

# I TO IV SEMESTER CBCS 2011-13

UNIVERSITY OF MYSORE

DEPARTMENT OF COMMUNICATION AND JOURNALISM

Credit based, choice based continuous assessment pattern

Honor's Degree Program/ PG Diploma Program

## First Semester

Paper title	Type of core	Total credits	L	T	P
HC 1.1: Introduction to Communication and Journalism	HC	4	3	1	0
HC 1.2: Reporting	HC	4	3	1	0
HC 1.3: Editing	HC	4	3	1	0
SC 1.1: Advertising	SC	4	3	1	0
SC 1.2: Newspaper Management and Production	SC	4	3	1	0
SC 1.3: Web Journalism	SC	4	3	1	0
SC 1.4: Translation and Journalistic Writing	SC	4	3	1	0
SC 1.5: Contemporary issues in Media	SC	4	4	0	0
SC 1.6: Computer Skills for Media	SC	4	1	1	2

## Second Semester

Paper title	Type of core	Total credits	L	T	P
HC 2.1: Basics of Radio TV Production	HC	4	1	1	2
HC 2.2: Media and Current Affairs	HC	4	2	2	0
HC 2.3: Media Law and Ethics	HC	4	4	0	0
SC 2.1: Photojournalism	SC	4	1	1	2
SC 2.2: Corporate Communication	SC	4	3	1	0
SC 2.3: Advertising Practices	SC	4	3	1	0
SC 2.4: Writing for Radio	SC	4	3	1	0
SC 2.5: Writing for TV	SC	4	3	1	0
SC 2.6: Feature Writing	SC	4	3	1	0
OE 2.1: Communication Skills	OE	2	2	0	0
OE 2.2: Public Relations	OE	2	2	0	0

L – LECTURE

T – TUTORIAL

P – PRACTICAL

### **Third Semester**

<b>Paper title</b>	<b>Type of core</b>	<b>Total credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
HC 3.1: Communication Theories	HC	4	4	0	0
HC 3.2: Media Management	HC	4	4	0	0
HC 3.3: Specialized Reporting	HC	4	3	1	0
SC 3.1: Comparative Journalism	SC	4	3	1	0
SC 3.2: Radio Programme Production*	SC	4	1	1	2*
SC 3.3: TV Programme Production*	SC	4	1	1	2*
SC 3.4: Science and Technology Communication	SC	4	3	1	0
SC 3.5: Intercultural Communication	SC	4	4	0	0
SC 3.6: Folk Media	SC	4	4	0	0
SC 3.7: Political Communication	SC	4	4	0	0
OE 3.1: Media and Social Concerns	OE	2	2	0	0
OE 3.2: Marketing Communication	OE	2	2	0	0

### **Fourth Semester**

<b>Paper title</b>	<b>Type of core</b>	<b>Total credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
HC 4.1: Communication Research Methods	HC	4	4	0	0
HC 4.2: Major Project	HC	4	1	3	0
HC 4.3: Media Internship and Practice**	HC	4	0	1	3**
SC 4.1: Radio and TV Production*	SC	4	1	1	2*
SC 4.2: Film Journalism	SC	2	2	0	0
SC 4.3: Development Communication	SC	4	4	0	0
SC 4.4: Agricultural Communication	SC	4	4	0	0
SC 4.5: Magazine Journalism	SC	4	3	1	0
SC 4.6: Multimedia*	SC	4	1	1	2*
OE 4.1: Media and Environment	OE	2	2	0	0
OE 4.2: Kannada Press	OE	2	2	0	0

***\*Practical examination in the C3 component should be conducted for 50 marks and a total of 150 should be converted for 100 marks***

L – LECTURE  
T – TUTORIAL  
P – PRACTICAL

## **FIRST SEMESTER**

### **Hard Core 1.1 Introduction to Communication and Journalism**

- I. Definition, Nature and Scope of Journalism – Qualifications, Duties and Responsibilities of Journalists – Journalism as a profession –Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media. Journalistic Terminologies
- II. Four theories of press – professional organizations; ABC, INS, AFWF, AINEC, Karnataka Media Academy.
- III. Communication; Definition, Nature and Scope of Communication — Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non – verbal Communication.
- IV. Communication models; Shannon and Weaver, Lasswell, Communication Social Change, Communication and Economic Development, Communication and Political Modernization – Media and Political Economy.

#### **Books of Reference**

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall Mc Luhan
7. Folk Media for Development – N. Usha Rani
8. Theory & Practice of Journalism – B N Ahuja
9. Mass Media and National Development – Wilbur Schramm
10. Passing of Traditional Society – Daniel Lerner
11. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
12. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
13. Theories of Mass Communication – Melvin L DeFluer and Sandra J Ball, Longman Publications
14. Educational TV in India: Challenges and Issues – N.Usha Rani- Discovery Publishing House, New Delhi, 2006.

## Hard Core 1.2 – Reporting

- I. Meaning and Nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – Process of Accreditation from Central and State Governments .
- II. News; Definition, Elements, Sources and Types – Lead and Body – Types of Lead. Structure of News – Format of News Writing.
- III. Techniques of Reporting – Tools of News Gathering – Interview – Types and Techniques.
- IV. Reporting Crime – Speech – Sports – Foreign – Accidents – Budget – Development; Reporting Executive – Legislature – Judiciary; Investigative Reporting .Objectivity in Reporting – Advocacy Reporting, Ethics in Reporting.

### **Books for Reference**

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism =- M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman’s Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
15. ~~News Reporting and Editing – K. M. Srivastava~~

### Hard Core 1.3 – Editing

- I. Newsroom Organization – Small, Medium, and Big Daily – Editorial Staff Pattern; Role and Functions of the Editor, Chief Sub-Editor, Sub-Editors, News Editors and Staff.
- II. Principles of Editing – Rewriting different copies – Computer Editing – Style Sheet.  
Techniques of Headline Writing – News and Feature Headlines – types and Functions of Headlines.
- III. 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 Op – ed Page – Concept of Advertorial.
- IV. Newspaper Design and Layout – Front and Inside Pages- Computer Page Makeup; Principle & Techniques of Page Makeup . Picture Editing and Caption Writing;

#### **Books for Reference**

1. News Editing – Bruce H 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. The Techniques of Clear Writing – Robert Gunning
6. Handling Newspaper Text – Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames
10. News Reporting and Editing – K. M. Srivastava
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## **Soft Core 1.1 Advertising**

- I. Origin and Development of Advertising in the World and in India - Advertising, Definition, Nature and Scope, Advertising and Society, Types of Advertising.
- II. Advertising and Propaganda, Publicity and PR – Advertising Agency; History, Structure, Organization, Functions, Commission System.
- III. Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media, Newspapers, Magazines, Radio, TV, Outdoor, Direct and Mail Order,
- IV. Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic Media – Scheduling Advertisements – Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.

### **Books for Reference**

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

## **Soft Core 1.2 – Newspaper Management and Production**

- I. Management Concept and its Application in Newspaper Organization – Organization Setup of a Newspaper.
- II. Newspaper Registration, Types of Ownership Patterns and Operation, Merits and Demerits – Small Newspaper – Problems and Prospects.
- III. Factors Affecting Newspaper Production – Newspaper Economics: Finance, Revenue, Expenditure, Raw Materials, Purchase of Machinery.
- IV. Circulation, Management, Promotion and Problems of Circulation, Status and Working Conditions of Newspaper Employees. Arranging the Newspaper Production Plant – Resources, Problems, Financial & Legal Issues.

