.
- II. Radio and TV Studio, Acoustics, Recording Equipment, Types of Microphones. Production of Interactive Programmes and Live Programmes. Anchoring, Music and other Entertainment Programmes.
- III. Radio and TV Programme Production: Stages of Production – News Reporting and Editing, Planning and Production of News Programmes and other Entertainment Programmes; Editing and Post Production Techniques – Analogue, Non-linear Editing – Principles of Editing. – Audio-Video Editing Software (Windows & Mac) – Adobe Premier Pro, After Effects, Audition, FCP, Sound Track Pro, Motion etc.
- IV. Camera: Types, Functions and Operations – Basic Shots, Movements and Angles – Types of Lens and Functions – Visual Composition. Light: Characteristics of Light, Types of Light; 3- point Lighting and others – Types of Lighting Equipment, Lighting Effects. Sound: Importance of Audio in Video – Characteristics of Sound, Types of Microphones – Audio Work Station and its Functions.

Books for Reference:

1. Radio and Guide to Broadcasting Techniques – Evans
2. Handbook Broadcasting – Waldo Abbot and A Rider
3. Modern Radio Production – O'Donnell Lewis B, Philip Benoit and Carl Hausman
4. Radio Programming : Tacts and Strategy – Eric G. Norberg
5. Techniques to TV Production – Rudy Bretz (McGraw Hil)
6. Video Production Handbook – Miler (Focal Press)
7. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal
8. Basic TV Staging – Millerson Gerad (Foca Press)
9. Video Camera Techniques – Millerson Gerald (Focal Press)
10. TV Sound Operations – Glyn Alkin
11. Sound Techniques for Video – TV Media Manual Series (Focal Press)
12. Techniques of TV Production – Gerad Millerson
13. TV Production Handbook – H Zettel
14. Audio – Visual Journalism – B N Ahuja
15. TV Production – Allan Wurtzel
16. Introduction to TV Journalism – S Kaushik
17. Broadcast Journalism – S.C.Bhatt

Open Elective 3.1 - Film Appreciation

- I. Brief History of World Cinema, Indian Cinema and Kannada Cinema - Movies and their Roles in Our Lives – Film, Looking for Meaning - Evaluating Films - Elements of a Film - From Theaters to Netflix to iPhones - Home Video Revolution - The Current Film Landscape.
- II. Studying Roshomon, Bicycle Thieves, Batte Thip Potemkin and APU Trilogy and one Commercial Film - Film and its Impact on Society Film: Beyond Entertainment Social Media - Movies and Escapism – Censorship.
- III. Practical Elements of Cinema, Types of Cinema; Film Making Process - Film Culture; Film and Society, Film Criticism, Sociology of Indian Cinema.
- IV. Film Criticism and Analysis - Who is a Critic? Popular and Analytical Criticism - Levels of Meaning - Explicit and Implicit - Content Approaches to Analysis and Interpretation Criticism: Weighing the Balance – Film Reviews.

Books for reference:

1. Erik Barnovw and S. Krishna Swamy – Indian cinema – Oricut Longman, 1963.
2. Arun Vasudev – Seventy five years of Indian cinema
3. Arun Vasudev – Frames of mind reflection Indian cinema – UBS publishing
4. Sushil Arora – Cyclopedia of Indian cinema vo-122 – Anmol publications, New Delhi.
5. Rudolf Avmheim – Art and visual perception – University of California press, 1969
6. Rudolf Avmheim – Film as an Art – University of California press, 1969.
7. Bela Balazs Demis Dobson – the theory of film – 1952
8. Anthony Agate – Censorship and permissive society clacendom press oxford, UK, 1995
9. Dimytryk – Cinema concept and practice – Foca press, London, 1988.
10. Huaco – the sociology of fim art – Basic books, New York, 1965.
11. Bordwell and Thomson – Film art: An introduction practice hall – Eagle word cliffs, NJ, 1979.
12. Bare bottoms and bare – Buttocks
13. Cinemada yantra bhashe – K. V. Nivalam Heggodu
14. Cinemada doora chitra sameepa chitragalu – K.V. Subbanna – Nivalam Heggodu

FOURTH SEMESTER

Hard Core 4.1 - Advertising and Management

- I. Advertising : Definition, Nature and Scope - Origin and Development of Advertising in the World and in India – Types of Advertising - Advertising and Propaganda, Publicity and PR - Advertising and Society – Ethics in Advertising
- II. Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Brand Positioning; Media Planning, USP, Selection of Space, Time and Appearance in Print, Electronic and New Media.
- III. Advertising Agency; History, Structure, Organization, Functions, Commission System.. Ad Copy - Visualization: Layout, Principles, Characteristics, Types and Strategies. Advertising media: Newspapers, Magazines, Radio, TV, Outdoor, Direct, New Media. - Ad Campaign
- IV. Management – Introduction, Definition, Nature, Scope and Importance of Marketing - Process, Strategies, Concepts and Principles of Marketing - Marketing Management - Consumer Behavior Marketing Research Analytics - Digital and Social Media as Marketing Tool - B2B Marketing - Services Marketing

