

ದೂರವಾಣಿ ಸಂಖ್ಯೆ : 2419677/2419361
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ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸ್ಥಾಪನೆ : 1916

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ
ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು-570005
ದಿನಾಂಕ:03-09-2021

ಸಂಖ್ಯೆ:ಎಸಿ.6/152/2020-21

ಅಧಿಸೂಚನೆ

ವಿಷಯ:- ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಂವಹನ ಅಧ್ಯಯನ ವಿಭಾಗದಲ್ಲಿ ಹೊಸದಾಗಿ **PG Diploma in Technical Writing** ಕೋರ್ಸ್‌ನ್ನು ಜಾರಿಗೆ ತರುವ ಬಗ್ಗೆ .

- ಉಲ್ಲೇಖ:-
1. ದಿನಾಂಕ: 27-11-2020 ರಂದು ಜರುಗಿದ BOS ಸಭೆಯ ಶಿಫಾರಸ್ಸು.
 2. ದಿನಾಂಕ: 12-02-2021 ರಂದು ಜರುಗಿದ ಕಲಾ ನಿಕಾಯ ಸಭೆಯ ಶಿಫಾರಸ್ಸು.
 3. ದಿನಾಂಕ: 07-04-2021 ರಂದು ಜರುಗಿದ ಶಿಕ್ಷಣ ಮಂಡಳಿಯ ನಡವಳಿ.

ದಿನಾಂಕ: 27-11-2020 ರಂದು ಜರುಗಿದ ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯಲ್ಲಿ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿ (ಸಂಯುಕ್ತ)ಯ ಎಂ.ಎ. ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಂವಹನ ಅಧ್ಯಯನ ಪತ್ರಿಕೆಗಳಲ್ಲಿ (CBCS-CAGP) ಹೊಸದಾಗಿ ಈ ಕೆಳಕಂಡ **PG Diploma in Technical Writing** ಕೋರ್ಸ್‌ನ್ನು 2021-22 ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಜಾರಿಗೆ ತರುವಂತೆ ಶಿಫಾರಸ್ಸು ಮಾಡಿರುತ್ತದೆ.

ದಿನಾಂಕ: 12.02.2021 ರಂದು ಜರುಗಿದ ಕಲಾ ನಿಕಾಯ ಹಾಗೂ 07.04.2021ರಂದು ನಡೆದ ಶಿಕ್ಷಣ ಮಂಡಳಿ ಸಭೆಯು ಮೇಲಿನ ಪ್ರಸ್ತಾವನೆಯನ್ನು ಅನುಮೋದಿಸಿರುವುದರಿಂದ ಈ ಅಧಿಸೂಚನೆ ಹೊರಡಿಸಲಾಗಿದೆ.

ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಯನ ಸ್ನಾತಕೋತ್ತರ ಪಠ್ಯಕ್ರಮಗಳು ಮತ್ತು ಪರೀಕ್ಷಾ ವಿಧಾನಗಳನ್ನು www.uni-mysore.ac.in ನಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.

ಕುಲಸಚಿವರಿಂದ ಕರಡು ಪ್ರತಿ ಅನುಮೋದಿಸಿದೆ

ಉಪಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ)
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಮೈಸೂರು-570 005

ಗೆ:-

1. ಕುಲಸಚಿವರು (ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
2. ಡೀನರು, ಕಲಾ ನಿಕಾಯ, ರಾಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ವಿಭಾಗ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
3. ಅಧ್ಯಕ್ಷರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಂವಹನ ಅಧ್ಯಯನ ವಿಭಾಗ/ಮಂಡಳಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
4. ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಎಲ್ಲಾ ಘಟಕ/ಸಂಯೋಜಿತ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರಿಗೆ,

