



ಕರ್ನಾಟಕ ಜಾನಪದ ವಿಶ್ವವಿದ್ಯಾಲಯ
Karnataka Janapada Vishwavidyalaya

M.A in

Journalism and Mass Communication

Syllabus

Choice Based Credit System (CBCS)

2025-26

Course Outline

First Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction Hour/Sem	Total Hour/Sem	Duration of Exam	Marks			Credits
							Internal Assessment	Theory/ Practical	Total	
DSC - 1	Theory	JMC 1.1	Introduction to Communication (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 2	Theory	JMC 1.2	Introduction to Folklore and Indian Folk Arts (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 3	Theory	JMC 1.3	Development of Journalism (SC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 4	Theory	JMC 1.4	Introduction to Folk Media (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 5	Theory	JMC 1.5	Folk Media and Development (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 6	Theory	JMC 1.6	Media and Social Change (SC)	04	60 Hrs	03 Hrs	20	80	100	04
							120	480	600	24

Second Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction Hour/Sem	Total Hour/Sem	Duration of Exam	Marks			Credits
							Internal Assessment	Theory/ Practical	Total	
DSC - 7	Theory	JMC 2.1	Media Law and Ethics (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 8	Theory	JMC 2.2	News Reporting and Writing for Media (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 9	Theory	JMC 2.3	Television Production Techniques (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC-10	Theory	JMC 2.4	Editing (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC-11	Theory	JMC 2.5	Feature Writing and Freelancing (SC)	04	60 Hrs	03 Hrs	20	80	100	04
OEC - 1	Theory	JMC 2.6	Communication Skills (OEC)	04	60 Hrs	03 Hrs	20	80	100	04
							120	480	600	24

Third Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction Hour/Sem	Total Hour/Sem	Duration of Exam	Marks			Credits
							Internal Assessment / Viva Voce	Theory / Practical	Total	
DSC - 12	Theory	JMC 3.1	Media Research (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 13	Theory	JMC 3.2	New Media and Online Journalism (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 14	Practical	JMC 3.3	Documentary Production (HC)	04	120 Hrs	--	20 (Viva)	80	100	04
DSC - 15	Theory	JMC 3.4	Film Communication and Appreciation (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 16	Theory	JMC 3.5	Environment and Media (SC)	04	60 Hrs	03 Hrs	20	80	100	04
OEC- 2	Theory	JMC 3.6	Media Production Techniques (OEC)	04	60 Hrs	03 Hrs	20	80	100	04
							120	480	600	24

Fourth Semester

Type of Course	Theory/ Practical	Course Code	Title of the paper	Instruction Hour/Sem	Total Hour/Sem	Duration of Exam	Marks			Credits
							Internal Assessment / Viva Voce	Theory / Practical	Total	
DSC - 17	Theory	JMC 4.1	Radio Programme Production (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 18	Theory	JMC 4.2	Corporate Communication (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 19	Theory	JMC 4.3	Intercultural Communication (HC)	04	60 Hrs	03 Hrs	20	80	100	04
DSC - 20	Theory	JMC 4.4	Advertising (HC)	04	60 Hrs	03 Hrs	20	80	100	04
Dissertation	Practical - I	JMC 4.5	Dissertation (HC)	04	60 Hrs	03 Hrs	20	80	100	04
Practical	Practical - II	JMC 4.6	Study Tour (SC)	02	--	--	--	50	50	02
			Internship (SC)	02	--	--	--	50	50	02
							100	500	600	24

All Semester Total Marks = 2400

All Semester Total Credits = 96

First Semester

JMC 1.1	Introduction to Communication	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Explain the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
 - CO-2 Evaluate and explain various models of communication and national and international theories of communication.
 - CO-3 Demonstrate effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.
 - CO-4 Use communication skills, theories and models in real-life communication situations.
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- Unit .1 Communication Definition and importance; Elements and Process of Communication
- Unit.2 Levels of Communication - Intrapersonal - Interpersonal - Group and Mass Communication - Functions of Communication
- Unit.3 Types of Communication - Verbal and Non-Verbal - Various forms of Verbal and Non-Verbal Communication Body Language, Artifacts, Cultural Symbols, Paintings and others printing.
- Unit.4 The evolution of printing and its impact on communication technology and its impact on society- Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media.
- Unit.5 Four theories of Press

Books of Reference:

- 1) Mcquail Denis (1994) Mass communication theory: An introduction, Sage publication New Delhi.
- 2) Wilbur Schramm, Donald F. Roberts (1954). The process and effects of mass communication, University of Illinois Press.
- 3) Sadie Kline (2024) Media and Media Messages: The Construction of Meaning in the Contemporary World, Kindle Edition.
- 4) Klapper Joseph T. (1960) The effects of mass communication, Free Press
- 5) J.Baran Stanley and K.Davis Dennis (1994) Mass communication theory, Wordsworth
- 6) Mcquail Denis (2004) Mass Communication Theory, Sage publication New Delhi.
- 7) Baran Stanley S. and Davis Dennis K (1999), Mass Communication Theory : Foundations Ferment and future, Singapore.
- 8) Caporaso J. and Lenine D. (1992) : Theories of political economy, Cambridge University, Press Cambridge.
- 9) Severin W and Tankard J. (2000) Communication Theories, New York,
- 10) Narula, Uma (2010). Mass communication: Theory and practice. New Delhi: Har-Anand Publications.
- 11) Rosenberry, Jack and Vicker, Lauren, A. (2009). Applied mass communication theory: A guide for media practitioners. New York: Pearson Allyn & Bacon.
- 12) Vilanilam, J V. (2005). Mass communication in India. New Delhi: Sage.
- 13) Watson, James, D. (2008). Media communication: An introduction to theory and process. London: Palgrave Macmillan.

JMC 1.2	Introduction to Folklore and Indian Folk Arts	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Explain the importance of folk lore and nature of Indian folk arts. Understand the function and their characteristics of Indian Folk forms
- CO-2** List major folk forms of Karnataka and India
- CO-3** Explain the role of folk media as communication tool
- CO-4** Evaluate and explain the various international folk forms

Unit 1	Folklore: An Introduction: Nature and Scope, Folk, Folklore, Folkloristics, Characteristics and functions of folklore. Genres of Folklore Oral Literature, Material Culture, Social Folk Customs, Performing Folk Arts.
Unit 2	Early Folklore Scholarships, Antiquarians, Europeans, Americans, Indians
Unit 3	Indian cultural and Linguistic diversity.
Unit 4	Introduction to Indian Folk Arts, Prominent Indian folk arts - Garba, Bhangra, Tamasa, Tamasha, Jatra, Tirukuttu, Kathakalli, Indian Puppetry, Vidhenatakam, Burrakatha, Folk arts of North East and others.
Unit 5	Karnataka Folk arts as Cult, Ritual and Entertainment. Indian folk arts and contemporary world.