### **Books for Reference**

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

### **Soft Core 1.3 - Web Journalism**

- I. Basics of computers-Hardware and Software- Modem, Hard disk, CDROM, Control Panel, CPU, Internet Explore, Email- Search Engines; Google, Yahoo. Netscape and others.
- II. Internet- History and Structure, Internet Explorer, Email- Search Engines; Google, Yahoo, Netscape and others. -HTML basics – Web Design and Web Development –Web Development Tools - DREAMWEAVER, Flash, Final Cut Pro, AVID- Publishing your own web page.
- III. Online Journalism- Writing for the web-multimedia writing-world wide web writing-applied interactive newspapers-cyberjournalism-webcasting-information design.
- IV. Blogging – Blogging software and Technique -The Public Sphere in the Internet Era- Emergence of Collaborative Citizen Journalism- Cyber Laws of India- Code of Ethics in Web Media.

### **Books for Reference**

1. Producing for the Web ( Media Skills)- **Jason Whittaker, 2000.**
2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – **Timothy Garrand.**
3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – **Stephen Pite.**
4. Absolute beginner’s guide to computer basics- Michael Miller.
5. Discovering Computers 2007: A Gateway to Information, Complete – **Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.**
6. Clear Blogging: How People blogging are changing the world and how you can join them – **Bob Walsh.**
7. Hands on guide to video blogging and podcasting – **Damien Stolarz.**
8. Journalism and New Media – **John V.Pavlik.**
9. 21<sup>st</sup> century journalism – a practical guide – **Andras Nyiro and others..**
10. The Idea of Public Journalism – **Theodore L.Glasser**



## **Soft Core 1.4 - Translation and Journalistic Writing**

### **I**

#### **Translation**

Definition – Importance – Types of Translation – Theories of Translation – Tools of Translation – Process of Translation – Translation in the Globalization era – Inter Semiotic Translation.

### **II**

#### **Translation for the Media**

Elements of Media Translation – Techniques of Translation for Media – Challenges of Translation between Vernacular Languages and English and Vice Versa for Print and Electronic Media – Translating Advertisements – Translating Press Releases.

### **III**

#### **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.

### **IV**

Translation Exercise Practical exercise in translation for Print Media and Practical exercise in Journalistic Writing.

#### **Books for References**

1. Understanding Media: Madhall Mchuhan – Pub: Rantidge Classics.
2. Language the Basics: R.L. Transk
3. Semiothes: The Basics: Divid Chandar – Pub: Foundation Books, New Delhi.
4. "ÁµÁ «eÁÉZÁ a ÁE® vÁUÁ: qÁ. JA.azÁEÁZP ÁEWÖ - ¥Á r.«.PÉ a ÁEWÖ, a ÁE, ÁEgÁ.
5. Aspects of Language and Translation: Steiner G – Pub: Oxford University Press.
6. The Scandals of Translation: Lawrence Venuti.
7. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing.
8. Good Writing for Journalist - Angela Phillips – Sage Publications.

**Soft Core 1.5 - Contemporary Issues in Media (seminar)**

1. The syllabus will be framed by the concerned teacher based on the political, economic, social, scientific, cultural, crime and sports issues widely reported, discussed and debated in the mainstream media consisting of print, electronic and new media during the semester.
2. The examiners for the theory examination of this paper shall confine only to the issues that are prescribed and discussed during that semester.

## **Soft Core 1.6 - Computer Skills for Media**

- I. **Computer Basics** - Basic Software and Hardware, Operating System, Installation (Software) Operation, Typing Basics
- II. **MS Office** - Word, Power Point, Excel etc., Creating Charts, Graphs, Tables etc.
- III. **Basic Photo Editing** - Adobe Photoshop, Corel Photo Paint, Windows Photo Manager
- IV. **Basic Designing for Print and Web Media Internet Usage** - E-mail, Data Downloading, Uploading, Data Transfer, File Sharing, Streaming Media, Web Casting, Podcasting, Web Cam, Live Transfer of Audio and Visual Data, Blogging, Social Networking (Face Book, Twitter, Orkut etc.), Desk Top Conferencing, Online Communication, LAN, WAM, INTRANET, Google Earth Usage.

### **Books for reference**

1. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B.Shelly and Misty E. Vermaat, March 10, 2009
2. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010
3. Desktop publishing and design for dummies – Roger C. Parker
4. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
5. Learning web design – A beginner's guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
6. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010
7. Word 2010 all-in-one for dummies – Daug Lowe
8. Powerpoint 2010 all-in-one for dummies – Peter Weverka
9. Blogging all-in-one for dummies – Susan M Gunelius, June 8, 2010.

## SECOND SEMESTER

### Hard Core 2.1 – Basics of Radio and TV Programme Production

- I. Radio production; Different programme formats – production crew – radio studio, acoustics, recording equipment, types of microphones.
- II. TV Programme Production - Stages of Production – TV Crew- Principles of Scripting for TV.
- III. Camera – Types, Functions and Operations – Basic shots, movements and angles- Types of Lens and functions- Visual Composition.Light- Characteristics of Light, Types of Light ; 3-point Lighting and others-Types of Lighting Equipment, Lighting effects. Sound – Importance of audio in video – characteristics of sound – types of microphones – audio work station and its functions.
- IV. Editing and Post Production Techniques – Analogue, Non-linear Editing –Principles of Editing.

#### **Books for Reference**

1. Techniques to TV Production – Rudy Bretz (McGraw Hill)
2. Video Production Handbook – Miller (Focal Press)
3. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal
4. Basic TV Staging – Millerson Gerald (Focal Press)
5. Video Camera Techniques – Millerson Gerald (Focal Press)
6. TV Sound Operations – Glyn Alkin
7. Sound Techniques for Video- TV Media Manual Series (Focal Press)
8. Techniques of TV Production – Gerald Millerson
9. TV Production Handbook – H Zettel
10. Audio – Visual Journalism – B N Ahuja
11. TV Production – Allan Wurtzel
12. Introduction to TV Journalism – S Kaushik
13. Broadcast journalism – S.C.Bhatt

## **Hard Core 2.2 – Media and Current Affairs**

- I. Political Thought: What is ideology; Left, Centre and Right in Politics- Concept of power ; Fascism, Feudalism, Capitalism, Communism, Humanism.
- II. Neo-Imperialism, Neo colonialism, Gandhism, Nehruvian Socialism, Modernism and post modernism, Human Rights, Terrorism.
- III. Economic Issues: Economic growth, GNP, Inflation, Recession; Issues related to poverty, unemployment; Economic reforms, Liberalization, privatization and globalization.
- IV. Social Issues: Social stratification, social exclusion and inclusion; Issues related to tribal population, Child Rights; Concept of gender, Feminism, Patriarchy and Male domination; Matriarchy, Hegemony, Sexual Harassment, Gender discrimination.

### **Books for reference**

1. Political Ideologies: Their Origins and Impact – Leon P. Baradat
2. Contemporary Political Ideologies – Lyman Towe Sargent
3. Ideals and Ideologies – Tevence Ball and Richard Dagger
4. Political Ideologies – Andrew Heywood
5. The Puzzle of Modern Economics – Roger Backhouse
6. Basic Economics – Thomas Sowell
7. Economics in Lesson – Henry Hazlitt
8. Economics: The Basics – Michael J. Mandel
9. Ambedkar on Social Exclusion and Inclusion – Sukhadeo Thorat and Narendra Kumar
10. Participatory Citezenship: Identiry, Exclusion and Inclusion – Ranjita Mohanty and Rajesh Tandon.