ಪು.ತಿ.ನೋ

5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ, ಮೌಲ್ಯಭವನ ಕಟ್ಟಡ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
6. ನಿರ್ದೇಶಕರು. ಐ.ಸಿ.ಡಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು- ಇವರಿಗೆ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಕೋರಲಾಗಿದೆ.
7. ಕುಲಪತಿಗಳು/ ವಿಶೇಷ ಅಧಿಕಾರಿಗಳು/ ಆಪ್ತ ಸಹಾಯಕರು/ ಕುಲಸಚಿವರು/ ಉಪಕುಲಸಚಿವರು/ ಸಹಾಯಕ ಕುಲಸಚಿವರು/ಅಧೀಕ್ಷಕರು, ಆಡಳಿತ ವಿಭಾಗ/ಸಾಮಾನ್ಯ/ಪಿಡಿಐ/ಪ್ರಾಧಿಕಾರ ಮತ್ತು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಪ್ರಾಧಿಕಾರ/ಪಿಡಿಐ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
8. ಕಾರ್ಯನಿರ್ವಾಹಕರು, ಆಡಳಿತಶಾಖೆಯ, AC2(S)/ AC-3/ AC-7(a)/ AC-9, ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.- ಈ ಸಂಬಂಧ ಮುಂದಿನ ಕ್ರಮವಹಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.
9. ರಕ್ಷಾ ಕಡತಕ್ಕೆ.

SVN

Syllabus for PG diploma in Technical writing 2020

Department of Journalism and Mass Communication
University of Mysore

ONE YEAR COURSE

Paper 1: Basics of Technical Writing

100 Marks

3 hours exam

Unit 1

What is technical writing? Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.

Unit 2

End products of technical writing. professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.

Unit 3

Roles and responsibilities of writers, editors/project managers. 7 Cs of effective writing: Document formats – hard and soft copy versions designs.

Unit 4

Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.

Books for References

1. Technical writing style by – Dan Jones , Sam Dragga
2. Handbook of Technical writing by- Walter.E.ollu -1976
3. Technical Writing by- Serena Henning
4. Technical writing process by – Kieran Morgan and Sanja Spejic -2015
5. A guide to Technical writing by – T.A. Rickard

Paper 2: Editing for Technical Writing

100 Marks

3 hours exam

Unit 1

Editing, types and principals of editing. Challenges and role of editor in technical writing. Re-writing different copies, computer editing. Headlines and headline writing skills.

Unit 2

language style and usage; Editing tables, graphs/illustrations, copy fitting, documents and style sheet. On-line editing process.

Unit 3

proofreading and copyediting. Basics of copyediting. correcting errors in spelling, grammar, punctuation, and syntax. Content organisation.

Unit 4

Principals and Techniques of page makeup. Picture editing and caption writing. Graphics, layout and designs.

Books for References

1. The Insider's Guide to technical Writing by Krista Van Laan
2. Technical communication 9th edition by Mike Markel
3. The Essentials Of Technical Communication by Elizabeth Tebeaux , Sam Dragga
4. Handbook of technical writing by Gerald .J. Alfred , Walter .E. Oliu, Charles .T.Brusaw
5. Elements of Technical Writing by Gary Blake and Robert.W.Bly

Paper 3

Advanced Technical Writing

Unit 1

Stages of Technical writing. Document development process, Technical documentation, Planning, Tools, architecture, templates, content development, technical reviews, editorial reviews. Quality control.

Unit 2

Technical reports, project proposals, project abstracts, project documents and manual writing, proposal writing, writing resumes and cover letters. Creating a technical Document. Translation-techniques of translation, manual translation, translating advertisements, press releases, copy and reports.

Unit 3

The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date.

Unit4

Technical writing software tools, Microsoft word, Macro media robohelp, adobe frame maker, snag IT, MS Visio, Powerpoint, Photoshop.

Books for References

1. Advanced Technical Communication by Tyagi .K
2. Technical Writing and Communication ; Theory and Practice by Dev.A
3. Technical communication 9th edition by Mike Markel
4. The Essentials Of Technical Communication by Elizabeth Tebeaux , Sam Dragga
5. A guide to Technical writing by – T.A. Rickard

Paper 4

Research Methods in Technical writing

Unit 1

Nature and meaning of research- types of research, pure and applied research. Types of communication research, questionnaire and observation methods, data collection and data analysis.