Books for Reference:

1. Essential of Advertising – Chandan Singh and Malhan
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising Principles and Practice – Sethia and Chunawala
5. Brand Positioning – Sengupta Subroto, Tata McGraw Hill
6. Advertising – Ahuja and Chhabra
7. Ad. Worlds – Brand Media and Audiences – Meyers, Greg
8. Broadcast Advertising – Sheriy K Ziegler and Herbert H Howard

Hard Core 4.2 - Newspaper and Media Management

- I. Concept of Management and its Application in Media Organizations – Organizational Setup of Media Houses – Print, Electronic and New Media. Factors Influencing Management Decisions, Types of Ownership Patterns and Operation – Public and Private.
- II. Registration of Media Organizations. Merits and Demerits – Problems and Prospects of Small, Medium and Large Media Houses: Gathering, Processing, Printing, FDI. Advertising, Professionalism, Trade Unionism. Circulation and Broadcast Management, Promotion and their problems.
- III. Factors affecting News Production – Media Economics: Finance, Revenue, Expenditure, Raw Materials, Purchase of Machinery and Equipment and Legal issues, Economics of Film Industry, Production, Marketing, Distribution, Exhibition, Film Piracy.
- IV. Accreditation of journalists, Status and Working Conditions of Media Employees, Committees to Study the Problems of the Various Media in India- Chanda Committee, B.G.Vergheese Working Group, P.Ramaiah Committee, Ram Vilas Paswan Committee, Kuldip Nayyar Committee, Khosla Committee and so on.

Books for reference:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Newspaper Management in the New Multi-Media Age – Mehre
3. Managing Electronic Media – Czech Beckerman
4. Newspaper Organization and Management – Herbert Lee Williams
5. Electronic Media Management – Mocavatt and Pringle
6. Media and Communication Management – C R Rayudu
7. Management Principles and Practice – S B Banerjee
8. Management: An Integrated Approach – Edited by R S Dwivedi, Nahal Publishing House
9. Management Principles and Practice – Dalton E Mac Forland
10. Communication and Management – Nataraja Kumar, Gyan Publishing House

Hard Core 4.3 – Dissertation

Students shall carry out a major research project in IV semester under the guidance of a faculty member. Project work is compulsory for all the students. The topics shall be approved by the department council. All the faculty members shall guide the students.

Minor/Major Project Evaluation

Right from the stage of defining the problem, the candidate has to submit the progress report periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows:

- Component – I (C1): Periodic progress and progress reports (15 marks)
- Component – II (C2): Results of work and draft report (15 marks)
- Component – III (C3): Final viva-voce and evaluation [The report evaluation is for 40 marks and the viva-voce examination is 30 marks]

The (C3) (Component-III) for both minor and major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner.

Mandatory Soft Core 4.1 - Media Internship Work and Lab Journal Production

It is mandatory for all the students of fourth semester to intern at any of the recognized media houses – print and electronic in both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of **four weeks (one month)**, after the examination of the fourth semester.

The foreign national students shall also mandatorily do their internship within India only, failing which their course will thereby remain incomplete and become ineligible to secure the degree.

The students must mandatorily submit a letter of internship so carried out and the copies of the Practice Journal (Manasagangotri) for all the four semesters, which shall be evaluated by the **Department Council and external examiners** based on the nature, quality and quantity of work undertaken. Failure to complete the internship and submit the internship letter and practice lab journals will render the candidate ineligible for the award of the degree.

Soft Core 4.2 - Agricultural Communication

- I. Meaning, Nature, Scope and Characteristics of Agricultural Communication; Agricultural Movement in India, Media and Green Revolution; Role and Significance of Media in Agrarian Society; Status of Agricultural Journalism in India.
- II. Agriculture: Present status of Production and Economic Condition of Farmers in Karnataka, The Present Agricultural Policy of India and Karnataka, Agricultural Reporting, Features, Interviews and Articles, Analytical Stories, Techniques and Terminologies, Agriculture and Media, Agriculture and New Media - Organic Farming.
- III. Agriculture Supplements of Daily Newspapers, Agricultural Journals, Agricultural Programs on TV Channels - Eminent Agricultural Scientists- Dr. M.S. Swaminathan, Dr. M. Mahadevappa (Paddy), L. Lakshmaniah (Ragi), Dwarakanath (Extension Technology), Shree Padre, Subhash Palekar, P. Sainath. Agricultural TV Channels, Kisan TV. Kisan Vani. Agricultural Radio Programmes – Krishi Ranga.
- IV. Agricultural Training Centres – Communication Programmes for Farmers, Extension Training, Educating Farmers, Krishi Mela and Exhibition, Loan Mela – Agricultural Marketing.