### **Hard Core 2.3 – Media Law and Ethics**

- I. Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties – Directive Principles of State Policy
- II. Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Law of Defamation, Seditious, Obscenity, The Censorship – The Law of Parliamentary Privileges
- III. Right to Information – Right to Privacy, Case Studies – The Official Secrets Act 1923, The Copyright Act, The Press Council of India, The Contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act, Rules of Newspaper Registration.
- IV. Press Commissions – Laws relating to Broadcasting and Advertisement in India – Cyber Laws – Indecent Representation of Women’s Act 1986.

#### **Books for Reference:**

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

## **Soft Core 2.1 – Photojournalism**

- I. Photo Journalism: History of Photography and Photo Journalism. Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers and News Value, Types and Sources.
- II. Selection, Criteria for News Photographs – Channels of News Pictures – viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo – presentation.
- IV. Camera – Components and Types of Camera, Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipments – Camera Accessories – Picture appreciation.
- V. Digital Camera – Digital Technology and its future – Darkroom Infrastructure – Film developing and Printing.

### **Books for Reference**

1. Basic Photography – Newnes
2. The Hamlyn Basic Guide to Photography – Hamlyn
3. History of Photography – Cyernshem G R
4. Photo Journalism – Rothsteline
5. Techniques of Photo Journalism – Milten Feinberg
6. Photo Journalism Manual – Bergin
7. Picture Editing – Stanley E Kalish and Clifton C Edom
8. News Photography – Jack Price
9. 1000 Ideas for better News Picture – High Sidley and Rodney Fox
10. Press Photography – Rnede and Mc Cal
11. Pictures on a Page: Photo Journalism, Graphic and Picture Editing – Evans
12. Photo Journalism: The Professional's Approach – Kebre
13. Newspaper Photography: A Professional View of Photo Journalism today – John
14. Practical Composition in Photography – Bruck
15. Photographic Color Printing: Theory and Technique – Current

## **Soft Core 2.2 – Corporate Communication**

- I. Importance of Corporate Communication- Nature, Meaning of Corporate Communication- Corporate communication practices- organizing, budgeting.
- II. Functions of Corporate Communication: brand strategy, media relations, internet communication, corporate advertising, ,corporate identity, intranet communication, marketing communication, public relations, crisis communication, annual report, corporate mission statement, training and employee development, technical communication, , issue management, ethics code.
- III. Government relations, corporate culture, corporate philanthropy, employee/internal communication, executive communication/speeches, reputation management, community relations, labor relations, investor relations,
- IV. CSR: Corporate Social Responsibility- its importance, CSR focus areas and practices: environmental conservation, energy conservation, disaster management, workplace health and safety, consumer rights advocacy, community development.

### **Books for references:**

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



### **Soft Core 2.3 – Advertising Practice**

- I. Nature and scope of advertising: Advertising concepts, evolutions of advertising; role of advertising in modern society; socio and economic impact of advertising; advertising agencies, types of advertising agencies; planning advertising campaigns.
- II. Brand positioning – creative strategies – creating ads for FMCG products – Brand promotions and sales promotions.
- III. Writing advertisement copy: Writing advertisement copy for print media, radio and television; visualization, layout, illustration, color; elements of advertisement copy; headline, sub-headline, text, slogan, logo, trade mark. Writing for different media.
- IV. Marketing communication: Role of advertising in the marketing communication process; the importance of marketing to advertising; the key participants in the marketing process' consumers, markets, marketers; consumer behavior from the advertisers perspectives; communication strategies for global marketing; globalization of the media and world wide advertising.

#### **Books for references**

1. Advertising, principles and practice - William Wells.
2. Marketing management - Philip Kotler.
3. Advertising and promotion an integrating marketing communication perspective – George E. Belch.
4. Advertising Procedure – Otto Kleppner
5. Ogilvy in Advertising – David Ogilvy
6. What is in a brand? Building brand equity – Philip John Jones, Tata Mc Graw Hill, New Delhi
7. Advertising media planning – Sisson Z.Jack and Lincoln Bumba
8. Brand positioning: strategies for corporate advantage – Subroto Sengupta, Tata Mc Graw Hill.
9. Advertising principles and practice – Chunawala and Sethia

### **Soft Core 2.4 – Writing for Radio**

- I. The principle scripting for radio, developing themes, proposal for radio treatment, language for radio, programmed formats and script for radio.
- II. Story board script format, radio drama, script design, voiceover and narration.
- III. Writing for special viewers, programme for children, women, farmers and youth issue based programme. Documentaries, talk show, phone-in and emerging formats.
- IV. Writing news, reports for radio, conducting news interviews, techniques of using sound bites, news heading techniques voice modulation and pronunciations.

#### **Books for references**

1. Radio and guide to broadcasting techniques – Evans
2. Handbook bradcasting – Waldo Abbot and A Rider
3. Broadcasting and the people \_ Mehra Malrani
4. Writing for TV and radio - Robert Hellard.
5. Modern radio production – O'Donnell Lewis B., Philip Benoit and Carl.Hausman
6. Radio programming :Tacts and Strategy – Eric G.Norberg
7. Writing and Producing Radio Dramas – Esta De Fossard

## Soft Core 2.5 – Writing for TV

- I. Sources of idea for writing script – Research for developing script ; writing communication synopsis – Nature, types and characteristics of script – Visualization, Images
- II. Script writing to story boarding; Screenplay; construction of sequence, scenes. Storyboard. Writing to entertain, script format drama, script design, voice over and narration.
- III. Writing for special audience, programme for children, women, farmers and youth, issue based programme.
- IV. Writing news, reports for TV, conducting news interviews, techniques of using sound bits, news reading techniques voice modulation and pronunciations. Tele serial scripts, documentary, talks how sitcoms, phone in quix and emerging formats, film and TV language and its grammar.

### **Books for references**

1. Techniques to TV Production – Rudy Bretz (McGraw Hill)
2. Video Production Handbook – Miller (Focal Press)
3. Basic TV Staging – Millerson Gerald (Focal Press)
4. TV Sound Operations – Glyn Alkin
5. Understanding TV – Prager
6. Techniques of TV Production – Gerald Millerson
7. TV Production Handbook – H Zettel
8. Audio – Visual Journalism – B N Ahuja
9. Writing for TV & Radio – Robert Hellard
10. TV News – Fang L F
11. TV Production – Allan Wurtzel
12. Introduction to TV Journalism – S Kaushik
13. Writing and Producing for TV and Film – Esta De Fossard

## **Soft Core 2.6 – Feature Writing**

- I. Feature: Definition and Characteristics – Structure of a Feature – Types of Feature, difference between feature and news.
- II. Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Feature Syndicates.
- III. Illustrations – Illustrating the write-ups with photographs, drawings, maps, caricatures- Freelance techniques.
- IV. Review: Definition, Types of reviews – Book review, Film review, Drama review –Difference between review and criticism, Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists-Leading columnists in English and Kannada.

