

***Karnataka Folklore University
Gotagodi, Shiggavi Tq.
Karnataka***

***Syllabus for the establishment of MA Degree
Course in
Journalism and Mass Communication***

2017

**PROCEEDINGS OF THE BOS MEETING OF JOURNALISM AND MASS
COMMUNICATION HELD ON 18.09.2016 AND 19.09.2016 AT KARNATAKA
FOLKLORE UNIVERSITY, GOTAGODI.**

Members Present.

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| 1. Dr. Niranjan Vanalli
Professor
Dept. of Journalism and Mass Communication
Mysore University, Mysore | Chairman |
| 2. Dr. Waheeda Sulthana
Professor
Dept. of Journalism and Mass Communication
Manglore University, Mangalore | Member |
| 3. Dr. Nagaraj Halliyavar
Associate Professor
Dept. of Journalism and Mass Communication
P.G. Centre, Haveri | Member |
| 4. Dr. Narasimha Murthy
Professor
Dept. of Electronic Media
Bangalore University, Bangalore-560056 | Member |
| 5. Dr. A.S. Balasubramanya
Prof. Emeritus
Dept. of Electronic Media
Bangalore University, Bangalore-560056 | Special Invitee |

Members Absent

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| 1. Sri. Ravi Prasad Kamila
Senior Asst. Editor
The Hindu, Mangalore | Special Invitee |
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RESOLUTIONS

1. The BOS unanimously resolved to modify the nomenclature of the present course as MA in Journalism and Mass Communication as per UGC Guidelines.
2. The BOS restructured the syllabus of the MA Course and approved it.
3. The Board prepared the list of examiners for the ensuing exams.
4. The Board unanimously resolved to recommend to the university to provide infrastructure facilities like computer lab and AV Studio with suitable equipments and software's.
5. The Board recommends to appoint regular faculty for the department.
6. The Board recommends the appointment of technical staff like Studio Technician and Technical Assistant.

Chairman

Agenda -1

Preparation of proposal to introduce Two-year M.A – Master of Journalism and Mass Communication at Karnataka Folklore University.

Action

The BOS unanimously approved the introduction of Two year M.A – Master of Journalism and Mass Communication. The committee prepared approved the detailed course regulations and syllabus.

Dr. Niranjana Vanalli
Chairman BOS Adhoc
Journalism and Mass Communication
Karnataka Folklore University
Gotagodi, Shiggavi Tq.,

Proposal for the establishment of M.A. Degree- Master of Arts in Journalism & Mass Communication in CBCS - Choice based Credit Based Pattern

Preamble

India with its rich cultural heritage is the citadel of traditional folk arts and indigenous knowledge. Since time immemorial, these folk arts have been catering to the needs and interests of the society. The advent of modern mass media led to the neglect of folk art to the extent of regarding them as barriers in development. The resurgence of interest in folk media was prompted by the realization of the need to give cultural anchor to the process of development. Interestingly the presence of advanced media has not deterred many nations from recognizing indigenous media to strengthen the initiatives of development. It is in this perspective, media experts in India have begun to recognize these creative media of folk arts to educate inform and instruct the masses. The concept of folk media has been recognized as an academic discipline. The interdisciplinary nature of this branch of study is a crucial part of communication education. There is absolute need to restructure and revitalize the study of folk media with the application of more experiments in development endeavors. There is no university at present in India which is

offering master's course in Journalism and Mass Communication. The current proposal will create more scholarship and knowledge in the area of folk communication paving way for the study and integration of folk culture at the global level. The scientific study of folk media and its application in social change and development will make folk arts much more functional. Further, the course would produce students armed with knowledge, skills and employability. Students of applied folklore will find employment in media, development agencies, publicity, advertising and strategic management relations corporate in government and private sectors and event management.