Books for Reference:

1. Agricultural News Writing – Claron Burnett
2. Agricultural and Technical Journalism – Rodney Fox
3. The Invisible Farm – Thomas F Pawlick
4. Pioneer Agricultural Journalists – William E. Ogilvie
5. Agricultural Journalism – Nelson Antrim Crawford
6. One Straw Revolution – Fukuoka Masanobu

Soft Core 4.3 - Film Studies

- I. Cinema: Origin of Cinema – Entertainment – Association/Relations with Other Media such as Print/Radio, TV and the Internet, Development of Cinema: Important stages in Development of Cinema in India; Various Genres of Cinema; Comparison with Russian, Spanish and French cinema; National and Regional Cinema.
- II. Elements of Film: Camera, Lighting, Sound, Colour, Editing, Location, Writing and Editing Film Magazines and Film Supplements of NPs; Writing Film Reviews; Reporting Film Festivals and Film Awards, Film as an Art Form, Film and Other Arts, Film and Literature, The Language of Cinema, Popular Cinema.
- III. Film Theories: Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Montage and Eisenstein, Christian Metz, Andre Bazin, Jean Mitry, Bela Balaz. Film Movement: Expressionism, Post-Modernism, Neo-realism, French new wave, Avant Garde, Film Noir, Cinema Verite. Film Genres-Documentary films. Film Criticism, Film Society Movement.
- IV. Popular Film Personalities - Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Majid Majidi, Satyajit Ray, Mrinal Sen, Shyam Benegal, Ritwik Ghatak, Adoor Gopalakrishnana and Aravindan – K. Balachander and Mani Ratnam – Puttanna Kanagal – N. Lakshminarayana – Girish Kasaravalli – P Sheshadri.

Books for Reference:

1. Beginner's Guide to Super 8 Film Making Frank Arrowsmith
2. Cine Art & Film Craft – Capt. M. D. Shinde
3. Robert Rossellini – Peter Brunette
4. The Short Fiction Scenario – S M Eisenstein
5. Cinema and I – Ritwik Ghatak
6. Indian Film – Krishna Swamy
7. Encyclopedia of Indian Cinema – Rajyadhya Balla
8. 75 years of Indian Cinema – Aruna Vasudeva

Soft Core 4.4 - Political Communication

- I. Meaning, Nature and Scope of Political Communication – Politics, Democracy and Media. Political Communication Theories and Effects – Media Effects of Political Communication, Political Marketing – Advertising and Political PR - Politics in the Information Age.
- II. Role of Media in Political Communication – Media as a fourth estate - Agenda Setting Theory – Spiral of Silence – Consensus Gate Keeping vs. Propaganda Models – Four Theories of Press – Normative Theories of Press – Rising Trends in Social Media and Politics: Blogs and SocialNetworking Sites in shaping campaign strategy and news coverage.
- III. Public Opinion – Polls, Reliability And Validity Of Public Opinion Polls, Exit Polls, Election Surveys – Conducting Of Public Opinion – Public Opinion And Audiences – Guiding Public Policies – Media and Foreign Policy of the Government – Media and Policy Making – PaidNews.
- IV. Political Ideology – Left, Right and Centre Media and Terrorism – Media Power in Politics – Role of Media in Elections and its Impact – Media and Political Campaigns – Election Commission: Model Code of Conduct – Regulations for Media Coverage.

Books for Reference


1. An Introduction to Political Communication – Brian McNair
2. Political Communication in a New Era: A Cross National Perspective – Gadi Wolfsfeld, Philippe J. Maarek
3. Mediated Politics: Communication and the Future of Democracy – W. Lance Bennett
4. Comparing Political Communication: Theories, Cases and Challenges – Grank Esser, Barbara Pfetsch
5. Politics, Media and Modern Democracy – David L. Swanson, Paolo Mancini
6. Politics and the Press: The News Media and their Influences – Pippa Norris
7. The Media, Politics and Public Life – Geoffrey Craig
8. Comparing Media Systems – Daniel C. Hallin, Paolo Mancini
9. Four Theories of the Press – Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm
10. Normative Theories of the Media Journalism in Democratic Societies – Clifford G. Christians, Theodore Glasser, Dennis Mc. Quail, Kaarle Nordenstreng, Robert A. White