Books of Reference:

1. Handoo, J. (1989) Folklore- An Introduction, Mysore, CIIL
2. Ramanujan, A. K. (1987) Mysore, CIIL
3. Carvalho Neto Paulo de (1971) The Concept of Folklore (trans.) Florida, University of Miami Press The relevance of South Asian Folklore, In Indian Folklore-II,
4. Nayak Ha Ma (1971) Janapada Swaroopa, TV Smaraka Granthamale, Mysore
5. Hiriyanna Ambalike (1992) Saiddhantika Janapada, Prajval Prakashana, Mysore
6. Basavaraja Nellisara (Ed) (1971) Janapada mattu Pooraka Kshetragalu, Kannada Adhyayana Vibhaga, Kuvempu University, Shimoga
7. Peter J.Claus and J.Handoo and D.P.Pattanayak, Indian Folklore-I & II, CIIL, Mysore,
8. Nanjiah Honganur (Ed.), Bharatiya Janapada, Prasaranga, University of Mysore, 2011.
9. N.Usha Rani, Folk Media for Development, 1996.
10. Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
11. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
12. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
13. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.
14. Mishra, Raghavendra (2016). Traditional folk media in India: Practice and Relevance. Varanasi: Bharati Prakashan.
15. Mukhopadhyay, Durga Das (2017). Folk Arts and Social Communication. New Delhi: Publications Division,
16. Parmar, Shyam (1975). Traditional Folk Media in India. New Delhi: Geka Books.
17. Kumar, Sathish (2013). Role of traditional folk arts as media of mass communication: A Study with special reference to coastal Karnataka. Germany: LAP.
18. Ranganath, H.K. (1980). Folk Media and Communication. Bangalore: Chaitanya Publications.
19. Ranganath, H.K. (2000). Live Media for Development Communication. Udupi: RRC.

JMC 1.3	Development of Journalism	Marks : 20+80=100
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COURSE OUTCOMES (CO's) After the completion of this course, students will be able to:

- CO-1** Trace the glorious movements of journalism in past times.
CO-2 Elaborate about the development of printing technology over a period of time.
CO-3 Recognize the contributions of renowned journalists of the country.
CO-4 Identify the changing trends of journalism and journalistic practice in the country.

- Unit-1** Origin, growth and development of Press in India -Contributions of Christian missionaries to the development of printing Early newspapers in India publications of Hicky, Buckingham and Rajaram Mohan Roy and language journalism.
- Unit-2** Role of newspapers during Freedom struggle-publications of Tilak, Gandhiji, Nehru, Dr.B.R.Ambedkar, Bhagat Singh, Annie Besant and Horniman
- Unit-3** Growth of newspapers in post-independent India Chain and Group publications, Contemporary trends of Indian press. Magazine journalism, types of magazines, Characteristics of contemporary Kannada magazines. Q
- Unit-4** A brief history of Kannada press- Mangalore Samachara, role of Press during freedom movement and Post-independence, Publications of M. Venkatakrishniah, D.V.Gundappa, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P.Ramiah, T.T.Sharma and B.N.Gupta, Characteristics of contemporary Kannada dailies. Recent trends in Kannada Press.
- Unit-5** Newspapers and magazines in the nineteenth century, backward class movement - Dalit movement-green revolution - agitation for and against reservation-nationalization- privatization-globalization - WTO-land reforms - social issues of the region.

Books for Reference:

1. Murthy, N. K. (1966). Indian Journalism. Prasaranga, University of Mysore
2. Keval J. Kumar,(2011) Mass Communication in India Jaico, Mumbai.
3. Natarajan, S. (1962). A History of the Press in India. New York, Asia.
4. Lovett, P. (1926). Journalism in India
5. J Natarajan (2021) History of Indian Journalism Publication Division Ministry of I&B.
6. Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
7. Kundra, G. C. (2011). History of Journalism in India.
8. Moitra, M. (1969). A History of Indian Journalism. Calcutta: National Book Agency
9. Ghosh, S. (1998). Modern History of Indian Press.
10. ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್(೨೦೦೦) ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು

JMC 1.4	Introduction to Folk Media	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Understand folk lore with their meaning and concept and understand the characteristics of Indian Folk forms
- CO-2** List major folk forms as a communication tool
- CO-3** Explain the popular folk forms of different states of India
- CO-4** Evaluate the role of folk media in implementation of them in various developmental agencies and government programmes.
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- Unit 1 Origin and meaning of the concept 'folk media' - characteristics of folk media - relevance of folk media in modern society.
- Unit 2 Classification of folk media forms, important folk media forms in India - Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.
- Unit 3 Popular folk arts in Karnataka and their use in development communication: Yakshagana, Harikathe, Puppetry, Gee Gee & religious folk songs Dollu kunitha, Veeragase, Kamsale.
- Unit 4 Popular folk media forms of Andra Pradesh, Tamil Nadu, Kerala, Maharastra, Punjab.
- Unit 5 Integrated use of Folk Media and Mass Media - role of government agencies like Song and Drama Division, Information and Publicity Department, Yakshagana, Byalata and other Academy, Field and Publicity, prominent folk artists.

Books for References:

1. Folk Media for Development -N. Usha Rani
2. Folk Media & Communication - Ranganath H.K.
3. Traditional Folk Songs - Shyam Parmar
4. Folk Arts And Social Communication - Durgadas Mukhopadhya
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
11. Communication for development in third world - Srinivas R. Melkata.

JMC 1.5	Folk Media and Development	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1** Understand the concept and meaning of folk media in the Indian context
CO-2 Able to explain the meaning of development and various concepts of development
CO-3 Explain various models of development in agriculture sector
CO-4 Evaluate the folk programme patterns for construct of developmental messages for various programmes

Unit 1	Introduction of Mass Media- concept, meaning of folk media. Importance of oral media in Indian Society.
Unit 2	Definition- nature and concept of development - old and new paradigm of development Indian concept of development.
Unit 3	Development communication - definition, origin - concept. Role of folk media in development communication.
Unit 4	Mass- Development communication planning strategies for rural decentralization, panchayat raj institutions. Problems faced by governmental and non-governmental agencies in development communication - diffusion of innovation, models in agricultural communication - case studies of communication support to agriculture.
Unit 5	Folk performing program patterns of development stories in areas like family welfare health education environment and development. development messages for rural audience; specific requirements for concept writings for media like Folk media.

Books for References:

1. Folk Media For Development -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. Communication for development in third world - Srinivas R. Melkata
7. Design and development message - Bella Modi.
8. Development commercial - Uma Navula.
9. Definition of innovations - Everest M Roger.
10. Community Radio - M. Abdul Rehaman Pasha
11. The eighteenth elephant - Ishwar Daitota
12. Educational Television in India - N.Usha Rani.
13. ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ - ಈಶ್ವರ ದೈತೋಟ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು,
14. ಮಾಧ್ಯಮ ಮತ್ತು ಮಾನವ ಅಭಿವೃದ್ಧಿ, ಓಂಕಾರ ಕಾಕಡೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 1.6	Media and Social Change	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Understand Indian social system and importance of mass media in society

CO-2 Elaborate media activism towards betterment of the society

CO-3 Explain the various issues social before media

CO-4 Identify the impact of media on education and learning process

Unit 1	Communication for social change, mass media effects, media advocacy, new age media and development journalism.
Unit 2	Developing a strong news sense, recognizing a good story, participatory development journalism. Folk media, community radio for local development.
Unit 3	Social development, human potential, human development index. Framing and agenda setting by candidates and parties vs. news media. Quantitative campaign effects and changes in public opinion.
Unit 4	Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.
Unit 5	Economic development, liberalization, privatization and globalization Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport. Globalization and democracies, pluralism, oppressive structures, gender equality, religious movements, etc.