Unit 2

Thesis/Project writing: structure & importance; synopsis writing: Methods; Technical research Paper writing: Methods & style; Seminar & Conference paper writing; writing technical lecture.

Unit 3

Audience Analysis: Basic Classification of Readers: Primary Audience, Secondary Audience; Research on Readers: Environment and Expectations; Types of Audiences; Audience Analysis; Audience Adaptations; Audience Profile Sheet.

Unit 4

Research Interviews: Research Tools: Know your SME; Conducting SME Interviews: Pre-Interview, During Interview, After the Interview; Validation; Tips for collecting information from SMEs.

Books for References

1. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project - Uwe Flick
2. Research Design: Qualitative, Quantitative and Mixed Methods Approaches - J.David Creswell and John W. Creswell
3. The Craft of Research - Gregory G Colomb, Joseph M. Williams, and Wayne C Booth
4. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies - Ed. Klaus Bruhn, Jensen and Klaus Bruhn Jensen.
5. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches - Arthur Asa Berger
6. Writing: a Project-Based Approach - Alyssa Eyster, Hussey Julie, and Susan Zile
7. Project-Based Writing: Teaching Writers to Manage Time and Clarify Purpose - Liz Prather.
8. Foundations of Behavioral Research - Fred N. Kerlinge

Paper 5

Project Work

Students shall carry out a major research project in IV semester under the guidance of a faculty member. Project work is compulsory for all the students. The topics shall be approved by the department council. 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.

- **Question Paper pattern:**

3 hours duration

Max Marks: 100

PART A

Answer any FOUR of the following:

4x20=80

PART B

Write short notes on any FOUR of the following:

4x5=20

NOTE: The above question paper pattern is applicable for Paper I, II, III and IV only.

Paper 5:

80 marks – Project Work to be evaluated by internal and external examiners

20 marks – Viva-Voce examination to be evaluated by internal and external examiners

1. Introduction of additional soft core papers for second and third semesters.

Gender Studies has been proposed for the second semester and Data Journalism for the third semester. All the members of the board have approved the proposal. The paper has been dropped as no syllabus was framed for the above mentioned paper.

2. Introduction of PG Diploma in Anchoring

Anchoring has been proposed for PG Diploma in the previous BoS meeting.. The paper has been dropped since no syllabus was framed for the above mentioned paper.

6. New syllabus for BA Journalism & Mass Communication (UG)

The UG syllabus for Journalism & Mass Communication was last revised in 2018-19. It has been three years since then, and hence, the board has decided to revise the syllabus to upgrade it to meet the changing industry standards and demands. The revised syllabus is enclosed. **The syllabus will come into effect from the 2021-22.**

CBCS Syllabus for BA in Journalism and Mass Communication w.e.f. 2021-22

Programme: B.A.

Subject: Journalism & Mass Communication

Semester	Course Code	Course Title	L	T	P	Total No Credits	Work hour per week	Hours
I	DSC-1A Core	Fundamentals of Communication	4 0	0 0	0 2	6	4+4	8
II	DSC-1B Core	Journalism & Mass Communication	4 0	0 0	0 2	6	4+4	8
III	DSC-1C Core	Media Laws & Management	4 0	0 0	0 2	6	4+4	8
III	SEC - 1	Journalistic Skills	1	2	0	2	2+1	3
IV	DSC-1D Core	Reporting & Editing	4 0	0 0	0 2	6	4+4	8
IV	SEC - 2	Media Writing Skills	1	2	0	2	2+1	3
V (Any One)	DSE-1A	Feature Writing & Freelancing	4 0	0 0	0 2	6	4+4	8
	DSE-2 A	Advertising & Public Relations	4 0	0 0	0 2	6	4+4	8
	DSE-3 A	Media & Society	4 0	0 0	2 2	6	4+4	8
GE- 1		Communication Skills	1	2	0	2	2+1	3
GE 2		Media Presentation Skills	1	2	0	2	2+1	3
VI (Any One)	DSE-1B	Specialized Journalism	4 0	0 0	0 2	6	4+4	8
	DSE-2B	Online Journalism	4 0	0 0	0 2	6	4+4	8
	DSE-3B	Introduction to Electronic Media	4 0	0 0	0 2	6	4+4	8
GE -1		Citizen Journalism	1	2	0	2	2+1	3
GE - 2		Content Writing	1	2	0	2	2+1	3