Soft Core 4.5 - Global Communication

- I. Concept of Global Communication – Nature, Scope of and Need for Global Communication. Functions of Global Communication, Evolution of Global Communication, Qualities and Responsibilities of Global Communicators.
- II. International Commissions in the Field of Global Communication: British Royal Commission, Hutchin's Commission, First Amendment to American Constitution, Mac Bride Commission Recommendations, Global Information Flow, Non-Aligned News Pool.
- III. New World Information and Communication Order; Concept, Nature, Scope and Significance, Impact on Globalisation of Media, Global Communication Models, International News and Information Networks, Global Trade in Broadcasting Programmes, Global Media Networks.
- IV. Global Communication Powers, Foreign Direct Investment, Acquisitions of Media Houses, Private Monopoly of Media, Global Film Network, International Broadcasting Network, Global New Media Network, Global Advertising Inter-Cultural Communication.

Books for Reference:

1. Ai Mohammadi, (1997) International Communication and Globalization: A Critical Introduction.
2. Bella Mody (2003) International and Development Communication: A 21st Century Perspective, University of Colorado, USA.
3. Daya Kishan Thussu (2009) International Communication: A Reader Paperback, Routledge, London.
4. Daya Thussu (2006) International Communication Continuity and Change, Academic Bloomsbury, USA.
5. Ullamaija Varis (1986) Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco.
6. Raymond Cohen (1997) Negotiating Across Cultures: International Communication in an Independent World, US Institute of Peace Press, USA.
7. B.P. Mahesh Chandra Guru and H. K. Mariswamy (2013) Communication Policy in the Age of Globalization, Concept Publishers, New Delhi, India.
8. Wolfgang Donsbach (2008) The International Encyclopedia of Communication, Wiley-Blackwell, New York.


Dr. C K Puttaswamy

Professor and Chairperson

BoS, JMC

3. Introduction of PG Course in Multimedia

The Board has discussed about introducing a new course, MA in Multimedia (2 years) with effect from the academic year 2022-23 in the department owing to a lot of demand from aspirants in the field of Mass Communication and Journalism. The minimum intake for the self financing course is 20 students.

The proposed syllabus for the above mentioned course can be found below:

I TO IV SEMESTER SYLLABUS

MA IN MULTIMEDIA (2022-23)

CBCS PG DEGREE PROGRAMME

FIRST SEMESTER

Sl No.	Paper Title	Type of Core	Total Credit	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	1	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
1.1	Introduction to Multimedia	HC	4	3	1	0	5	3 hrs	15	15	70	100
1.2	Web Design	HC	4	2	0	2	6	3 hrs 2 hrs	15	15	70	170
1.3	Writing skills for Multimedia	HC	4	2	0	2	6	3 hrs 2 hrs	15	15	70	170
Soft Core: Any One of the following Papers												
1.1	Content Creation	SC	4	2	0	2	6	3 hrs 2 hrs	15	15	70	170
1.2	Digital Photography	SC	4	2	0	2	6	3 hrs 2 hrs	15	15	70	170
1.3	Graphic Illustration	SC	4	2	0	2	6	3 hrs 2 hrs	15	15	70	170
			16	1	1	8	29					400

SECOND SEMESTER

Sl No.	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	2	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
2.1	Advanced Audio Production	HC	4	2	0	2	6	3 hrs	15	15	70	170
2.2	Audio Editing and Design	HC	4	2	0	2	6	3 hrs	15	15	70	170
2.3	Multimedia Laws and Ethics	HC	4	3	1	0	5	3 hrs	15	15	70	100
Soft Core: Any One of the following Papers												
2.1	Podcasting & Radio Jockey	SC	4	2	0	2	6	3 hrs	15	15	70	170
2.2	2D Animation	SC	4	2	0	2	6	3 hrs	15	15	70	170
2.3	Film Studies and Appreciation										70	
2.4	Image Editing	OE	4	2	1	1	6	3hrs	15	15	70	170
			20	24	6	3	35				70	500

THIRD SEMESTER

Sl No.	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	3	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
3.1	Advanced Video Production	HC	4	2	0	2	6	3 hrs	15	15	70	170
3.2	Video Editing and Design	HC	4	2	0	2	6	2 hrs	15	15	70	170
3.3	Multimedia Research Methods and Application	HC	4	3	1	0	5	3 hrs	15	15	70	100
Soft Core: Any One of the following Papers												
3.1	Screen Writing	SC	4	2	0	2	6	3 hrs	15	15	70	170
3.2	Anchoring	SC	4	2	0	2	6	2 hrs	15	15	70	170
3.3	Short Film and Documentary Film Making		4	2	0	2	6	3 hrs	15	15	70	170
3.4	Social Media Marketing	OE	4	2	0	2	6	2 hrs	15	15	70	170
			20	15	1	12	29	3 hrs			70	500