Books for References:

1. Duai R.& Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi, 1997.
2. P. Dahama and O.P.Bhatnagar, Educational and communication for development Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2nd Edition.
3. Srinivas R. Melkote and H.Leslie Steeves, Communication for Development in the Third world', Sage Publication, New Delhi, 2nd Ed.
4. Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.
5. Srinivas Melkote and H. Laslie Steovs, Communication for Development in the Third World, 2nd Edition, Sage, ND.
6. ಅಬ್ಬುದಯ ಪತ್ರಿಕೋದ್ಯಮ- ಈಶ್ವರ ದೈತೋಟ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
7. ಮಾಧ್ಯಮದ ದಿಕ್ಕು, ನಾಗಮೋಹನ ದಾಸ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
8. ಕನ್ನಡ ಪತ್ರಿಕಾಲೋಕ ಮಹಿಳೆಯರ ಹೆಜ್ಜೆ ಗುರುತುಗಳು, ಸಿ.ಜಿ.ಮಂಜುಳಾ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

Second Semester

JMC 2.1	Media Law and Ethics	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Identify the salient features of the Indian constitution
- CO-2 Discuss the reasonable restrictions to Article 19(1)a
- CO-3 Classify and explain various media laws and their implications
- CO-4 Elaborate the function and powers of the Press Council of India
- CO-5 Trace the important provisions of RTI, IT and cyber laws.

Unit-1	Salient features of Indian Constitution, Fundamental Rights & Duties, Freedom of Speech and Expression, Article 19(1)a, Directive Principles of State Policy, Parliamentary Privileges, Universal Declaration of Human Rights (UDHR).
Unit-2	Defamation. Sedition. Obscenity, Media Censorship, Bhartiya Nyaya Samhita (BNS) 2023 and Bharatiya Nagarik Suraksha Samhita (BNSS), Judicial System in India, Biralaya Sakha Adhiniyan (BSA), PIL
Unit-3	Right to Privacy, Official Secrets Act 1923, Copyright Act, Intellectual Property Rights Act, The Contempt of Court Act 1971, The Press and Registration of Books Act 1867, Working Journalist Act, Drug and Magic Remedies Act (DMRA) 1954, Cinematography Act 1953.
Unit-4	The Press Council of India-Structure, Functions, Code of Conducts, Press Commissions, Broadcast code, Prasar Bharati Act, TRAI, Lesbian, gay, bisexual, transgender and Queer (LGBTQ) Supreme Court Guidelines on Gender Stereotype
Unit-5	Right to Information Act 2005, Cyber laws in India, IT Act 2000, Media Ombudsman.

Books for References:

1. Basu, D. D. (1980). Law of the Press in India. New Delhi: Prentice Hall of India.
2. Iyer, V. (2000). Mass Media Laws and Regulations in India. India Research Press.
3. Neelamalar, M. (2009). MEDIA LAW AND ETHICS, PHI Learning Pvt. Ltd
4. Kieran, M. (1998). Media Ethics. Psychology Press.
5. Prasad, K. (2011). Media Law in India.
6. ಹರಿಕುಮಾರ್ ಕೆ. ಎನ್ (2015) ನ್ಯಾಯಾಂಗ ನಿಂದನೆ ಮತ್ತು ಮಾಧ್ಯಮ ಸ್ವಾತಂತ್ರ್ಯ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ
7. ದೇವ ಅರ್ಜುನ್, ಎನ್. ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು , ಬೆಂಗಳೂರು
8. ರಂಗನಾಥರಾವ್, ಜಿ.ಎನ್. ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇಯ ಪ್ರಕಾಶನ
9. ಡಾ. ಅಂಡಿಂಜಿ ಸತೀಶ್ ಕುಮಾರ್, ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕಾನೂನುಗಳು ಮತ್ತು ನೀತಿ ಸಂಹಿತೆ, ಸ್ನೇಹಾ ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್

JMC 2.2	News Reporting and Writing for Media	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Understand the techniques of reporting.

CO-2 Report various events happening in society.

CO-3 Get overall practical knowledge about gathering of information from various sources

CO-4 Able to understand ethical reporting for various media

Unit 1	News: Definition, Meaning and Nature of Reporting- Qualifications & duties of a Reporter, Basics of Reporting-Process of Accreditation from Central and State Governments.
Unit 2	News; Types-Lead and Body-Types of Lead. Structure of News- Format of News Writing. News Concept, News elements, News values, News sources, News lead writing.
Unit 3	Techniques of Reporting-Tools of News Gathering-Interview- Types and Techniques. Interviewing - kinds, purposes.
Unit 4	Reporting Crime-Speech-Sports-Foreign-Accidents-Budget- weather- city life-disaster- election- riots,-war-conflict-tensions. Development; Reporting Executive Legislature Judiciary; Investigative Reporting. Objectivity in Reporting-Advocacy Reporting, Ethics in Reporting. Photo caption writing.
Unit 5	Journalistic Writing: Qualities of Journalistic Writing Similarities and Differences between Journalistic Writing and Literary Writing Difference between News Writing - Feature Writing - Article Writing - Editorial Writing and Column Writing. Practical exercise.

Books of Reference:

1. News Reporting- B.N. Ahuja and S.S. Chhabra
2. News Writing and Reporting- Mames M Neal and SuzanneS Brown
3. Investigative Reporting and Editing-P.N. Williams
4. Reporting for the Print Media-F. Fedler
5. Reporting-Mitchell V Charnley
6. Journalists Hand Book-M.V.Kanath
7. Professional Journalism-M.V.Kamath
8. Reporting India 1973, 1974, 1976-G.G.Mirchandani
9. News Reporting and Editing-K.M. Srivastava
10. ಪತ್ರಿಕೋದ್ಯಮ,-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್,ಕಾಮಧೇನುಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು,
11. ಸುದ್ದಿಯಷ್ಟೇ ಅಲ್ಲ- ನಿರಂಜನ ವಾನಳ್ಳಿ
12. ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಆ ಮೋಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು,
13. ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, ಮಾಧ್ಯಮ ಸಂವೇದನೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು,
14. ಪತ್ರಿಕಾ ಭಾಷೆ, ಪದ್ಮಾರಾಜ್ ದಂಡಾವತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 2.3	Television Production Techniques	Marks : 20+80=100
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COURSE OUTCOMES: (CO's). *After the completion of this course, students will be able to:*

CO-1 Explain the essential elements of television production techniques.

CO-2 Undertake TV production independently.

CO-3 Practice the usages, grammar and spellings in connection with television production.

CO-4 Write various types of television scripts.

CO-5 Practice the techniques of story boarding.