Total no. of Credits: 36+2+2=44

NOTE - Two Hours of Practical = One Theory & Two Hours of Tutorial = One Theory

Scheme of Examination

Credits L:P	Maximum marks in the C1, C2 and C3 components (I to VI)			Duration of Examination
4:2	C1 Marks	C2 Marks	C3 Marks	Theory: 3 hours
	Theory: 10	Theory: 10	Theory: 80	
Average	Practical: 80			Practical: 4 hours
SEC Credits L:T:	C1 Marks	C2 Marks	C3 Marks	Theory: 3 hours
1:1	5	5	40	
GE Credits L:T:	C1 Marks	C2 Marks	C3 Marks	Theory: 3 hours
1:1	5	5	40	

I Semester

Fundamentals of Communication

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit -1: Introduction to Communication:

Meaning and Definition, History of Communication, Nature and Scope, Elements of Communication, Functions and Uses of Communication, Process and Barriers of Communication, 7 Cs of Communication.

Unit-2: Types of Communication

Verbal and Non - Verbal Communication, Levels of Communication - Intrapersonal, Interpersonal, Group and Mass Communication. Types of Organizational Communication – Horizontal, Vertical, Diagonal, Internal, External, Formal and Informal Communication.

Unit – 3: Models of Communication

Introduction, Need and Importance of Models. Types of Models – Linear and Non- Linear Models: Aristotle, Laswell, Berlo, Shannon & Weaver, Osgood & Schramm.

Unit – 4: Communication Skills

Spoken Communication – Public Speaking, Group Discussion, Meetings and Interviews. Written Communication – Business Letters, Personal Letters, Circulars, Curriculum Vitae. Personality Development.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Identifying different types of communication from real life situations.
2. Business Letters
3. Personal Letters
4. Public Speaking
5. Prepare your Curriculum Vitae.

Books for Reference:

1. Understanding Media - Marshall McLuhan
2. Passing of the traditional Society - Danial Lerner
3. Communication and Development - E M Rogers
4. Mass Media and National Development - Wilbur Schramm
5. Mass Communication - Uma Nurula
6. Development Communication - Uma Nurulla
7. Samooha Madyamagalu - B.S.Chandrashekar
8. Hand Book of Journalism and Mass Communication – V B Aggarwal /V S Gupta
9. Mass Communication - Wilbur Schramm

II Semester

Journalism and Mass Communication

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit -1: Mass Media

Meaning and Definition, Nature and Scope, Significance, Functions and Uses of Mass Media. Types of Mass Media –Traditional or Folk Media, Print Media, Electronic Media and New Media.

Unit – 2: Introduction to Journalism

Definition, Meaning, Nature, Scope, Functions and Principles of Journalism. Types of Journalism – Magazine, Business, Environment, Sports, Entertainment. Glossary of Journalism.

Unit –3: Indian Journalism

Brief History of Indian Journalism –Traditional, Print & Electronic Media. History, Growth and Evolution with special references to James Augustus Hickey, James Silk Buckingham, Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak and Raja Ram Mohan Roy. Brief History of Kannada Journalism with special reference to Hermann Mogling, M. Venkatakrishnaiah, DVG and Mohare Hanumantha Rao.

Unit – 4: Journalism as Profession

Career Opportunities, Qualification, Duties, Responsibilities and Professional Code of Ethics – Indian and International Perspectives. Role of Press in Democracy, Theories of Press - Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Letter to the Editor – Publish 1 letter in any of the Local or National Dailies.
2. Make a comparative analysis of any two popular websites.
3. Compare any two newspapers and magazines.
4. Write on any civic problem that you have experienced.
5. Analyse a news segment from your favourite news channel.