FOURTH SEMESTER

	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour	Exam duration	C1 (IA)	C2 (IA)	Exam Marks	Total Marks
1	4	3	4	5	6	7	8	9	10	11	12	13(10+11+12)
4.1	Multimedia Advertising and Management	HC	4	3	1	0	5	3 hrs	15	15	70	100
4.2	Digital Media and its Applications		4	2	0	2	6	3 hrs 2 hrs	15	15	70 70	170
4.3	Dissertation Viva - Voce	HC	4	1	3	0	5	3 hrs	15	15	40 30	100
Soft Core: Any One of the following Papers												
4.1	Augmented Reality & Virtual Reality	SC	4	2	0	2	6	3 hrs 2 hrs	15	15	70 70	170
4.2	Data Journalism	SC	4	3	1	0	5	3 hrs	15	15	70	100
4.3	VFX and Composition	SC	4	2	0	2	6	3 hrs 2 hrs	15	15	70 70	170
4.4	Internship & Multimedia Production Project*		4	2	2	0	6	3 hrs	15	15	40 30	100
			20	15	7	6	39					500

***4.4 Internship and Multimedia Production Project are mandatory.**

It is mandatory for all the students of fourth semester to intern at any of the recognized electronic media houses –both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of **four weeks (one month)**, after the examination of the fourth semester.

The foreign national students shall also mandatorily do their internship within India only, failing which their course will thereby remain incomplete and become ineligible to secure the degree.

The students must mandatorily submit a letter of internship so carried out and lab practice journals for all the four semesters, which shall be evaluated by the **Department Council and external examiners** based on the nature, quality and quantity of work undertaken. Failure to complete the internship and submit the internship letter and practice lab journals will render the candidate ineligible for the award of the degree.



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BoS in JMC

NOTE-The complete paper-wise syllabus will be submitted tomorrow.

4. Introduction of PG Diploma in Television Production

The Board has discussed about introducing a new PG Diploma Course in Television Production with effect from the academic year 2022-23.

The proposed syllabus for the above mentioned course can be found below:

Syllabus for PG Diploma in Television Production

Department of Journalism and Mass Communication
University of Mysore

(Credit based, Choice Based Continuous Assessment Pattern)

ONE YEAR SELF FINANCING COURSE

Minimum Intake – 15 students

Sl No.	Paper Title	Type of Core	Total Credit	L	T	P	Week/ Hour	Exam duration	IA	Exam Marks	Total Marks
1	2	3	4	5	6	7	8	9	10	11	12(10+11)
1	Basics of TV Acting and Anchoring	HC	4	2	0	2	6	3 hrs 2 hrs	20	80	180
2	Scriptwriting for TV	HC	4	2	0	2	6	3 hrs 2 hrs	20	80	180
3	Electronic Cinematography	HC	4	2	0	2	6	3 hrs 2 hrs	20	80	180
4	TV Direction	HC	4	2	0	2	6	3 hrs 2 hrs	20	80	180
5	Project on TV Production Viva – Voce – 30 Project Work - 50	HC	4	2	2	0	6		20	50 30	100
			20				30				500

NOTE- One month (four weeks) of Internship is mandatory.

It is mandatory for all the students to intern at any of the recognized electronic media houses – both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of **four weeks (one month)**, after the examination.

The foreign national students shall also mandatorily do their internship within India only, failing which their course will thereby remain incomplete and become ineligible to secure the PG Diploma.

The students must mandatorily submit a letter of internship so carried out, which shall be evaluated by the **Department Council** based on the nature, quality and quantity of work undertaken. Failure to complete the internship and submit the internship letter will render the candidate ineligible for the award of the PG Diploma.

***NOTE-The complete paper-wise syllabus will be submitted at the earliest.**

5. Inclusion of two more papers for Course Work as per UGC guidelines

Dr. Sathyaprakash and Dr. Sripathy, the external members of the board informed the meeting that they have included two more papers in the Course Work namely, 3. Specialized Paper based on research scholar's choice of the subject; 4. Research and Publication Ethics (RPE) in their respective universities. The members of the BoS felt the need to incorporate these two papers for Course Work provided the university decides in its favor. Hence, the BoS unanimously decided the following two papers may be included in the Course Work with effect from the academic year 2022-23.



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BoS, JMC