### **Books for Reference:**

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elme Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets – hennessy
5. Before My Eyes: Film Criticism and Comment – Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing
7. Freelancing – R K Murthy
8. Suddiyashte Alla – Niranjana Vanalli
9. ಉಪಲಕ್ಷಣ - ಸಾಹಿತ್ಯ ವಿಮರ್ಶೆ
10. How to write articles – Thompson ARCO

## Open Elective 2.1 Communication Skills

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

### **Books for reference**

1. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
2. Communication models for the study of Mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
3. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
4. Theories of Mass Communication – Uma Narula
5. Folk Media for Development – N Usha Rani
6. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
7. Speech Communication – William D Brooks
8. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol. III – Techmedia Publications.
9.  $\int \text{A}^a \text{P} \text{E} \text{P} \text{T} \text{E} \int \text{E} \text{A}^a \text{M} \pm \text{A} \text{R} \text{G} \text{A} \text{g} \text{A}^a \text{i}.$
10.  $\text{Cz} \text{A} \text{P} \text{A} \int \text{P} \text{A} \text{E} \text{O} \text{A} \text{A} \text{A} \text{Z} \text{P} \text{A} \text{U} \text{M} \text{A} - \text{C} \text{J} \int \text{i} \text{Z} \text{A} \text{Z} \text{A} \text{R} \text{G} \text{i}.$
11.  $\int \text{J} \text{U} \text{A}^a \text{M} \text{P} \text{A} \text{j} \int \text{A}^a \text{P} \text{E} \text{A} \text{P} \text{T} \text{E} - \text{A} \text{g} \text{A} \text{d} \text{E} \text{A}^a \text{A} \text{E} \text{M} \text{i}$
12. Communication Skills – Chris Cole.

## **Open Elective 2.2 - Public Relations**

### **I Unit**

Concept of Public Relations, Nature and Scope of Public Relations, Functions of Public Relations, Evolution of Public Relations in the World and India, Public Relations in Public and Private Sectors.

### **II Unit**

Organizational Set-up of Public Relations, Qualifications and Responsibilities of Public Relations Officers, Infrastructural Facilities in PR Department, Process of Public Relations – Fact Finding, Planning, Programming, Communication Evaluation.

### **III Unit**

Types of Public Relations, Internal and External Publics, Stock Holder Relations, Supplier Relations, Distributor Relations, Customer Relations, Government Relations, Media Relations, Community Relations, Employee Relations.

### **IV Unit**

Tools of Public Relations

Institutional Publications, Publicity, Propaganda, Persuasion, Advertising, Media Conference, Application of New Media, Special Events Management, PR Education and Training, Professional Organizations in PR, PR Research, Ethics in Public Relations.

### **Books for references**

1. The profession and the practice – Otis Baskin and Craig Aronoff
2. Communication and public relations Columbus ohio merril – Pill Quirke
3. Person and education – Scott M Cutlip
4. Organizational Communication- Gary L.Kreps
5. Inside Organizational Communication- Gary L.Kreps
6. Corporate Communication – Paul A.Argenti
7. Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes
8. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti
9. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
10. Corporate Communications: Theory and Practice – Joep P.Cornelissen

## **THIRD SEMESTER**

### **Hard Core 3.1 – Communication Theories**

- I. Introduction to mass communication theory; Defining and redefining mass communication; emergence of scientific perspective on mass communication; Eras of Mass society and Mass Culture. Magic Bullet theory, Lasswell's Propaganda theory, Lippmann's theory of public opinion.
- II. Normative theories - The origin of normative theories of media; Libertarian theory and Social Responsibility Theory of the Press.
- III. Limited effects theories: Paradigm shift in Mass Communication theory; Two-step flow of information and influence, Limited Effects Theory - Attitude change theories- information flow theory, diffusion theory.
- IV. Rise of cultural theories in Europe – Marxist theory – The Frankfurt School and Neomarxist theory. Media and audiences: Uses and gratification, development reception studies, Marshal McLuhan's Medium is the message; agenda setting, Media as a culture industry, Cultivation approach. Globalization and Media.

#### **Books for reference**

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J.Baran and Dennis K.Davis
6. Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach

### **Hard Core 3.2 – Media Management**

- I. Principles of management: definitions, functions, management process, economic media, economic impact on media - FDI influence and media management.
- II. Media organization structure: organization structure of Indian media, print and electronic media, ownership patterns of Indian media, newspapers, magazines television, radio networks.
- III. Print media, economy of newspaper, production cost operation, non operation revenue aids, selling of space commercial print job, budgeting, promoting strategies circulation and revenue, readership measurement system ABC, NRS, INS and NI.
- IV. Economy of radio and television production - cost operation and non operation budgeting, market for Indian television programmes, cost and revenue. Selling time and marketing. Concept of marketing mix and media management.

#### **Books for references**

1. The Indian media business – Vanith Kohli Kandeka, 2006.
2. Media organization management – James Redmind and Robert, 2004.
3. Total quality management – Halur C.
4. Fundamental and marketing – Stantton and Charles F.
5. Transitioned media – Edited by Gali Einav
6. Media Management: A casebook approach – Jan Wicks LeBlanc and others
7. Media Management – K.Suresh
8. Media Management – Andrej Vizjak and others
9. Advertising and Media Mangement – Meena Devi
10. Management of Electronic Media – Alan B.Albarran



### **Hard Core 3.3 – Specialized Reporting**

- I. News perspectives: principles of news, changing values of news, news as purposive behavior, news as propaganda, are the five W's and one H still relevant? Writing for changing time-brief, crisp and to the point, does news has mere informational value or is it a form of knowledge?
- II. Routine reporting: A typology of events, accidents, scandals, speeches and covering celebrities, page 3 reporting sunshine stories, court and legislative reporting, press conferences planted stories and superficial events. Crime and sports stories, interviews.
- III. Specialized reporting: in-depth analysis of events and individuals, Journalists and Activism, Sting Reporting, New Trends in investigative reporting; Reporting communal riots, terrorism and Naxal issues. Nationalism and reporting.
- IV. Gatekeeping and News reporting and professionalism: some constrains, defining objectivity, pressures, political, economic and sociological and intra organizational controls, owner and editor's relationship, professional norms and ethics.

#### **Books for references**

1. News: A reader – Howard Tumber
2. Making news – A handbook of media in contemporary India – Uday Sahay
3. The Indian reporters guide – Richard Critchfield
4. Tell me no lies – John Pilger
5. Tell me no lies: Investigative journalism and its triumphs – John Pilger
6. The new rulers of the world – John Pilger
7. Media control: The spectacular achievements of propaganda – Noam Chomsky
8. All the President's Men – Carl Bernstein
9. The Journalist's Handbook – Kim Fletcher
10. Guardians of power: The myth of the liberal media – David Edwards
11. Manufacturing consent: The political economy of the mass media – Edward S.Herman.
12. Headlines from the Heartland – Sevanti Ninan
13. 21<sup>st</sup> Century Journalism in India – Edited by Nalini Rajan
14. Whose News? – Ed: Ammu Joseph

### **Soft Core 3.1 – Comparative Journalism**

- I. Development of Newspaper and Periodicals in USA – Milestones in the history of American Journalism; Development of British Newspapers and Magazines – Milestones in the history of British journalism.
- II. History of Journalism in India – Early Newspapers; Contribution of English Language Press to Freedom Struggle; Regional Language Press and Freedom Struggle.
- III. Profile of Newspapers; Indian Express, Statesmen, The Hindu, Hindustan times, Times of India, Free Press Journal, National Herald, Anand Bazar Patrika, Amrita Bazar Patrika, The Tribune.
- IV. History of Kannada Journalism – Kannada Press in Pre - Independent India; Profile of Prominent Newspapers of Kannada.