Books for Reference:

1. Professional Journalism - M V Kamath
2. Theory and Practice of Journalism - B N Ahuja
3. Mass Communication & Journalism in India - Keval J Kumar
4. Adhunka Bharathiya Parthrikodhyma - Shree L Bhandarkar
5. Professional Journalist John Hohenberg
6. Mass Communication & Journalism in India - Mehta
7. Eradu Dadagala Nadhuve – Niranjana Vanalli
8. Pathrikodyama - Ranganath Rao
9. History of Indian Journalism - S Natarajan
10. Indian Journalism - Nadig Krishnamurthy
11. Journalism in India- R.Parthasarathy
12. New History of Indian Journalism - G N S Raghavan
13. History of Press, Press Laws & Communication- B N Ahuja
14. Karnataka Pathrika Ithihasa Vol. 1,2,3 - Karnataka Pathrika Academy
15. Indian Journalism - K M Srivastava
16. ಡಾಕ್ಟರ್ ಬಿ ಆರ್ ಅಂಬೇಡ್ಕರ್ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ ಅಮ್ಮಸಂದ್ರ ಸುರೇಶ್ .ಡಾ -

III Semester

Media Laws and Management

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit-1: Press Freedom

Indian Constitution and Freedom of Speech and Expression, Reasonable Restrictions 19 (2), RTI & Case Studies - Romesh Thapar v/s The State of Madras, Sakal v/s The Union of India.

Unit - 2: Media Laws

Contempt of Court – Civil and Criminal, Official Secrets Act, Law of Parliamentary Privileges, Copyright, Censorship, Sedition, Obscenity, Defamation – Libel and Slander.

Unit –3: Media Councils and Committees

Press Commissions and its Recommendations. Press Council of India – Structure, Functions and Significance. Working Journalists Act, The Registrar of Newspapers.

Unit-4: Media Organization and Ownership

Organizational Set Up of a Newspaper, Radio & Television. Media Ownership Patterns. Small Newspapers – Problems & Prospects.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. File an RTI and produce acknowledgement.
2. Recent Case Study – Defamation
3. Recent Case Study – Contempt of Court
4. Recent Case Study – Sedition
5. Recent Case Study – Copyright

Books for Reference:

1. Laws of the press in India – Durga Das Basu
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. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
6. The Press Council – T N Trekha
7. Journalism: Ethics, Codes and the Law – Someshwara Rao B.
8. Reports of First and Second Press Commission
9. Lakshamana Rekha – N.S.Ashok Kumar
10. Patrika Kanunu – Arjun Deva
11. Madhyama Nirvahane Mattu Madhyama Kanunu – K.J. Joseph
12. Newspaper Management in the New Multi-Media Age – Mehre
13. Managing Electronic Media – Czech Beckerman
14. Newspaper Organization and Management – Herbert Lee Williams
15. Electronic Media Management – Mocavatt and Pringle
16. Media and Communication Management – C R Rayudu
17. Management Principles and Practice – S B Banerjee
18. Management: An Integrated Approach – Edited by R S Dwivedi, Nahal Publishing House
19. Management Principles and Practice – Dalton E Mac Forland
20. Communication and Management – Nataraja Kumar, Gyan Publishing House
21. ಪತ್ರಿಕಾ ಮಂಡಳಿ ಎತ್ತ? ಏನು? ಡಾನಿರಂಜನ ವಾನಳ್ಳಿ .

III Semester

SEC – 1: Journalistic Skills

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit – 1:

Developing Media Skills – Formal and Informal Communication. Master of Ceremony Skills - Greetings & Introduction, Welcome and Bidding Farewell.

Unit – 2:

Interview Skills: Pre – preparation for Interview - Making Enquiries, Requests and Seeking Permission. Conducting Research. Rapport Building. Interview Story Writing – Q- A Pattern, Story Pattern.

Unit – 3:

Field Work - Observation, Study of Panel Discussion, Preparation of Questionnaires. Types of Questions – Open Ended, Close Ended. Report Writing.