Unit 1	Brief Introduction to TV: Origin and Growth, Characteristics of TV, Nature and Scope of television, Types of TV channels, television programme formats: Fictional and Non-fictional, Cinema, Tele serials, Advertisements, News, Documentary, Panel discussion, Reality shows.
Unit 2	Introduction to camera still and video camera, shots, types of shots, Basic of Graphic Design and animation, Elements of Graphic Design, SFX and VFX.
Unit 3	Stages of Television Programme Production: Pre production: Pre-production stage of Television program: Idea or them for Production, Research and gathering information, TV news bulletin script, Formats of TV News, Writing for entertainment programs, Budgeting Planning and scheduling, Television production crew: Role and Responsibilities of production team, Story board, Production equipments and accessories.
Unit 4	Production: Production stage of Television program: Camcorders, Camera Set-up, Teleprompter, Lighting Set-up, Microphone, Shooting location: Studio, Outdoor, Green Screen, Monitors, Single camera and Multi Camera Operation, Usage of Production Software, Set up of required software, Recording voice over and Capturing visuals, Functions of Production Control Room.
Unit 5	Post-production stage of Television program: Raw footage management, Picture editing, Sound editing, Secure music, Sound mixing, Visual effects, Color correction, color grading, Titles, Credits, and Graphics, Final touchup and export, Distribution, Teasers and promo.

Books of Reference:

1. Writing for the Mass Media - James Glen Stevall
2. Television Production by Gerald Millerson and Jim Owens, Focal Press 2009
3. Television Production Handbook by Herbert zettl, Wadsworth Publishing Co. 2007
4. Video Production by Vasuki Relavadi, Oxford University Press 2008
5. Designing Brand Identity: A Complete Guide to creating, Building, and maintaining Strong Brands by Alina Wheeler
6. The Visual Display of Quantitative Information by Edward Tufte
7. Visual Communication: Image with messages. Lester, E Visual Elements of Arts and Design (1989) Longman Porter.
8. Video Production: Vasuki Belavadi- Oxford University 2014
9. Chatterji, P.C, (1988):Broadcasting in India, Sage, New Delhi
10. Masani, Mehra (1997) :Broadcasting and People, National Book Trust, New Delhi
11. Luthra, H.R. (1986) Indian Broadcasting, Publication Division, New
12. Akash Bharti (1987) National Broadcast Trust: Publication Division, New Delhi
13. Report of the Working Group on Television 'software for Doordarshan Vol.1&ll, (1985)
14. Publication Division, New Delhi
15. Hellard Robert, (1984) Writing for television and radio, Words worth Publishing Company,Belmont,
16. White, Tedel al, (1980), Broadcast News, writing, reporting and production, Macmillan, NY. 1984.

JMC 2.4	Editing	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

- CO-1** Apply the principle of editing, including fact-checking, language correction, and News story rewriting, to produce accurate and polished news content.
- CO-2** Create various types of headlines, including news and feature headlines, using established techniques
- CO-3** Use page designing softwares to design and layout newspapers
- CO-4** Make effective sense of language skills.
- CO-5** Demonstrate the ability to work collaboratively within an editorial department

Unit 1	Newsroom Organization- Small, Medium, and Big Daily-Editorial Staff Pattern; Role and Functions of the Editor, Sub-Editor, and Staff
Unit 2	Principles of Editing-Rewriting different copies-Computer Editing- Style Sheet. Techniques of Headline Writing - News and Feature Headlines-types and Functions of Headlines.
Unit 3	Editorials Function, Principles, Types; Letters to the Editor. Concept of Editorials Need for Editorials-Traits of Editorial Writers-Editorial Writing and Techniques- Contents of Editorial Page and Open-end Page-Concept of Advertorial.
Unit 4	Translation: Definition - Importance - Principles-Process of Translation - Techniques of Translation for Media - Challenges of Translation- Print and Electronic Media - Translating Advertisements - Translating Press Releases.
Unit 5	News paper Design and Layout- Front and Inside Pages- Computer Page Making software's, Principle & Techniques of Page Layout. Picture Editing and Caption Writing

Books of Reference:

1. News Editing- Bruce II Westley
2. The Art of Editing-P.K. Baskette and Jiz Sissors
3. The Sub-Editor's Companion- Michael Hides
4. The Simple Sub's Book-Lealie Sellers
5. Handling News paper Text-Harold Evans
6. News paper Design-Harold Evans
7. News Headlines-Harold Evans
8. News Reporting and Editing- K.M.Srivastava
9. Media and Translation - Christina Schaeffineo-Pub: Cambridge Scholars Publishing.
10. Good Writing for Journalist - Angela Phillips-Sage Publications.
11. How to Criticize books- O Hinkle and J Henry
12. ಪತ್ರಿಕೋದ್ಯಮ- ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು,
13. ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಎಂ.ವಿ.ಕಾಮತ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು,
14. ಚಲನ ಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು,
15. ಛಾಯಾಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಆಷೋಕ್ ಮೋಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 2.5	Feature Writing and Freelancing	Marks : 20+80=100
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COURSE OUTCOMES: (CO's). *After the completion of this course, students will be able to:*

CO-1 Elaborate the importance of feature writing

CO-2 Explain the principles of feature

CO-3 Identify the characteristics of freelancing

CO-4 Identify different types of magazines, writing and designing for different magazines

CO-5 Criticize and Review Books, Films and theater activities.

Unit 1	Basic of Feature Writing Definitions, Characteristics, Nature, Scope and Significance of Feature Writing, Qualifications of a feature Writer, Differences between News, Features and Articles.
Unit 2	Writing Features- Sources of Ideas, Collection of Materials, Anatomy of Feature, Presentation of Feature and Techniques of Feature Writing, Structures of Feature, Feature Syndicates.
Unit 3	Fundamentals of Freelancing- Meaning, Concept, Nature, Scope and Significance of Freelancing, Qualities of a Freelancer, Techniques of Freelancing, Sources of Freelancing, Tools of Freelancing and Recent Trends in Freelancing
Unit 4	Writing for Television-documentary Script writing Writing for Radio talks, documentary features etc.
Unit 5	Contents of Freelancing Article, Feature, Profile, Interview, Review, Column, Criticism, Letters to Editor, Blogs, Tweets, Ghost Writing and other forms of Freelancing, Citizen Journalism, Status of Freelancing, Challenges and Opportunities in Freelancing

Books of Reference

1. Louis Alexander- Beyond the Facts
2. Christene Hall. How to be a Freelance Journalist
3. R.K.Murthy Freelancing in India
4. Jogn Honenberg Professional Journalist
5. ನಿರಂಜನವಾನಳ್ಳಿ - ಪ್ರೀಲಾನ್ಸ್ ಪತ್ರಿಕೋದ್ಯಮ
6. ನಾಗೇಶ ಹೆಗಡೆ, ಮಾಧ್ಯಮ ಕರ್ನಾಟಕ (ಸಂ), ಬೆಂಗಳೂರು
7. ನಿರಂಜನ ವಾನಳ್ಳಿ- ನುಡಿಚಿತ್ರಗಳು
8. ಮಿತ್ರಮಾಧ್ಯಮ, ಬೆಂಗಳೂರು ಲಾರಿಗಳ ಖಾಸಗಿ ಕಾಲು,
9. ಪತ್ರಿಕಾ ಭಾಷೆ, ಪದ್ಮರಾಜ್ ದಂಡಾವತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
10. ವಾರಪತ್ರಿಕೆಗಳಲ್ಲಿ ನುಡಿಚಿತ್ರ, ಯು.ಬಿ.ರಾಜಲಕ್ಷ್ಮಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 2.6	Communication Skills (OEC)	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Explain the process of communication