#### **Books for References**

1. Indian Journalism – Nadig Krishnamurthy
2. History of Indian journalism – S. Natarajan
3. A History of the Press in India – S. Natarajan
4. Journalism in India – Rangaswami – Bhargava
5. American Journalism – Frank Luther Mott
6. The Press in America – Edwin Emery
7. March of Journalism – Harold Herd
8. Role of the Press Laws and Communication – B. N. Ahuja
9. History of Press, Press Laws and Communication – B. N. Ahuja
10. The World's Greatest Dailies – Merrill and Fishes
11. Freedom Movement and the Press – The Role of Hindi Newspaper – M. Gopal
12. History of Indian Press: Growth of newspapers in India – B. N. Ahuja
13. ಪ್ರತಿಭಾ ವಿಸ್ತಾರಣೆ – ಜಿ.ಎ. - ಗುರುಗಾತಿ
14. ಪ್ರತಿಭಾ ವಿಸ್ತಾರಣೆ - ಸಾಹಿತ್ಯ - ಅ.ಎ.ಎ.ಎ.ಎ.
15. 21<sup>st</sup> Century Journalism in India – Ed: Nalini Rajan – age Publications

### **Soft Core 3.2 – Radio Programme Production\***

- I. Writing for radio: Basic principles of writing for radio – language – types of radio scripts.
- II. Interview for radio – planning and preparation – telephone interview, and on the spot interview, news conference.
- III. Reporting for radio – writing – Format of radio news, packaging, Style sheet , writing radio news reports – techniques, strategies, sound bites, use of language, accent and pronunciation. Editing a new bulletin. Preparing script for news anchoring. Anchoring music and other entertainment programmes.
- IV. Radio production: Production elements of radio programmes: speech, narration, dialogue, sound effect, music, silence. Presentation of radio programme – job of the presenter – broadcast speech, delivery modulation, projection of voice. Production of interactive programmes and live programmes.

#### **Books for references**

1. Radio and guide to broadcasting techniques – Evans
2. Handbook broadcasting – Waldo Abbot and A Rider
3. Broadcasting and the people \_ Mehra Malrani
4. Writing for TV and radio - Robert Hellard.
5. Modern radio production – O'Donnell Lewis B., Philip Benoit and Carl.Hausman
6. Radio programming :Tacts and Strategy – Eric G.Norberg
7. Better broadcast writing - better broadcast news – Greg Doffs.
8. A guide to scripting for TV, Radio and Film – Ronald wolfe.
9. Brand Bollywood – Derek Bose
10. Bollywood – Rajender Kumar Durah
11. Bollyworld – Raminder Kaur and Ajay J. Sinha

***\*Practical examination in the C3 component should be conducted for 50 marks and a total of 150 should be converted for 100 marks***

### **Soft Core 3.3 – TV Programme Production\***

- I. The production process; Proposal writing and budgeting – Writing for Television: TV – News writing – research, visualization and production script.  
TV reporting – interview techniques, news bulletin formats – voice over, sequencing and edition news packages; investigative reporting, economic reporting, sports reporting – human interests stories, news feature and news analysis.
- II. TV news editing: Planning, production and compilation of news programme, writing lead in / introduction to news packages, headline writing, teasers, promos.
- III. TV Anchoring: Voice broadcast skills, pronunciation, facing a camera, eye contact, use of teleprompter, live studio, Interviews, moderating TV studio discussions, anchoring chat shows.
- IV. Editing – Animation and Graphics, Voice over, Dubbing, Mixing , Titling, Mastering.

#### **Books for references**

1. Successful television writing – Lee Goldberg William Rabkin
2. Better broadcast writing - better broadcast news – Greg Doffs.
3. A guide to scripting for TV, Radio and Film – Ronald wolfe.
4. Techniques to TV Production – Rudy Bretz (McGraw Hill)
5. Video Production Handbook – Miller (Focal Press)
6. Basic TV Staging – Millerson Gerald (Focal Press)
7. TV Sound Operations – Glyn Alkin
8. Understanding TV – Prager
9. Techniques of TV Production – Gerald Millerson
10. TV Production Handbook – H Zettel
11. Audio – Visual Journalism – B N Ahuja
12. Writing for TV & Radio – Robert Hellard
13. TV News – Fang L F
14. TV Production – Allan Wurtzel
15. Introduction to TV Journalism – S Kaushik

***\*Practical examination in the C3 component should be conducted for 50 marks and a total of 150 should be converted for 100 marks***

### **Soft Core 3.4 – Science and Technology Communication**

- I. Definition, Nature and Scope for Science and Technology Communication, Importance and Functions of Science, Purpose of Science, Evolution of Science. Major Scientific Activity in India, Scientific Institution, Scientific Organization and Personalities.
- II. Role of Government, Non-Governmental and Institutional Organization in the Department and Promotion of Science. Role and Function of Mass Media in Publishing, Public Education and Promotion of Science and Technology in India.
- III. Aims and Objectives of Science Coverage in Media, Types of News Stories in Mass Media, Sources of Science News.
- IV. Writing Science Stories- Editorial, Articles, Features and Investigative Reports, Policies, Ideas, Writing Science Stories And Promoting Scientific Temper Through Media, Emerging Trends.

#### **Books for Reference**

1. Science and Media – Peter Forage
2. History of Science – J D Burnel
3. Science and Education in Under developing states – Philips H
4. How to Write and Publish Scientific Papers – Bay Robert
5. Handbook of Science Communication – Anthony Wilson
6. The MIT Guide to Science and Engineering Communication – Muriel Zimmerman
7. The Hands-on Guide to Science Communicators: A Step-by-Step Approach to Public Outreach – Lars Lindberg Christensen
8. Science Communication in Theory and Practice – S.M.Stockmayer, M.M.Gore and C.Bryant

### **Soft Core 3.5 – Intercultural Communication**

- I. Culture: Definition, Culture as a Social Institution – Value Systems; Primary & Secondary, Eastern & Western perspectives.
- II. Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication.
- III. Modern Mass Media as Vehicles of Inter-Cultural Communication – Barriers – Religious, Political & Economic Pressure – Conflicts.
- IV. Impact of New-Technologies on Culture – Globalization Effects on Culture and Communication. Mass Media as a Culture Manufacturing Industry. Communication & Folk Media – Character – Context & Functions.

#### **Book for Reference**

1. Culture & Communication – A World View - K S 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 of Mass Communication - Joseph Klapper
6. Mass Culture, Language & Arts in India - M L Apte
7. Media, Culture & Communication - S Banerjee
8. Media, Culture & Society – A Critical Reader - R Collins
9. Folk Music & Mass Media – Shayam Parmer
10. Cross Cultural Prospective in Human Development – Ed: T.S.Saraswathi

### **Soft Core 3.6 – Folk Media**

- I. Origin and meaning of the concept 'folk media' – characteristics of folk media – relevance of folk media in modern society.
- II. Classification of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.
- III. Popular folk arts in Karnataka and their use in development communication: Yakshagana, Harikathe, Puppetry, Gee Gee & religious folk songs Dollu kunitha, Veeragase, Kamsale. Popular folk media forms of Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Punjab.
- IV. Integrated use of Folk Media and Mass Media – role of government agencies like Song and Drama Division, Information and Publicity Department, Yakshagana Academy, prominent folk artists.

