

Karnataka Folklore University
Dept of Journalism and Mass Communication

Regulations governing the two-year MA Course in Journalism and Mass Communication to be implemented from 2017-18 academic years onwards

SEMESTER I

Sl. No	Subjects	Paper Type	Paper	Instruction Hrs/Week	Duration of Exam(Hrs)	IA Marks	Exam. Marks	Total Marks	Credits
1	Introduction to Communication	Hard Core	JMC 1.1	04	03	30	70	100	04
2	Introduction to Folklore and Folk Arts	Hard Core	JMC 1.2	04	03	30	70	100	04
3	News gathering and writing for media	Hard Core	JMC 1.3	04	03	30	70	100	04
4	Introduction to Folk Media	Hard Core	JMC 1.4	04	03	30	70	100	04
5	Folk Theatre of Karnataka	Hard Core	JMC 1.5	04	03	30	70	100	04
6	Folk Media and Development	Soft Core	JMC 1.6	04	03	30	70	100	04
7	Media and Social Change	Soft Core	JMC 1.7	04	03	30	70	100	
Total Credits of the Semester									24

SEMESTER II

Sl. No	Subjects	Paper Type	Paper	Instruction Hrs/Week	Duration of Exam(Hrs)	IA Marks	Exam. Marks	Total Marks	Credits
1	Media Law and Ethics	Hard Core	JMC 2.1	04	03	30	70	100	04
2	Translation Techniques	Hard Core	JMC 2.2	04	03	30	70	100	04
3	Folklore of Karnataka	Hard Core	JMC 2.3	04	03	30	70	100	04
4	Television Production Techniques	Hard Core	JMC 2.4	04	03	30	70	100	04
5	Development Journalism	Soft Core	JMC 2.5	04	03	30	70	100	04
6	Feature Writing and Freelancing	Soft Core	JMC 2.6	04	03	30	70	100	
7	Communication Skills	Open Elective	JMC 2.7	04	03	30	70	100	04
Total Credits of the Semester									24

SEMESTER III

Sl. No	Subjects	Paper Type	Paper	Instruction Hrs/Week	Duration of Exam(Hrs)	IA Marks	Exam. Marks	Total Marks	Credits
1	Media Research	Hard Core	JMC 3.1	04	03	30	70	100	04
2	Folklore and Culture	Hard Core	JMC 3.2	04	03	30	70	100	04
3	Online Journalism	Hard Core	JMC 3.3	04	03	30	70	100	04
4	Documentary production (Project Work)	Hard Core	JMC 3.4	04	-	30 (Viva)	**	100	04
5	Film Communication & Appreciation	Soft Core	JMC 3.5	04	03	30	70	100	04
6	Environment and Media	Soft Core	JMC 3.6	04	03	30	70	100	
7	Media Production Techniques	Open Elective	JMC 3.7	04	03	30	70	100	04
Total Credits of the Semester									24

** Documentary will be assessed by internal and external examiners

SEMESTER IV

Sl. No	Subjects	Paper Type	Paper	Instruction Hrs/Week	Duration of Exam(Hrs)	IA Marks	Exam. Marks	Total Marks	Credits
1	Radio Program and Production	Hard Core	JMC 4.1	04	03	30	70	100	04
2	Corporate Communication	Hard Core	JMC 4.2	04	03	30	70	100	04
3	Intercultural Communication	Hard Core	JMC 4.3	04	03	30	70	100	04
4	Advertising	Hard Core	JMC 4.4	04	03	30	70	100	04
5	Dissertation	Hard Core	JMC 4.5	04	03	30	70	100	04
Total Credits of the Semester									20
Programme Grand Total of Credits									92

SEMESTER I

Sl. No	Subjects	Paper Type	Theory	I.A.	Practical	Credits	L	T	P
1	Introduction to Communication	Hard Core	70	30	-	4	2	2	0
2	Introduction to Folklore and Folk Arts	Hard Core	70	30	-	4	2	2	0
3	News gathering and writing for media	Hard Core	50	20	30 ^{**}	4	1	0	6
4	Introduction to Folk Media	Hard Core	70	30	-	4	2	2	0
5	Folk Theatre of Karnataka	Hard Core	70	30	-	4	2	2	0
6	Folk Media and Development	Soft Core	70	30	-	4	2	2	0
7	Media and Social Change	Soft Core	70	30	-	4	2	2	0
Total Credits of the Semester						24			

** 10 Marks for Practical Record Book and 20 Marks for Practical Exam to be valued by external examiner. Duration of practical exam is 2 hours.

