

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



University of Mysore

(Estd.1916)

M.A. JOURNALISM AND MASS COMMUNICATION

Choice Based
Credit System
(CBCS)



UNIVERSITY OF MYSORE

Department of Studies in Journalism and Mass Communication

Manasagangothri, Mysuru-570006


Regulations and Syllabus

Master of Journalism and Mass Communication (M.A.)

(Two-year semester scheme)

Under

Choice Based Credit System (CBCS)


Chairman - BOS
DOS in Journalism and Mass Communication
Manasagangothri, MYSURU-570 006

UNIVERSITY OF MYSORE
GUIDELINES AND REGULATIONS LEADING TO MASTER OF
JOURNALISM AND MASS COMMUNICATION

Programme Details

Name of the Department : Department of Studies in Journalism and Mass Communication

Subject : Journalism and Mass Communication

Faculty : Arts

Name of the Programme : Master of Journalism and Mass Communication

Duration of the Programme : 2 years- divided into 4 semesters

Program Outcomes

- Acquire journalistic skills to be employed in print and electronic media.
- Develop a critical and analytical mindset which may help the students to face competitive exams such as UPSC, KPSC and the like.
- Acquire the ability to promote professional standards.
- Make the individuals adapt to emerging technologies which will equip them in the age of digitalization.
- As the age of information has arrived, the degree holders will be able to utilize their skills to hilt and advance in their professional careers.
- Acquire technical knowledge of production and learn softwares that will help them advance in their careers.

Program Specific Outcomes

- Understand the theoretical and practical aspects of the field of Journalism.
- Acquire knowledge of the use of various tools of mass communication.
- Adopt technologies for the collection and dissemination of news.
- Acquire knowledge to carry out research projects in the field of Journalism.
- Acquire knowledge for in-depth reportage.





M.A. DEGREE COURSE STRUCTURE AND SYLLABUS

First semester

Sl. No.	Paper code	Paper Title	Type of Core	Total Credits	L	T	P	Week/ Hour
1		2	3	4	5	6	7	8
1.1	14101	Introduction to Communication & Journalism	H C	4	3	1	0	5
1.2	14109	Advanced Reporting & Editing	H C	3 1 - Practical	2	0	2	6
1.3	14110	New Media and Computer Skills	H C	3 1 - Practical	2	0	2	6
1.1		Mandatory Softcore Lab-Journal Production - 1*	SC	1	0	0	1	2
1.2	14106	Translation & Journalistic Writing	SC	3 1 - Practical	2	0	2	6
1.3	14111	Advanced Business Communication	SC	4	3	1	0	5
1.4	14112	Magazine and Photo Journalism	SC	3 1 - Practical	2	1	1	6
				17	15	3	7	36

Second semester

Sl. No.	Paper code	Paper Title	Type of Core	Total Credits	L	T	P	Week / Hour
1		2	3	4	5	6	7	8
2.1	14161	Communication Theories	HC	4	3	1	0	5
2.2	14142	Newspaper and Media Management	HC	4	3	1	0	5
2.3.	14121	Basics of Radio & TV Broadcasting	HC	3 1 - Practical	2	0	2	6
2.1		Mandatory Softcore Lab Journal Production -	SC	1	0	0	1	2

		2						
2.2	14163	Development Communication	SC	4	3	1	0	5
2.3	14125	Corporate Communication	SC	4	3	1	0	5
2.4	14169	Kannada Journalism	SC	4	3	1	0	5
2.5	14126	Health Communication	SC	4	3	1	0	5
2.6	14130	Communication Skills	OE	4	4	0	0	4
				21	24	6	3	42

Third semester

Sl. No.	Paper code	Paper Title	Type of Core	Total Credits	L	T	P	Week / Hour
1		2	3	4	5	6	7	8
3.1	14141	Communication Research Methods and Application	HC	4	3	1	0	5
3.2	14123	Media Laws & Ethics	HC	4	3	1	0	5
3.3	14164	Advanced Radio & TV Program Production	HC	3 1 - Practical	2	0	2	6
3.1	✓	Mandatory Softcore Lab Journal Production - 3	SC	1	0	0	1	2
3.2	14150	Environmental Communication	SC	4	3	1	0	5
3.3	14149	Folk Media	SC	4	3	1	0	5
3.4	14148	intercultural Communication	SC	4	3	1	0	5
3.6	14151	Film Appreciation	OE	4	4	0	0	4
				21	21	5	3	37

Fourth semester

Sl. No.	Paper code	Paper Title	Type of Core	Total Credits	L	T	P	Week / Hour
4.1		Advertising and Management	HC	3 1 - Practical	2	0	2	6
4.2	14144	Comparative Journalism	HC	4	3	1	0	5
4.3		Dissertation Work	HC	4	2	2	0	6
4.1		Mandatory Softcore Media Internship	SC	1	0	0	1	2
4.2	14167	Agricultural Communication	SC	4	3	1	0	5
4.3		Film Studies	SC	4	3	1	0	5
4.4	14129	Political Communication	SC	4	3	1	0	5
4.5		Global Communication	SC	4	3	1	0	5
				17	19	7	3	39