#### **Books for References:**

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

### **Soft Core 3.7 - Political Communication**

- I Meaning, nature and scope of political communication -politics, democracy and media- Political communication theories and effects - Media effects of political communication-political marketing : advertising and political PR
- II Role of media in political communication - Agenda setting theory- Spiral of Silence - Consensus Gatekeeping vs Propaganda models — Four theories of press - Normative theories of press
- III Public opinion - polls, reliability and validity of public opinion polls - conducting of public opinion -public opinion and audiences- Guiding public policies - media and foreign policy of the government-Media and policymaking
- IV Political ideology -left, right and centre media and terrorism - Media power in politics - Role of Media in Elections and its impact -media and political campaigns

#### **Books for reference**

1. An introduction to political communication - Brian McNair
2. Political communication in a new era: a cross national perspective - Gadi Wolfsfeld, Philippe J.Maarek.
3. Mediated politics: communication and the future of democracy-W. Lance Bennett
4. Comparing political communication:Theories, Cases and Challenges - Frank Esser, Barbara Pfetsch
5. Politics, media and modern democracy - David L.Swanson, Paolo Mancini
6. Politics and the Press : the news media and their influences - Pippa Norris
7. The media , politics and public life - Geoffrey Craig
8. Comparing media systems-Daniel C.Hallin, Paolo Mancini
9. Four theories of the press-Fred Seaton Siebert, Theodore Peterson, Wilbur Schramm
10. Normative theories of the media Journalism in democratic societies - Clifford G.Christians, Theodore Glasser, Dennis Mc Quail, Kaarle Nordenstreng, Robert A.White
11. Mass communication theory : Foundations, Ferment and Future -Stanley J.Baran, Dennis K.Davis.
12. Democracy and the media : a comparative perspective - Richard Gunther, Anthony Mughan.
13. Political communication-Steven Foster
14. Key concepts in Political communication - Darren G.Lilleker
15. Media power in politics - Doris A.Grabber



### **Open Elective 3.1 Media and Social Concerns**

- I. Critical analysis of the role the media play in the architecture of democracy and the effect of political, economic, cultural, and technological factors on the operation of the media.
- II. National and international issues of censorship and government control, media and conflict (including civil militancy and violence, and peace initiatives).
- III. The organization and ownership of media, the value of media diversity and pluralism, gender, ethnic, religious and racial sensitivity, issues of social class, poverty, development, and public health, the impact of technological change, advertising, and trends such as celebrity journalism and “infotainment”, the media’s role as critic.
- IV. The effect of news coverage on the public, and the ways in which governments exercise power and communicate through the media. National and international and an introduction to different journalistic cultures and practices.

#### **Books for references**

1. Media and culture an introduction to mass communication – Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia – An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition – Joseph Dominick
5. Conflict sensitive journalism – Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society – Arthur Asa Berger
8. Media and Society: challenges and opportunities – Edited by Vir Bala Aggarwal
9. New Media and Society – Ed: Nicholas Jankowski – Pub: Sage Publications

## **Open Elective 3.2 - Marketing Communication**

### **Unit I**

Nature of Marketing Managements, Types of Products and Service for Marketing. Organisation of Marketing Features, Marketing Concepts, Products, Production and Selling, Marketing Environment, Micro and Macro Environment.

### **Unit II**

Product Positioning Consumer Behaviour, Buying Process Models – Marketing Mix – Elements, Such as Product, Price, Promotion, Distribution – levels of Products – New Product Development, Production Lifecycle Price Strategies, Branding, Labeling and Price.

### **Unit III**

Marketing Communication – Definition, Nature and Scope Publicity, Advertising, Public Relation, Personal Selling, Sales Promotion, Direct and online Marketing.

### **Unit IV**

Introduction to Media, Types of Media for Advertising, Media Economics, Events and Sponsorships – Creating Sponsorship Proposals, Media, Planning and Media Selection.

### **Books for reference**

1. Marketing Communication – John Egan
2. Marketing Communication: An Integrated Approach – Paul Russell Smith and Jonathan Taylor
3. Strategic Integrated Marketing Communication – Larry Percy
4. The New Rules of Marketing and PR – David Scott
5. Marketing Communication: A Brand Narrative Approach – Micael Dahlen, Fredrik Lange and Terry Smith
6. Integrated Marketing Communication: Creative Strategy from Idea to Implementation – Robyn Blakeman
7. Marketing Communication – John R. Rossiter and Steven Bellman.

## FOURTH SEMESTER

### Hard Core 4.1 – Communication Research Methods

- I. Nature and Meaning of Research – Types of Research – Pure and Applied – Types of Communication Research – Print and Electronic Media Research.
- II. Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis, Meaning, Characteristics and Importance – Research Design – Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling.
- III. Types of Research- Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study.
- IV. Data Collection – Questionnaire, Interview Guide, Observation Methods, Rating Scales. Data Analysis. Research report writing and techniques – statistical analysis, Ethics of research.

#### **Books for reference**

1. Scientific Social Surveys and Research – Pauline V Young
2. Research: An Introduction – Robert Ross
3. Sociological Research Methods – William J Good, Paul K Gat
4. Research in Education – John H Best, James V Than
5. Experimental Design in Behavioral Research – K D Broota
6. Research Methodology Methods Techniques – C R Kothari
7. Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
8. Communication Research for Development – The ISRO Experience – Joshi Aggarwal
9. Qualitative Communication Research Methods – Thomas R Linglog
10. Media Analysis Techniques – Arthur Asa Berger
11.  $\int \dot{A}^a \dot{A} \dot{A} \dot{F} \dot{P} \dot{A} \int \dot{A} \dot{A} \dot{E} \dot{A} \dot{Z} \dot{E} \dot{A} \ll \dot{Z} \dot{A} \dot{E} \dot{U} \dot{M} \dot{A} - \odot \int \dot{J} \dot{I} \dot{Z} \dot{A} \dot{Z} \dot{A} \dot{R} \dot{G} \dot{A} (\circ \dot{A} \dot{I} \ll \cdot \ll .)$
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14.  $\int \dot{A}^a \dot{A} \dot{A} \dot{F} \dot{P} \dot{A} \int \dot{A} \dot{A} \dot{E} \dot{A} \dot{Z} \dot{E} \dot{A} \ll \dot{Z} \dot{A} \dot{E} \dot{U} \dot{M} \dot{A} - \dot{J} \dot{A} \cdot \dot{Z}^a \dot{P} \dot{A} \dot{E} \dot{W} \dot{O}$

### **Hard Core 4.2 – Major Project**

1. Students shall work on a project in IV semester
2. It is compulsory for all the students
3. The topics shall be approved by the Department Council.
4. All the Faculty Members shall guide the students

#### **Minor/Major Project Evaluation**

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

Component – I (C<sub>1</sub>): Periodic progress and progress reports (25%)

Component – II (C<sub>2</sub>): Results of work and draft report (25%)

Component – III (C<sub>3</sub>): Final viva-voce and evaluation (50%). The report evaluation is for 40% and the viva-voce examination is 10%.

The (C<sub>3</sub>) (Component-III) for both minor and major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner.