SEMESTER II

Sl. No	Subjects	Paper Type	Theory	I.A.	Practical	Credits	L	T	P
1	Media Law and Ethics	Hard Core	70	30	-	4	2	2	0
2	Translation Techniques	Hard Core	50	20	30 ^{**}	4	1	0	6
3	Folklore of Karnataka	Hard Core	70	30	-	4	2	2	0
4	Television Production Techniques	Hard Core	50	20	30 ^{**}	4	1	0	6
5	Development Journalism	Soft Core	70	30	-	4	2	2	0
6	Feature Writing and Freelancing	Soft Core	50	20	30 ^{**}	4	1	0	6
7	Communication Skills	Open Elective	70	30	-	4	2	2	0
Total credits of the semester						24			

** 10 Marks for Practical Record Book and 20 Marks for Practical Exam to be valued by external examiner. Duration of practical exam is 2 hours.

SEMESTER III

Sl. No	Subjects	Paper Type	Theory	I.A.	Practical	Credits	L	T	P
1	Media Research	Hard Core	70	30	-	4	2	2	0
2	Folklore and Culture	Hard Core	70	30	-	4	2	2	0
3	Online Journalism	Hard Core	50	20	30**	4	1	0	6
4	Documentary production (Project Work)	Hard Core	70	30*	-	4	1	0	6
5	Film Communication & Appreciation	Soft Core	70	30	-	4	2	2	0
6	Environment and Media	Soft Core	70	30	-	4	2	2	0
7	Media Production Techniques	Open Elective	70	30	-	4	2	2	0
Total Credits of the Semester						24			

*Viva will be conducted by the Board of Examiners.

** 10 Marks for Practical Record Book and 20 Marks for Practical Exam to be valued by external examiner. Duration of practical exam is 2 hours.

SEMESTER IV

Sl. No	Subjects	Paper Type	Theory	I.A.	Practical	Credits	L	T	P
1	Radio Program and Production	Hard Core	50	20	30**	4	1	0	6
2	Corporate Communication	Hard Core	70	30	-	4	2	2	0
3	Intercultural Communication	Hard Core	70	30	-	4	2	2	0
4	Advertising	Hard Core	70	30	-	4	2	2	0
5	Dissertation	Hard Core	70	30*	-	4	0	0	0
Total Credits of the Semester						20			

*Viva will be conducted by the Board of Examiners.

** 10 Marks for Practical Record Book and 20 Marks for Practical Exam to be valued by external examiner. Duration of practical exam is 2 hours.

Regulations governing two year MA Course in Journalism and Mass Communication under CBCS scheme (effective from 2017-18 academic year onwards)

Guidelines;

Distribution of IA Marks = 30

1. Assignments – 10 Marks
 2. Seminars – 10 Marks
 3. Internal Tests – 10 Marks
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Attendance

75 percent attendance is mandatory

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.
 5. The student shall produce a 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.
 6. The student shall bear his/her own expenses for the internship programme.
 7. 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 Journalism and Mass Communication

Instructions for paper setters:

Model Question Paper

Max Marks: 70

Max Time: 3 hrs

Subject: MA Degree course in Journalism and Mass Communication

Paper:

Note: Answer all the questions. All questions carry equal marks.

10 x 7 = 70

1. a)

OR

b)

2. a)

OR

b)

3. a)

OR

b)

4. a)

OR

b)

5. a)

OR

b)

6. a)

OR

b)

7. a)

OR

b)

Model Question Paper for 50 Marks where practical are prescribed

Max Marks: 50

Max Time: 2 hrs

Subject: MA Degree course in Journalism and Mass Communication

Paper:

Note: Answer all the questions. All questions carry equal marks. 10 x 5 = 50

1. a)

OR

b)

2. a)

OR

b)

3. a)

OR

b)

4. a)

OR

b)

5. a)

OR

b)