CO -2 Demonstrate proper verbal and non-verbal communication skills

CO-3 Write accurate reports, letters and resume

CO-4 Prepare for various types of interviews

CO-5 Use social media in an effective manner

Unit 1	Communication- Definition and importance; Elements and Process of Communication; Communication Models.
Unit 2	Levels of Communication- Intrapersonal- Interpersonal- Group and Mass communication- Function of Communication - Intercultural Communication. Types of Communication- Verbal and Nonverbal- Various forms of Verbal and Nonverbal Communication- Body Language.
Unit 3	Art of Public Speaking- Techniques of Interpersonal Relationships- Art of Writing Business and Personal Letters, Art of Journalistic Writing, Group Dynamics- Leadership Styles.
Unit 4	Importance of good Communication in One's life- Improving your Communication Skills- Elements of Technical Writing- Preparing CVs. Career Skills: Applying for job. Interviews, Group Discussion.
Unit 5	Soft Skills: Empathy (Understanding of someone else points of view). Problem solving. Reflective thinking. Critical thinking. Negotiation skills.

Books of Reference:

1. Communication for Development in the Third World- Srinivas R Melkote, Sage Publication, New Delhi, 1991.
2. Mc Quali's Mass Communication Theory- Denis Mc Quail, Sage Publications.
3. Speech Communication- will D Brooks.
4. Communication Skills- Chris Cole.
5. ಸಂವಹನ ಕಲೆ, ಸೋಮಶೇಖರ ರಾವ್,
6. ಆಧುನಿಕ ಸಮೂಹ ಮಾಧ್ಯಮಗಳು, ಬಿ.ಎಸ್.ಚಂದ್ರಶೇಖರ್
7. ಪರಿಣಾಮಕಾರಿ ಸಂವಹನ ಕಲೆ, ನಿರಂಜನ ವಾನಳ್ಳಿ
8. ರೆಡಿಯೋ, ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ, ಬಿ.ಎನ್.ಗುರು ಮೂರ್ತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
9. ಸಂವಹನ, ಎನ್.ಉಷಾರಾಣಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

Third Semester

JMC 3.1	Media Research	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Define research and differentiate pure and applied research.
- CO-2 Trace the areas and problems of research in mass media fields.
- CO-3 Use various methodologies involved in communication research.
- CO-4 Identify the tools and techniques of media research.
- CO-5 Apply various techniques of data collection and data analysis methods using different statistical tools.
- CO-6 Adopt ethical principles involved in research.

Unit 1 -	Definition Elements of Research- Scope, Principles and Concepts- Scientific Communication Approach and Theories Role & Importance of Communication Research- Basic and Applied Research.
Unit 2	Research Design Components- Experimental, Quasi- Experimental, Descriptive, Exploratory, Bench Mark, Longitudinal Studies- Simulation- Panel Studies. Concepts- Variables and Hypothesis
Unit 3	Methods of Communication Research- Census Method, Survey Method, Observation Method- Clinical Studies- Case Studies- Content Analysis. Tools of Data Collection: Sources, Media Source Book, Questionnaire and Schedules, People's Meter, Diary Method, Filed Studies, Logistic Groups, Focus Groups, Telephone, Surveys, Online Polls.
Unit 4	Media Research- Evaluation, Feedback- Feed Forward- Media Habits- Public Opinion Surveys- Pre-Election Studies and Exit Polls, Market Research in Media Field. Sampling - Representativeness of the Sample, Sampling Errors and Distributions.
Unit 5	Report Writing- Data Analysis Techniques- Coding and Tabulation- Non Statistical Methods- Descriptive Historical. Readership- Audience Surveys. Preparation of Research Reports Project Reports. Ethical Perspectives of Mass Media Research.

Books of Reference:

1. Wimmer, Roger D and Dominick, Joseph R. (2013). Mass Media Research- An Introduction. Singapore: Thompson Wadsworth.
2. John Waite Bowers, John A. Courtright (1984) Communication Research methods, Scott, Foresman.
3. Frederick Williams, Ronald E. Rice, Everett M. Rogers (1988), Rice and Roger's; Research Methods and New Media(Vol-2).Free Press
4. H.J.Hsia (2015), Mass communication and Research Methods, Tylor and Francis
5. Denis McQuail, Peter Golding, Els De Bens (2005) Communication Theory and Research, Sage Publications.
6. Berger, Arthur Asa (2014). Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches. New Dlehi: Sage
7. Hansen, A.,& Machin, D. (2019). Media and communication research methods. London: Red Globe Press.

8. Jensesn, Klaus Bruhan (2012). A handbook of Media and Communication Research: Qualitative and quantitative methodologies. New York: Routledge.
9. Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). Qualitative communication research methods. New Delhi: Sage.
10. Merrigan, G. & Huston, C.L. (2019). Communication research methods. Oxford. Oxford University Press.
11. Nafiger, Ralph O and White, David M. (1999). Introduction to Mass Communication Research. Louisiana: Louisiana State University Press,
12. Ruddock, A. (2017). Exploring media research: Theories, practice and purpose. New Delhi: Sage.
13. Somekh, Bridget (2012). Theory and methods in social research. New Delhi: Sage.
14. Treadwill, Donald (2014). Introducing communication research: Paths of inquiry. New Delhi: Sage.
15. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನಗಳು ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ (ಹಂಪಿ ವಿ.ವಿ.)
16. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನ -ಎಂ ನಾರಾಯಣ,
17. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನ ಚ ನಾ ಶಂಕರ್‌ರಾವ್
18. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನಗಳು ಎಂ. ಶಿವಮೂರ್ತಿ,
19. ಸಂಶೋಧನೆ ಏಕೆ ಮತ್ತು ಹೇಗೆ- ಎಂ. ಚಂದ್ರ ಪೂಜಾರಿ.

JMC 3.2	New Media and Online Journalism	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Explain the basic characteristics of new media technologies.

CO-2 Explain the roles, functions and applications of various new media and online platforms

CO-3 Create digital presentations using multimedia elements.

CO-4 Use new media platforms to create journalistic contents in an ethical and responsible manner .

Unit 1	Internet- History, Evolution and Development, Internet as a Medium of Communication. Fundamentals of Internet, WWW, IP, Web Page, Website, Search Engines.
Unit 2	Features of online journalism- hypertext, multimedia; online aesthetics content, design, colours, font, templates, navigation bars, and hyperlinks. Techniques of writing for digital media Production, consumption and distribution.
Unit 3	Multimedia, Text, Image, Graphics, Audio, Video, Hypertext, Networking Topologies, Types of Servers, Server Software, and Internet Protocols Illustrations & Web Imaging.
Unit 4	Blogging, e-Paper, e-journals, e-Magazine, Copy right, Law and Ethics, Credibility, Participation, Modern Technology.
Unit 5	Internet Convergence; Culture, Subjectivity and Net; Cyber-crime and Regulations. Internet Impact on Culture, Daily Life of Individual, Usage in India.