Karnataka Janapada Vishwavidyanilaya

Faculty : Applied Folklore
Department of Studies in Journalism and Mass Communication
Course : M.A. in Journalism and Mass Communication

Scheme of Course

1.0 Course Offered: M.A Degree in Journalism and Mass Communication

2.0 Duration:

The Course shall be of Four Semesters and each semester is of 16 weeks duration. No student shall be permitted to obtain degree earlier than 4 semesters or to take more than 8 semesters, i.e., the student shall complete the course within four years from the date of admission to the first semester of Post Graduate Programme. The academic session in each semester will provide 90 teaching days.

However, the students, who discontinue the programme after one or more semesters due to extraordinary circumstances are allowed to continue and complete the programme with due approval from the Registrar. Candidates shall not register for any other regular course other than Diploma and Certificate Courses during the duration of the PG programme.

3.0 Eligibility Criteria for Admission

3.1 Candidates who possess a degree of Janapada Vishwavidyanilaya or a Degree of any other university recognized as equivalent there to having at least 50 % of marks in aggregate at degree level is eligible to apply. However, relaxation in respect of SC/ST/Cat-I will be followed as per prevailing rules of the University and Government Orders from time to time.

3.2 The admission shall be made as per the reservation policy and directions issued in this regard from time to time by the Government of Karnataka and also as per rules as prescribed by the University from time to time .

3.3 Any graduate as per eligibility criteria for admission to PG courses is eligible to apply for Masters in Folk Media and Communication.

4.0 Medium of Instruction:

4.1 The medium of Instruction shall be English. However, the candidates are permitted to write their examinations in Kannada also.

Course: M.A. Journalism and Mass Communication

Objectives:

- 1) To study and explore the rich folk culture of India in general and Karnataka in particular.
 - 2) To analyze the communication potentialities of folk arts for development.
 - 3) To understand and practice the production process of folk art based media activities.
 - 4) To help conserve rich heritage, tradition and wisdom of folk culture.
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Guidelines:

Examination for Practicals

1. Practical examination shall be conducted for 25 marks in papers wherever applicable apart from the theory examination.

Distribution of Theory Marks - 75

1. Theory Examination -75 Marks

Distribution of Practical Marks -75

1. In papers with practical component the marks will be distributed as following:
 - a) Theory examination – 50 Marks
 - b) Practical Examination – 25 Marks

Distribution of IA Marks = 25

1. Attendance -3 Marks
2. Assignment and /or Seminar – 12 Marks
3. Test – 10 Marks

Regulations Governing Internship programme

1. Internship is mandatory for the students of M.A.
 2. The duration of internship is FOUR WEEKS.
 3. The internship is offered after the FOURTH Semester Examination.
 4. The student shall undergo internship programme in any recognized media organization viz., newspaper, magazine, radio station, TV channel, advertising agency, public relations/corporate communication firms, event management agencies anywhere in the country or abroad. However, foreign nationals can undergo internship in recognized media institutions outside India.
 5. It is the responsibility of the Department Council to arrange for the internship of the students.
 6. The student shall produce the certificate in original in support of the completion of the internship. The certificate shall be documented in the department and shall not be returned to the students. Further, students have to submit a report of the work done during internship.
 7. Non completion of the internship shall disqualify the student from receiving the MA Degree.
 8. The student shall bear his/her own expenses during the internship programme.
 9. The students shall adhere to the discipline and code of conduct prevalent in the host institution during the internship.
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Model Question paper pattern for all papers in M.A. in Folk Media and Communication

Instructions for paper setters:

1. Questions should cover entire syllabus only.
2. Questions should cover every unit of the syllabus. That means each unit will have 2 questions.

Model Question Paper

Max Marks: 75

Max Time: 3 hrs

**Subject: MA Degree course in Folk Media and Communication
Paper:**

Note: Answer all the questions using internal choice. All questions carry equal marks.

1. a)
OR
b)
 2. a)
OR
b)
 3. a)
OR
b)
 4. a)
OR
b)
 5. a) Short Notes – Answer 3 out of 6
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