### **Hard Core 4.3 – Media Internship and Practice**

1. Internship is mandatory for the students of M.C.J.
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 anywhere in the country. However, foreign nationals can undergo internship in recognized media institutions outside India.
5. Training in private banks or BPOs or event based management activities will not be considered as internship unless approved by the Department Council. Only Journalism related activities in those institutions will be considered as internship.
6. It is the responsibility of the Department Council to arrange for the internship of the students.
7. The student shall produce the certificate in original in support of the completion of the internship. The certificate shall be documented in the department and shall not be returned to the students. Further, students have to submit a report of the work done during internship for evaluation.
8. Internship carries 1 CREDIT.
9. The Department council collectively evaluates the performance of the student during internship based on individual report and the certificate of completion.
10. Non completion of the internship shall disqualify the student from receiving the MCJ Degree.
11. The student shall bear his/her own expenses during the internship programme.
12. The students shall adhere to the discipline and code of conduct prevalent in the host institution during the internship.
13. The students shall earn 2 CREDITS for editing lab journal Manasagangotri and daily e-Journal, the official practice journal of the department. Marks will be awarded on the basis of what they have published during the course and what they have contributed to the lab journal and daily e-Journal during their study period in the department.
14. Proofs submitted by the student shall be evaluated by the Department Council. Published works of the students in outside publications carry additional marks. Student's contribution and editing of Lab Journal, 'Manasagangotri' carries marks. Students are required to submit all the published works and Lab Journals and daily e-Journals to the office for evaluation at the end of the fourth semester.

### **Soft Core 4.1 – Radio and TV Production\***

- I. Principles of scripting for radio and television - Developing themes, proposals for radio and television – Treatment- Language for radio and television -Programmed formats and scripts for radio ; Interviews, Documentaries, Commercials , Features and Sports.
- II. Production of Radio News Bulletins – Technical preparations and content preparation for News production.
- III. Production of Radio documentary – Production of Radio Commercial Writing script and story board and production process.
- IV. Production of TV documentary and TV Commercial– scripting and story board and production process.

#### **Books for Reference:**

1. Radio: A Guide to Broadcasting Techniques – E Evans
2. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
3. Techniques to TV Production – Rudy Bretz (McGraw Hill)
4. Broadcasting and the People - Mehra Massani (NBT)
5. Video Production Handbook – Miller (Focal Press)
6. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal
7. TV Sound Operations – Glyn Alkin
8. Techniques of TV Production – Gerald Millerson
9. TV Production Handbook – H Zettel
10. Audio – Visual Journalism – B N Ahuja
11. Writing for TV & Radio – Robert Hellard
12. TV News – Fang L F
13. TV Production – Allan Wurtzel
14. Introduction to TV Journalism – S Kaushik
15. Participatory Video – Shirtey A. White
16. Other Voices – Vinod Pavarala and Kanchan K Malik
17. Creative Social Research – Ananta Kumar Giri – Pub: Vistaar Publications
18. Research Methods in the Social Science – Ed: Bridge Somekh – Pub: Vistaar Publications

***\*Practical examination in the C3 component should be conducted for 50 marks and a total of 150 should be converted for 100 marks***

## Soft Core 4.2 – Film Journalism

- I. Cinema: The origin of cinema – entertainment – association/relations with other media such as print/radio and TV.
- II. Development of Cinema: Important stages in development of cinema in India, various genres of cinema – comparison with Russian, Spanish and French cinema, National cinema and regional cinema.
- III. Writing and Editing – Film magazines and film supplements of NPs; writing film reviews; reporting film festivals and film awards.
- IV. Film personalities viz., Satyajit Ray and Mrinal Sen – Sham Benegal – Adoor Gopalakrishnan and Aravindan – K. Balachandran and Mani Rathnam – Puttanna Kanagal – N. Lakshminarayana – Girish Kasaravalli -

### **Book for Reference**

1. Beginner's Guide to Super 8 Film Making - Frank Arrowsmith
2. Cine Art & Film Craft - Capt. M D Shinde
3. 1<sup>st</sup>  $\alpha^a$   $\text{A}\bar{\text{A}}$  - Vj  $\bar{\text{A}}\pm\bar{\text{i}}$  P $\bar{\text{A}}$   $\text{g}\bar{\text{P}}$   $\bar{\text{A}}\bar{\text{i}}$
4. Roberto Rossellini - Peter Brunette
5. The Short Fiction Scenario - S M Eisenstein
6. 1<sup>st</sup>  $\alpha^a$   $\text{A}\bar{\text{A}}\bar{\text{Z}}\bar{\text{A}}$  A $\bar{\text{i}}\bar{\text{A}}\bar{\text{V}}\bar{\text{e}}$   $\bar{\text{i}}$   $\bar{\text{A}}\bar{\text{p}}\bar{\text{E}}$  - P $\bar{\text{E}}$   $\ll$   $\bar{\text{A}}\bar{\text{S}}\bar{\text{a}}\bar{\text{t}}\bar{\text{U}}$
7. 1<sup>st</sup>  $\alpha^a$   $\text{A}\bar{\text{A}}\bar{\text{Z}}\bar{\text{A}}$  z $\bar{\text{K}}\bar{\text{E}}\bar{\text{g}}\bar{\text{A}}$  av $\bar{\text{e}}$   $\bar{\text{k}}$   $\bar{\text{A}}\bar{\text{A}}\bar{\text{Y}}\bar{\text{A}}$  av $\bar{\text{U}}\bar{\text{A}}\bar{\text{A}}$  - P $\bar{\text{E}}$   $\ll$   $\bar{\text{A}}\bar{\text{S}}\bar{\text{a}}\bar{\text{t}}\bar{\text{U}}$
8. Cinema & I - Ritwik Ghatak
9. History of the Movies - Edward F Dolan Jr.
10. The Story of Cinema - David Shipman
11. Indian Film - Krishna Swamy
12. Encyclopedia of Indian Cinema - Rajyadhyaballaa
13. 75 Years of Indian Cinema - Aruna Vasudeva
14. Indian film – Erik barnouw and S. Krishnaswamy
15. Movies as mass communication – Crarty Jowelt and James M Linton
16. Film theory and practice – Mast and Cohen
17. The subject of cinema – Gaston Roberge
18. Film form, Film Sense – S.M. Eisenstein

### Soft Core 4.3 - Development Communication

- I. Definition- nature and concept of development – old and new paradigm of development – Indian concept of development – characteristics of developing societies; gap between developed and developing societies.
- II. Development communication – definition, origin – role of media in development communication – strategies in development communication – case studies and experience.
- III. Development communication planning strategies and action plans – decentralization, panchayat raj institutions and communication. 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, Tribal development.
- IV. Writing development stories in areas like health and family welfare agriculture and rural environment communication. Writing development messages for rural audience; specific requirements for writing development stories for media like newspapers, magazines radio and television.

#### **Books for Reference**

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naold Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. Communication for development – F. J. G. Zévéal
10. The eighteenth elephant – Ishwar Daitota
11. Everybody loves a good drought – P. Sainath.