Book for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press.
2. The New Media Handbook Andrew Dewdney and Peter Ride.
3. The Cyberspace Handbook – Jason Whittaker.
4. Breaking News, Sunil Saxena, Tata McGraw-Hill.
5. Media and Power James Curran.
6. Media, Technology and Society Brian Winston
7. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
8. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
9. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004
10. Menon, Narayana. The Communication Revolution. National Book Trust.
11. Pavlik J.V. Media in the Digital Age. Columbia University Press.
12. Everett M.Rogers, Communication Technology, The New Media in Society.
13. ಮಾಧ್ಯಮ ತಂತ್ರಜ್ಞಾನ Sibanthi Padmanabha K. V. & Shreesha M. Punacha,1 January 2022.

JMC 3.3	Documentary Production	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Identify the techniques of writing script for documentary

CO-2 Prepare storyboard for documentary shooting

CO-3 Adopt the camera handling techniques and explore various shots and angles

CO-4 Use various video editing softwares and explore video editing techniques.

Practical Components

1. Identify a topic related to social cause for documentary

2. Collect information through primary and secondary sources

3. Organize the collected information and write script for 10 minutes documentary

4. Plan shooting schedule and adopt the techniques of cinematography

5. Shoot according to the script and record bites

6. Edit the documentary using editing software's and add credits

7. Submit the documentary in a DVD along with script

JMC 3.4	Film Communication and Appreciation	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Trace the origin and development of world and Indian cinema

CO-2 Explain film production stages

CO-3 Critically review a film

CO-4 Identify recent trends in Indian, world and regional cinema

Unit 1	Origin and Growth of Cinema in the World; Contribution of Muybridge, Edison, Lumiere Brothers, Georges Melies, Edwin.S.Porter, George Eastman and W.D. Griffith. Nickelodeons, Length Films, Charles Chaplin and The Tramp, Rise of Studios
Unit 2	Development of Cinema in India, Silent Era, Talkies, Golden Age of Indian Cinema. Indian Parallel Cinema: Origin and Growth and Resurgence, Modern Indian Cinema, Growth of regional Cinema. Kannada Cinema.
Unit 3	Major Cinema Movements in the World German Expressionism, Soviet Montage, Italian Neo-Realism, French New Wave, Latin American Cinema, Hollywood Cinema, Japanese Cinema, African Cinema and Indian Cinema.
Unit 4	Film with other Art Forms- Film as an Art- Painting- Theatre- Literature and Music. Film Language and Grammar- Shot, Scene and Cut. Camera Distance, Camera Angles, Camera Movements, Lighting, Sounds Films and Film Editing Devices.
Unit 5	Film Institutions in India-NFDC, CBFC, Censorship Board, FTII. Film Festivals- National and International, Film Awards-National and International.

Book for Reference

1. Major Film Theories, An Introduction
2. How to Read a Film, 3rd Edition
3. Film Studies, The Basics - J. Dudley Andrew. James Monaco. Amy Villarejo.
4. Film Making - Tom Holden. — - Michael Rabiger.
5. Cinematography, Theory and Practice - Blain Brown.
6. Directing, Film Techniques and Aesthetics, 4th Edition
7. Introduction to Mass Communication, 4th Edition
8. A Guide to Filmmaking with Software Tools, Adobe Premiere and SoundForge.
9. Gupta Das, Talking about Films, Orient Longman, USA, 1981.
10. Jag Mohan, Documentary Films and Indian awakening.
11. Mass Communication, Indian Cinema Today, Indian Institute.
12. Mass Communication, Cinema in Development Countries, Indian Institute.
13. ಚಲನ ಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ, ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 3.5	Environment and Media	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Trace the origin and development of world and Indian environment

CO-2 Understand about natural resources

CO-3 Critically review natural calamities

CO-4 Identify relationship between media, environment and society

Unit 1	Media and the Environment- Definition, Scope and Importance. Natural Resources and Associated Problems: Forest Resources. Water Resources. Mineral Resources. Food Resources. Energy Resources. Land Resources. Role of an Individual and Media in Conservation of Natural Resources.
Unit 2	Media Coverage & Environmental Disaster- Environmental Pollution: Causes, Effects and Control Measures of Air Pollution, Water Pollution, Noise Pollution, Nuclear Hazards. Media and Disaster Management: Foods, Earthquakes, Cyclones and Landslides
Unit 3	Global Environmental Picture and International Summits: Major Global Environmental Issues and their Coverage with Focus on Climate Change, Air Pollution and Biodiversity Major Environmental Summits - Major Landmark Events, National and International Organizations,
Unit 4	Environmental Reporting: Environmental Reporting- Technique & Presentation Mode; Designing of Environmental Campaign with Examples. Reporting about Science, Policy and Public Health, Environment Reporting in Print, Audio Visual and Online. National and Local Environmental Issues and their Media Coverage.
Unit 5	Environment and Society: Environmental Journalism and Society, Major Environmental Movements in India, Role of NGOs in Environmental Conservation. Environmental Protection Acts. Tribunals.

Book for Reference

1. Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002.
2. Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Second Edition, Sage, 2000.
3. Keya Acharya, Frederick N. J. Noronha - The Green Pen: Environmental Journalism in India and South Asia, Allied Publication, 2003
4. Benny Joseph - Environmental Studies, Rawat publication, 2010
5. Blackswan R Rajagopalan - Environmental Studies 2nd Edition, orient, 2010
6. Riley E. Dunlap And William Michelson (Eds.) Handbook Of Environmental Sociology,
7. "Writing Nature; An ecological reader for writers," Carolyn Ross, St. Martin's Press, Inc.,
8. "Environmental Communication and the Public Sphere," Robert Cox, Sage Publications,

9. "The Natural Step for Communities; How cities and towns can change to sustainable practices," Sarah James and Torbjörn Lahti, New Society Publisher.

JMC 3.6	Media Production Techniques (OEC)	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Understand the evolution television and its growth in India.

CO-2 Handle the television programme production task independently.

CO-3 Gain the knowledge about different types of video cameras and this operations

CO-4 Produce different radio programmes for different group of people in the society.

CO-5 Understand the three stages of production.

Unit 1	Origin and Evolution of Radio and Television As a Medium of Communication- Radio and TV in India. Present Status, Impacts and Reach. Changing trends in Media Production.
Unit 2	Basics of Radio Programming- from Conception to Execution of Ideas. Various Stages of Production: Pre-Production, Production, Post Production. Planning and Production of Radio Programs.
Unit 3	Studio Equipment - Role of and Responsibilities of Production Crew and Team Producer, Director, Floor Manager, Camera Person, Sound Engineers, Lighting Director, Editors, Script Writer, Story Board Writer, Art Director etc., Production Design and Planning.
Unit 4	Script Writing to Story Boarding - Screenplay - Construction of Sequences Scenes Story Boarding - Production Planning - Concept - Design - Budget Audience Location - Production Management and Legal Considerations.
Unit 5	Introduction to Post Production, Marketing, Distribution, Packaging and Copyright Formalities.