HC 1.1 Introduction to communication and journalism:

Course outcomes

The students will be able to:

- Understand the evolution of media
- Analyze the manner in which media functions in various political set ups in the world.
- Learn about the strengths and limitations of the media and journalists in various societies.
- Understand the various models of communication.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

HC 1.2 ADVANCED NEWS REPORTING AND EDITING

- To understand the advanced concepts of reporting and editing.
- To acquire the qualities of a reporter.
- Acquire journalistic skills of news gathering and its various elements such as sources of news, reporting various types of news such as speech, sports, crime, budget, politics and others.
- Obtaining editing skills such as news editing, techniques of headline writing, editorial writing techniques for editorial page, newspaper designing and layout, picture editing, role and functions of the editorial staff.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

HC 1.3 NEW MEDIA AND COMPUTER SKILLS

Course outcomes

The students will be able to:

- Provide practical training for using computers and their programs with the intention of equipping the student to use technology in reporting and editing.
- Laying emphasis on blogging and content writing that are the emerging trends in journalistic and creative writing.
- Enable the student to write blogs and create content.
- Acquire working knowledge of softwares such as Adobe photoshop, Adobe Pagemaker, and video editing softwares such as Final Cut Pro.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.



- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 1.1: LAB JOURNAL PRODUCTION

Course outcomes

The students will be able to:

A hands on approach to journalism as students will be in-charge of bringing out their own issue of a newspaper.

- Introduction to paper designing softwares such as Quark Express and Pagemaker.
- Report writing, feature writing will be at the core of the paper.
- Hands on training in pagination.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 1.2 TRANSLATION AND JOURNALISTIC WRITING

- Obtaining translation skills to ensure news articles can be easily translated from vernacular languages to English and vice versa.
- Practical exercises on translation and journalistic writing are assigned to the students.
- Acquire translation skills in vernacular and English languages.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.

- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 1.3 ADVANCED BUSINESS COMMUNICATION

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- Acquire the required skills to make a career in Business Journalism.

Understand the features of business newspapers and business TV channels.

- Acquire the qualities and ethics of a business journalist.
- Develop the writing skills to report business articles, features, interviews, editorials, and analytical reports.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 1.4 MAGAZINE AND PHOTO JOURNALISM

- Understand the various concepts of Magazine and Photo Journalism.
- Develop an entrepreneurial mindset on how to start a magazine.
- Grasp the editorial concepts of a magazine, tools to build readership, creating revenue from magazine sales and advertising, writing articles, features and interviews for magazines.
- Acquire photography skills to become a photo journalist.
- Understand the camera as a device and its parts and types, camera accessories, types of lens and films.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.

- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SECOND SEMESTER

HC 2.1: COMMUNICATION THEORIES

- Provide an understanding of the various theories of communication including the normative theories.
- Acquire an understanding of the process of communication and how media has its effects on a society and the general populace.
- Understand the application of the theories.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

HC 2.2: NEWSPAPER AND MEDIA MANAGEMENT

- Acquire knowledge of the working of a newspaper.
- Understand the manner in which a news organization functions.
- Learn about the process of registration of a newspaper.
- Understand the process of news production, media economics.
- Learn about the rules and regulations related to the accreditation of journalists.
- Understand the media business and management concepts which one needs to engage in the media business.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.

- Lecture, Tutorial, and practical.

HC 2.3: BASICS OF RADIO AND TELEVISION BROADCASTING

- Acquire skills to write scripts for radio and television.
- Understand the techniques such as background research, concept, drafting, narration.
- Learn the importance of developing themes and training in languages used for radio and television broadcasting.
- Understand the target audience and curate scripts for target audiences.
- Acquire skills to produce documentaries, live chat shows, phone-in programmes, creating story boards, screenplay, constructing scenes.



Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 2.1 LAB JOURNAL PRODUCTION

- In this paper, the students are given training on more advanced software for pagination and journal production. This is included with the purpose of familiarising the students with the software and technology used in the media houses. The students will individually produce a 4 page lab journal as part of the practical.
- Once the students complete this paper, they will be able to use the pagination software independently and do pagination in a media house.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
 - Classroom discussions and brainstorming.
 - Discussion with the professors and among the students.
 - Assignments, seminars, fieldwork, and practicals.
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- Lecture, Tutorial, and practical.

SC 2.2 DEVELOPMENT COMMUNICATION

- Understand the role played by communication in transforming societies.
- Learn about the role of development communication in ensuring overall development of a society.
- Highlight the various socio-political issues in a society as a media representative.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 2.3 CORPORATE COMMUNICATION

- Learn about the various communication tools employed in an organization
- Understand the need for communication in organizations.
- Learn about top-down, bottom-up communication models employed by organizations.
- Analyze the pivotal role played by corporate communication and public relations.
- Recognize the crisis that arises in an organization and come up with crisis management strategies.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.