Unit – 4:

Anchoring Skills – Radio Jockey, Video Jockey. Radio and TV Jingles. News Presentation. Kinesics.

Book for Reference:

1. Mass Communication - Uma Nurula
2. Samooha Madyamagal - B.S.Chandrashekar
3. Hand Book of Journalism and Mass Communication – V B Aggarwal /V S Gupta
4. Mass Communication - Wilbur Schramm
5. A Textbook of Interview Journalism & Television Anchoring – Suprato Ghose
6. Research Methodology: Methods & Techniques – C R Kothari

IV Semester

Reporting & Editing

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit –1: News

Concept of News, Meaning and Definition, Sources of News, News Values, Structure of News Writing - Inverted Pyramid, The Narrative, Hour Glass Structure & Chronological Order. 5Ws and 1H, Lead – Types of Leads. Principles of News Writing.

Unit- 2: Reporting

Meaning – Traits, Qualifications and Responsibilities of a Reporter, Introduction to Different Types of Reporting – Beat, Assignments and Interviews. News Gathering: News Agencies, Press Release, Press Conference, Stringers. Reporting Speech, Crime, Politics, Education, Accident, Sports, Cinema, Investigative and Mofussil. Review - Film, Book & Theatre. Paid News.

Unit- 3: Editing

Concept of Editing, Meaning, Principles & Techniques of Editing- Print, Electronic and New Media. Re-Writing, Picture and Picture Editing, Caption Writing. Editorial Page – Significance and Types of Editorials, Op-Ed Page, Letter to the Editor, Headlines – Types, Functions . Techniques of Headline Writing. Translation: Types and Techniques.

Unit – 4: Editorial Department

Qualification and Responsibilities of Editor, News Editor, Chief Editor, Sub – Editor, Resident Editor & Bureau Chief. News Desk. Page Layout. Usage of Computer in Editing Process, Introduction to Editing Software – Adobe Page Maker, In Design.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Collect 5 different types of Headlines from various newspapers.
2. Prepare an interview story of any news worthy personality.
3. Preparation of Press Release.
4. Translate any news story either from Kannada – English or English – Kannada.
5. Editorial Write-Up.
6. Review: Film or Book or Theatre.

Books for Reference:

1. News Reporting - B N Ahuja & S S Chhabra
2. News Reporting & Editing - K M Shrivastava
3. News Writing and Reporting - M Neal & Suzanne S Brown
4. Here is the News - Rangaswamy Parthasarathy
5. Journalists Handbook - M V Kamath
6. Professional Journalism John Hohenberg
7. Professional Journalism - M V Kamath
8. Informing the People - C H Brown
9. Suddiashte Alla – Niranjana Vanalli
10. Headline Writing - Sunil Saxena
11. News Writing and Reporting - Neal James
12. Basic News Writing - Melvin
13. Technical Report Writing - Pauley (Steve) & Richordan (Daniel)
14. Varadhigarike - Karnataka Pathrika Academy
15. Varadhigarike - K.J. Joseph
16. The Art of Editing - P.K. Baskette and Jiz Sissors
17. News Editing - Bruce Westley
18. News Headlines - Harold Evans
19. Newspaper Design - Harold Evans
20. The Sub Editor's Companion - Michael Hides
21. News reporting & Editing - K M Srivastava
22. Elements of newspaper Design - Ames
23. Simple Sub's Book - Lealie Sellers
24. Newspaper Design - Harold Evans
25. Editing – A Handbook of Journalism - TJS George
26. Patrika Bhashe - Padmaraja Dandavathe
27. Bhashanthara Kale - Pradhan Gurudutt
28. Niyata Kalika Sampadane - Niranjana Vanalli
29. ಸುದ್ದಿ ಬರಹ ಮತ್ತು ವರದಿಗಾರಿಕೆ ಕೂಡಿಸಿ, ಗುರುರಾಜ .ಡಾ -

IV Semester

SEC – 2: Media Writing Skills

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit – 1:

Writing Letters to the Editor, Writing for Corporate.