Book for Reference:

1. Frederick Shook, Television Field Production and Reporting.
2. Rudy Bretz, Techniques of TV Production, Focal Press
3. Gerald Millerson, Techniques of Video Production.
4. Effective TV Productions by Gerald Millerson, Focal Press.
5. Gerald Millerson, Video Camera Techniques.
6. David Lusted and Christine Geraghty, The Television Studies Book.
7. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007
8. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
9. Bruce Barlitt, On Location Recording Technique.
10. Don Davis, Carolyn Davis, Sound System Engineering, Focal Press Publication.
11. Keith, The Radio Station, Focal Press Publication.
12. Eleslie Smith, Perspectives on Radio and Television, Happer and Row Publication.
13. ರೆಡಿಯೋ, ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ, ಬಿ.ಎನ್.ಗುರು ಮೂರ್ತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

Fourth Semester

JMC 4.1	Radio Programme Production	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

- CO-1 Explain the structure and functioning of operational radio studios
- CO-2 Use microphones and operate sound recording equipments and edit sound
- CO-3 Operate wide range of production equipments and accessories in TV studio setups
- CO-4 Create a variety of radio programs, including news broadcasts, radio features, documentaries, music-based programs, radio talk shows, interviews, and radio announcements
- CO-5 Write scripts for different kinds of radio programs.

Unit 1	Significance of radio as a medium of communication-Nature and characteristics of radio: Organizational set up of AIR station- Production, Marketing, Audience Research, News and Engineering, Creative Production Teams- Programme Planning and Execution, Programme Producer and Associates.
Unit 2	Broadcasting Techniques: Equipments used in a radio station- Techniques of Sound Recording- Software used for recording and editing- Types of Microphones, Audio Editing Procedures- Studio Based and Outside Broadcast Programme production.
Unit 3	Principles of Writing for Radio: Writing for ears- News Writing Techniques, Structure and Types of News and Current Affairs Programme, Interview Techniques, Radio Play, Reporting for Radio- Disc Jockeys
Unit 4	Radio Genres/Formats: Spoken Word Programmes; Radio Talks, Features, Discussion, and Interviews, Musical Programmes; Vocal and Instrumental, Classical, Semi Classical, Folk, Special Audience Programmes; Rural, Youths, Women and Children, Public Service Programmes; Health, Educational, Environment, Scientific Programmes, Interactive/Phone In Programmes.
Unit 5	An overview of AIR services; Vividh Bharathi Commercial Service, Private FM Commercial stations, Podcasting, Satellite Digital Broadcasting, Narrowcasting, Community Radio, Status of Educational Broadcasting in India.

Book for Reference :

1. Robert Hillard: Radio Broadcasting
2. Donald Miles: Broadcast-News Hand Book
3. Paul Sureya: Broadcast News Writing: Radio- The fifth Estate
4. H.S. Krishnaswamy Iyenger: 'Banuli Baravanige' (Kan), AIR.
5. Paul Maeseneer (Ed.): Here's the News
6. Bhatt S.C.: Broadcast Journalism.

7. ರೆಡಿಯೋ, ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ, ಬಿ.ಎನ್.ಗುರು ಮೂರ್ತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಆಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

JMC 4.2	Corporate Communication	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Define corporate communication, nature and scope of corporate communication
CO-2 Identify the functions of corporate communication.
CO-3 Enable the student to work with the corporate world of electronic media.
CO-4 Acquire knowledge about media relations and public relations
CO-5 Understand social responsibilities of corporate sector.

- Unit 1 Organization Structure: Structure and Characteristics of An Organization, Leadership, Communication Decision Making, Balance, Authority and Power, Communication Functions, Factors Influencing Communication, Flow of Communication in An Organization; Bottom-Up, Top Down, Vertical and Horizontal Barriers to Communication.
- Unit 2 Public Relation: Definitions, Historical Perspective, PR in the Era of Globalization, Public Opinion, Differences between Publicity, Propaganda and PR, PR as a Management Function, PR Counselling.
- Unit 3 Process of PR: Fact Finding, Planning, Implementation, Evaluation of PR Plans, Internal and External Publics, House Journals and their Contents, Crisis Management, Event Management, Ethics in PR, Handling Pressure Groups.
- Unit 4 PR Tools: Mass Media; Radio, TV, Cinema, Exhibitions, Events and Other Media for PR Exercises, Community Relations,
- Unit 5 Corporate Social Responsibility (CSR): PR for Various Types of Organizational and Individual Objectives, Professional Organizations; PRSI and Its Activities, Problems and Prospects of PR.

Book for Reference

1. Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill
2. Irwin Bhattacharya CB et. al. (2011). Leveraging corporate responsibility, London: Cambridge University Press.
3. Cornellsen, J P. (2004). Corporate communication: theory and practice, New Delhi: Sage.
4. Fernandez, Joseph (2004). Corporate Communications. Chennai: Sage.
5. Jaithwaney, J. (2010). Corporate communication: principles and practice, New Delhi: Sage.
6. Kaul, A & Chaudhri, V. (2017). Corporate communication through social media, New Delhi: Sage.
7. Oliver, S (2004). Corporate communication and public relations, New York: Routledge.

8. Smith. D. Ronald (2009). Strategic planning for public Relations. New York: Routledge.
9. Solis, Brain & Brcakenridge, Deirdre (2009). Putting the Public Back in Public Relations. Upper Saddle River: Pearson Education.
10. Theaker, Alison (2004). The handbook of public relations (2nd ed). Oxford hire: Routledge.
11. Alan T. Belasen (2008) The Theory and Practice of Corporate Communication: A Competing Values Perspective.
12. Balan K.R.: Lectures on Applied Public Relations.
13. Dennis L. Wilcox, Philip H. Ault & Warren K. Agee: Public Relations Strategies & Tactics.
14. Scott M.Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations. 4. Philip Lesley: Lesley's Public Relations Handbook
15. Kaul J.M.: Public Relations Handbook.
16. Argenti, Paul A. (2008). Corporate Communication. McGraw-Hill Irwin
17. Dolphin Richard. (1998). Fundamentals of Corporate Communications. Elsevier Publishers.
18. Fernandez, Joseph. (2004). Corporate Communications. Sage.

JMC 4.3	Intercultural Communication	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand Indian culture and customs.

CO-2 Review existing identities of different cultures

CO-3 Elaborate the importance of verbal and nonverbal communication practice in culture

CO-4 Understanding cultural diversity in India.

Unit 1	Introduction to Intercultural Study: Multi - Faceted Identity of Culture, Culture as a Social Institution, Value System, Growth of Media and Their Impact on Culture.
Unit 2	Intercultural Communication Patterns: Media as Intercultural Communication Vehicles, Barriers to Intercultural Communication, Globalization Effects on Culture.
Unit 3	Media as Culture Manufacturing Industry: Media as Cultural Institutions, Mass Culture Topologies, Indian Heritage, Cultural Values, Sources of Indian Culture, Dance, Songs, Art Forms, Influence of Various Foreign Cultures on India.
Unit 4	Folk Culture Heritage of India: Folk Songs, Drama, Theatre, Riddles, Stories, Indian Cultural and Literature, Heritage as Sources of Ideas for Film & TV Programmes.
Unit 5	Culture Communication & Folk Media. UNESCO's Efforts in the Promotion of Inter-Cultural Communication - Other Organization - Code of Ethics.