### **Soft Core 4.4 - Agricultural Communication**

- I. Agriculture; present status of production and economic condition of farmers in Karnataka, The present agricultural policy of India and Karnataka. Meaning, nature, scope and characteristics of agricultural journalism; Agricultural movement in India, Media and green revolution; Role and significance of Media in Agrarian society; Status of agricultural journalism in India.
- II. Agricultural media reporting, features, interviews articles, analytical stories, techniques and terminologies, agriculture and media.
- III. Agriculture supplements of daily newspapers, Agricultural journals, eminent agricultural scientists Dr. M.S. Swaminathan, Dr. M. Mahadevappa (Paddy), L.Lakshmanaiah (Ragi), Dwarkanath (Extension technology) S.V. Rangaswamy, Narayana Reddy.
- IV. Agricultural training centres – Communication programme for farmers, extension training, educating farmers Krishi mela and exhibition, loan mela, agricultural TV channel; Kisan TV, Kisan Vani. Agricultural radio programme- Krishi ranga.

#### **Books for references**

1. Agricultural news writing - Claron Burnett
2. Agricultural and Technical Journalism- Rodney Fox
3. The invisible farm - Thomas F Pawlick
4. Pioneer agricultural journalists - William E. Ogilvie
5. Agricultural journalism - Nelson Antrim Crawford
6. ಪರಿಶಿಷ್ಟ ಕೃಷಿ ಸಂಪನ್ಮೂಲ - ಸಿ. ಎ. ಶರಣ
7. ಮಾನವ ಸಂಪನ್ಮೂಲ - ಎ. ಎ. ಶರಣ
8. One straw revolution – Fukuoka Masanobu

### **Soft Core 4.5 - Magazine Journalism**

- I. Starting a new magazine – major problems in starting a magazine, the editorial concept, developing advertising support, building readership, marketing magazines, basic plan, finances.
- II. Art, layout and Design – the cover page, back page and inside pages. The role of art designers.
- III. Developing advertising sales – the scope of magazine advertising sales, the top ten consumer magazines in ad revenue, the importance of advertising sales, the dynamic trend in magazine advertising.
- IV. Readership profiles of magazines; planning content for magazines- articles, features, columns, profiles, reviews and photographs. Freelancers and magazines.

#### **Books for references**

1. Creating writing – Isbulla Zieher
2. Writing the modern magazine – Gunter Mex
3. Magazine design – MacLean Rovrie.
4. Freelancing – R K Murthy
5. Suddiyashte Alla – Niranjana Vanalli
6. Journalism in India: History, growth and Development – K.C.Sharma
7. The New Journalism – T.Wolfe
8. Mapping the magazine – Edited by Tim Holmes
9. The Magazine – Leonard Mogel

### **Soft Core 4.6 - Multimedia**

- I. Definition and elements of multimedia -Applications of Multimedia; Video streaming, audio streaming - Considerations for a multimedia presentation - Multimedia gadgets like scanner, digital camera etc.
- II. Quark Xpress basics; Creating, opening and saving documents - Creating, importing, editing and formatting text and using style sheets - Importing and editing graphics-Storing common elements in libraries.
- III. Introduction to sound and audio - Analog and digital audio - Audio recording and editing with Sound Forge.
- IV. Introduction to Video formats and their applications, Introduction to Linear and non-linear video editing - H/W requirements for a non-linear video editing workstation- Adobe premiere interface; project window, timeline and Monitor window- Video capturing through camcorder/DV Tapes

#### **Books for Reference**

1. "Quark X-Press for beginners" Pb.BPB Publication
2. Douglas Dixon, "How to use Adobe Premiere 6" Pb. Techmedia
3. John Villamil Casanova, Louis Molina "Multimedia -An Introduction" Pb. PHI
4. Tay Vaughan, "Multimedia - Making it work", Pb. Tata McGrawhili
5. Visual Communication – Ed: Carey Jewth and Others

### **Open Elective 4.1- Media and Entertainment**

- I. Concept of Entertainment: Defining entertainment, key genres of entertainment – tragedy, comedy, tragic – comedy, melodrama, elements of entertainment in TV programme – characters, action and ...putacle
- II. Fictional entertainment programme: Soap operas, horror and detective programmes, TV – drama, their formats, case studies of these popular TV functional programmes.
- III. Non-Fictional Programmes: Quiz programmes, reality shows, game shows, talent hunt, their advantages and disadvantages – repercussion with recent case studies.
- IV. Impact and trends: TV programme impact, influence on different target audiences with special reference to youth, children, women and society. Specialty Channels: Movie channels, News channels, sports channels, music channels, educational channels.

#### **Books for Reference**

1. Television and popular culture – Anand Mitra
2. Entertainment – Education Communication – Singhie and Rogers
3. Television, Policy and Culture – Richaed Collins
4. Contemporary Television - Edited by David French and Michael Richards
5. Writing for Television - Gerald Kelsey
6. An Indian personality for television – P.C.Joshi
7. World families watch television – James Lull (Ed)

## Open Elective 4.2 - Kannada Press

- I. Genesis of Kannada press – Role of Kannada press in the freedom movement.
- II. Eminent personalities of Kannada press – Harman Moghley, Venkata Krishnaiah, D.V.Gundappa, P.R. Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Agaram Rangaiah, Kadengodlu Shankarabhatt, Nanjangudu Tirumalamba, T.T. Sharma, T.S.Ramachandra Rao, Khadri Shamanna, YN Krishnamurthy, P. Lankesh.
- III. History of leading Kannada newspapers and magazines – Prajavani, Kannadaprabha, Samyuktha Karnataka, Udayavani, Vijayakarnataka, Sudha, Karmaveera, Taranga, Mayura, Kasturi, Mallige, Prapancha, Kannadamma.
- IV. Special Interest Magazines in Kannada – Women, Children's, Humour, Art & Culture, Literature and Film. Contemporary issues in Kannada journalism. Future of Kannada journalism.

### **Books for Reference**

1. History of Indian Press – Growth of Newspaper in India, Surjith Publications, New Delhi (1988) - Ahuja B. N.
2. Role of Press in the Freedom Movement, Reliance, New Delhi (1987) - Motilal Bhargava
3. The Press in India, National Book Trust, New Delhi (1974) - Chalapati Rao M.
4. Indian Journalism, Prasara, Mysore University, Mysore (1966) - Nadig Krishnamurthy
5. Freedom Movement and The Press, Criterion Publications, New Delhi (1990) - Madan Gopal
6. 'Kannadadalli Kale Sahityaka Patrikegalu' - Niranjana Vanalli
7. 'Karnataka Patrika Ethihasa' (History of Karnataka Press) Vol. I, II, III, IV - Karnataka Press Academy
8. ಇಂಡಿಯನ್ ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಲಾಹಿರಿ ಬಿ.ಎಂ.
9. ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ (ಇಂಡಿಯಾ) - «ಚಿನ್ ರೆಪೊರ್ಟರ್ಸ್ ಫೊರ್ ಫ್ರೀಡಂ ಆಂಡ್ ಜರ್ನಲಿಸಂ»
10. ದಿ ಪ್ರೆಸ್ ಇನ್ ಇಂಡಿಯಾ - ಡಾ. ಲಾ. ಕೆ. ಶರಣ್
11. ಇಂಡಿಯನ್ ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಡಾ. ಶರಣ್
12. ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಡಾ. ಶರಣ್
13. ಇಂಡಿಯನ್ ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಡಾ. ಶರಣ್
14. ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಡಾ. ಶರಣ್
15. ಪ್ರೆಸ್ ಇನ್ ದಿ ಫ್ರೀಡಂ ಮೂವ್ಮೆಂಟ್ - ಡಾ. ಶರಣ್

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