SC 2.4 KANNADA JOURNALISM

- Realize the importance of Kannada journalism and cover news stories at the regional level.
- Draw inspiration from eminent Kannada journalists and adapt their philosophy and work ethics to rise in the field of journalism.
- Acquire writing skills required in the field of Kannada journalism.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 2.5 HEALTH COMMUNICATION

- Analyse the role of media in disseminating health related information through health communication.
- Employing various tools and techniques of communication to spread information.
- Create awareness about healthcare among the masses using media.
- Understand the crucial role played by media in health communication.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

DE SC 2.6 COMMUNICATION SKILLS (OPEN ELECTIVE)

- Acquire communication skills to advance ones personal and professional life as communication skills is a sought after skill by employers.

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- Adopt various communication skills and practices to be a well rounded individual.
- Recognize the key role of communication skills in the global context.
- Differentiate between good communication practices and poor communication practices.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

• **3.1 COMMUNICATION RESEARCH METHODS AND APPLICATION (Hard Core)**

- Understand the importance of research in the field of media.
- Develop a research mindset.
- Recognize the importance of knowledge creation in the field of media studies.
- Acquire basic knowledge of research methodologies which may spark an interest in research.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

H.C 3.2 MEDIA LAWS AND ETHICS

- Recognize the legal provisions for media professionals.
- Understand the various media laws that a journalist is expected to adhere to.
- Imbibe ethics that are required and expected from a media professional.

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- Understand the role played by various media associations and provisions to journalists that are enshrined in the constitution.
- Recognize the laws that regulate media and encompass different types of media including broadcast television, internet and print media.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

HC 3.3 ADVANCED RADIO AND TV PROGRAMME PRODUCTION

- Recognize the features of radio and tv programme production.
- Acquire skills to produce radio and tv programmes.
- Understand the changing demands of the electronic media industry.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 3.2 3.4 ENVIRONMENTAL COMMUNICATION

- Understand the role played by media in advocating for a better environment during the age of environment crisis.
- Acquire necessary skills to address the problem of climate change using journalistic skills.
- Acquire expertise in reporting on environmental issues.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.

sc. 3.1

mandatory soft core
Lab Journal production - 3 → ?

- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 3.3 3.5 FOLK MEDIA

- Understand the importance of folk media.
- Acquire an interest in the preservation and conservation of folk media through communication.
- Learn about how folk media has been an effective means of communication.
- Understand the process of communication through traditional media such as drama, music, puppetry, dance and the like.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

SC 3.4 3.6 INTERCULTURAL COMMUNICATION

- Understand various socio cultural groups and the communication process of various cultures.
- Acquire skills to communicate with various social groups.
- Learn about the pivotal role communication plays across various social and cultural spheres.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.

- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

DE-36 3.7 **FILM APPRECIATION**

- Understand the importance of cinema as a medium of communication.
- Learn about the art form and critique it.
- Exploring the aesthetics of cinema.
- Understand the concept of filmmaking.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

Fourth Semester

MC **4.1 ADVERTISING AND MANAGEMENT**

- Understand the importance of advertising and how it is essential for the functioning of a media house.
- Recognize the various forms of advertising.
- Explain the role of advertising agencies and the functions of the advertisement department of a media organization.
- Analyze the implications of advertising on media.

Pedagogy:



- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

4.2 COMPARATIVE JOURNALISM

- Understand the macro-level of journalism.
- Recognize the institutional and cultural framework in which journalism takes place.
- Differentiate and find similarities in the functioning of media between two different countries.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

4.3 – DISSERTATION

- Students carry out a minor research project in the fourth semester with guidance from a faculty member.
- Dissertation helps in inculcating a research mindset.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.



- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

Mandatory Soft Core 4.1 - Media Internship Work

- A mandatory one month internship at a media organization – print or electronic, advertising agency, PR agency, corporates, or an NGO approved by the department council to find their calling.
- Foreign nationals if any are also required to finish their internship to secure the degree.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

Soft Core 4.2 AGRICULTURAL COMMUNICATION

- Recognize the field of agriculture and understand its importance in today's world.
- Acquire reporting skills to report on agriculture.
- Explain the role of agriculture in a society through reportage.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.



Soft Core 4.3 FILM STUDIES

- Understand the various aspects of filmmaking.
- Acquire filmmaking skills.
- Understand the theoretical, historical, and critical aspects of filmmaking.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

Soft Core 4.4 POLITICAL COMMUNICATION

- Understanding the flow of information in various societies and countries based on their political climate.
- Recognizing the policies of various governments and the framework of a media house in various political conditions.
- Understanding the transmission of information among politicians, policy makers, the media, and the public.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.



Soft Core 4.5 GLOBAL COMMUNICATION

- Recognize the global role of communication.
- Understand the means and technologies through which the world is connected.
- Analyze the technologies that aid the concept of a global village.
- Highlight the needs and demands of communication in a global aspect.

Pedagogy:

- Classroom lecturing is employed as the main method of teaching.
- Classroom discussions and brainstorming.
- Discussion with the professors and among the students.
- Assignments, seminars, fieldwork, and practicals.
- Lecture, Tutorial, and practical.