Book for Reference :

1. Culture & Communication - A World View KS Sitaram
2. Hand of Inter-Cultural Communication - Asante
3. An Outlines of Indian Philosophy - Hiriyanna
4. Culture, Communication & Social Change - P Joshi
5. The Effects if 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. Ramesh N. Rao, Avinash Thombre (2014) Intercultural Communication The Indian Context.
11. Fay Patel, Mingsheng Li, Prahalad Sooknanan (2011) Intercultural Communication Building a Global Community
12. Chen, G. M. & Starosta, W. (1998). Foundations of Intercultural Communication. Boston: Allyn and Bacon.
13. Gupta, N L. (2000). Cross Cultural Communication: Global Perspective. New Delhi: Concept Pub House.

14. Martin, J.N. & Nakayama, T.K. (2007). Intercultural Communication in Contexts. 4th Edition. Mountain View, CA: Mayfield.

JMC 4.4	Advertising	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

- CO-1** Explain the aims and objectives of advertising.
CO-2 Design and develop advertisements for modern media.
CO-3 Carry out market research related to advertising
CO-4 Plan and execute an advertising campaign.
CO-5 Explain the techniques of media planning and brand building.
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- Unit 1 Origin and Development of Advertising in World and in India: Definition and Nature of Advertising, Role of Advertising in Society and Business, Socio Economic Effects of Advertising, Status of Advertising industry in India, Marketing Mix.
- Unit 2 Structure and Function of Advertising Agency: Structure and Functions, Top Advertising Agencies In The World and In India, Advertising Copy, Elements of Advertising; Headline, Slogans, Body, Colour, Trademarks, Illustrations, Logo, Visualization, Themes and Appeals.
- Unit 3 Kinds of Advertisements: Product, Service, Institutional, Industrial, Public Service and Public Awareness Advertisements, Retail Advertising, Corporate Advertising, Political Advertising, Classified, Outdoor, Social Marketing.
- Unit 4 Advertising Campaign: Principles and Techniques of Advertising Campaigns, Producing Advertisements; For Print, Radio, Television and Online, Media Selection; Media Mix, Media Planning,
- Unit 5 Professional Organizations of Advertising in India.

Book for Reference

1. Batra Rajiv, (2009) Advertising Management, Prenticepublication
2. Al Ries & LaoraRies, (2009)the Fall of Advertising and the Rise of PR, Harper Business Publication.
3. David A. Aaker, Rajeev Batra, John G. Myers ·1992 Advertising Management, Prentice Hall
4. Clow and Baack, (2012) Integrated Advertising Promotion and Marketingcommunication, Prentice Hall PTR
5. Jeweler Jerome, (1998) Creative Strategy in Advertising , Wadsworth Publishing Company
6. Sethi and Chunnawala ,(2008) Advertising Theory and Practice, Himalaya Publishing House
7. Frank Jefkins ,(2016) Advertising Made Simple, Elsevier Science
8. Sethi and Chunnawala,(2008) Foundations of Advertising in India, Himalaya Publishing House

9. Chunawalla, S A and Sethia, K. C. (2006). Foundations of advertising theory and practice. (6th ed.). New Delhi: Himalaya.
10. Lewis, M, Spignesi, S (2017). Outdated advertising. US: Simon and Schuster.
11. Ogilvy, David (1985). Ogilvy on advertising. New York: Random House.
12. Ogilvy, David (2011). Confessions of an advertising man, New York: Atheneum Books.
13. Pandey, Piyush (2015) Pandeymonium: Piyush Pandey on advertising, New Delhi: Penguin Books India.
14. Roman, Kenneth and Griffin, SM (2009) The King of Madison Avenue: David Ogilvy and the making of modern advertising, New York: Macmillan.
15. Sandage C H, Fryburger, Vernon and Rotzoll, Kim (2003). Advertising theory and practice. New York: Aitbs Publishers.
16. Schwab, Victor O. (2013). How to write a good advertisement: A short course in copywriting, US: Eco Points Books and Media.
17. Valladares, June A. (2000). The craft of copywriting. New Delhi: Sage.
18. Vilanilam, J V and Varghese A K. (2004). Advertising basics: A resource guide for beginners. New Delhi: Sage.
19. B.S. Rathor; Advertising Management
20. Chunnawala: Advertising Theory and Practice
21. Frank Jefkins: Advertising Made Simple
22. Wastson, Rinehart and Winston: Advertising
23. John R. Possiter and Larry Percy: Advertising Communication and Promotion Management
24. Thomas Russell and Glenn Verrill: Otto Cleppner's Advertising procedure

JMC 4.5	Dissertation	Marks : 20+80=100
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Identify problems and issues of Electronic media, Mass Communication and Allied areas.
- CO-2 Review existing literature and find the research gap
- CO-3 Determine important research objectives and formulate the research questions.
- CO-4 Collect research data using appropriate tools and techniques.
- CO-5 Analyze data and different aspects of Report writing.
- CO-6 Write the research report with citations and bibliography.

- Unit 1 Introduction: Identifying various mass media problems, Topic about media – Folk forms of India, folk achievers, Radio, TV, Online, Digital, Social Media Uses and Users of different media, Influence of mass media on users (Selection and finalization of the topic for project work) (Time limit: first 2 weeks during the semester) *Submission of synopsis and first progress report: Evaluated for 5 Marks*
- Unit 2 Review of literature: A study of existing PhD thesis and dissertations available Study of online resources, Book reviews, Articles and journals (Time limit: 3 weeks after defining/finalizing project title) *Submission of second progress report: Evaluated for 5 Marks*
- Unit 3 Methodologies: Adopting appropriate methodologies: Survey, Content analysis, Case study, focus group for the study, Preparation of data collection tools, Data Collection, Data tabulation, Creating tables and charts and analyze the data, Results and conclusions (Time limit: 2 weeks after reviewing existing data and early studies) (Time limit: 4 weeks after designing tools of data collection) *Submission of second progress report: Evaluated for 5 Marks*
- Unit 4 Prepare the final report of the project and submit by semester end: (Time limit: 3 weeks after data collection)
- Unit 5 Preparation of viva-voce examination held after final submission of the thesis.

JMC 4.6 A	Study tour	Marks : 50
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Media tour is compulsory and it is an academic obligation all students must take part in the study tour. Study tour will be held after completion of 3rd semester. During study tour all students must visit various media houses and submit study tour report. Report will be evaluated for 50 marks.

JMC 4.6 B	Internship	Marks : 50
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The internship is compulsory for all the students. They shall work in any recognized media institution as an internee for a period of one month (i.e. 4 weeks) after the completion of the fourth semester examination.

The internee should compulsorily produce a certificate issued by the head of the concerned media institute.

If the student fails to submit the completion of internship certificate from the media institute, the original marks cards of the concerned students will be held up until the submission of internship certificate.