Unit – 2:

Ad-copy Writing for Print and Electronic Media. Writing Classified Ads.

Unit – 3:

Descriptive & Narrative Writing – Profile, Place & Event. Writing a Human-Interest Story.

Unit - 4:

Writing an Article. Preparation of news stories with the given outline. Slogan Writing for Print and Electronic Media. Report Writing based on a press release. Report writing based on an event conducted in your college.

Books for Reference:

1. Strategic Writing: Multimedia Writing for Public Relations, Advertising & More – Charles Marsh
2. Copywriting: Successful Writing for Design, Advertising & Marketing – Mark Shaw
3. Business Communication – R Chand & Co. Educational Publishers
4. News Reporting - B N Ahuja& S S Chhabra
5. News Reporting & Editing - K M Shrivastava
6. News Writing and Reporting - M Neal & Suzanne S Brown

V Semester

DSE 1 A – Freelancing & Feature Writing

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit- 1: Introduction to Feature Writing

Feature: Definition and Characteristics – Structure of a Feature – Types of Feature. Difference between News, Articles & Features.

Unit- 2: Fundamentals of Feature Writing

Feature Writing – Ideas for Feature Writing – Language & Feature - Market for features; Feature Syndicates. Columns - Characteristics, Techniques of Writing Columns, Types of Columns, Columnists.

Unit- 3: Introduction to Freelancing

Freelancing – Exploring Fields in Freelancing, Qualities of a Freelancer, Legal Matters in Freelancing, Careers in Freelancing.

Unit- 4: Fundamentals of Photojournalism

Photo Journalism: Definition, Nature, Scope and Functions – Qualification and Responsibilities of Photo Journalists, News Photographers: Selection, Criteria for News Photography –Photo Editing, Caption Writing, Photo presentation. Photo features. Montage.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Heritage or Historical Feature.
2. Personality Feature
3. Environmental Story
4. Human Interest Story
5. Photo Feature

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

DSE 2 A – Advertising & Public Relations

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit- 1: Introduction to Advertising

Definition, Meaning, Nature and Scope of Advertising, Types and Functions of Advertising, History and Growth of Advertising in India. Advertising and Society.

Unit – 2: Writing for Advertisements

Ad Copy Writing- Structure and Contents. Ethics in Advertising. Advertising Agencies - Structure and Function. Different Media for Advertising. Ad Campaigns.

Unit – 3: Introduction to Public Relations

Meaning and Definition, Nature and Scope of Public Relations, History and Growth of Public Relations in India, PR Department - Structure and Functions. Qualities of a Public Relations Officer. Internal and External Public.

Unit- 4: PR Tools and Techniques

Public Relation Tools –Content and Types. Publicity, Public Opinion & Propaganda. House Journals, Annual Report, Corporate Communication, CSR. Crisis Management. Professional Bodies for PR in India - PR

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Poster & Brochure Making
2. Public Service Advertisements
3. Design A PR Campaign – Print/ Electronic Media
4. Prepare a Radio Ad – Commercial/Jingle/ Announcement
5. Prepare A Commercial Display Ad

Books for Reference:

1. Advertising, Principles and Practice - William Wells.
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising Media Planning – Sisson Z.Jack and Lincoln Bumba
5. Brand Positioning: Strategies for Corporate Advantage – Subroto Sengupta, Tata Mc Graw Hill.

6. Advertising Principles and Practice – Chunawala and Sethia
7. Public Relations – Edward L. Bernays
8. Strategic Planning for Public Relations – Ronald D. Smith
9. Mr. Lee's Publicity Book: A Citizen's Guide to Public Relations – Ivy Lee

V Semester

DSE 3 A- Media and Society

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit-1: Media and Society

Role of the Media in Society. Social and National Development. News Coverage of Women, Youth & Children. Media & Culture. Media and Tribal Development.

Unit-2: Women and Media

Women as Audience. Women Journalists in India. Portrayal of Women in Media. Media and Women Empowerment. Women Magazines.

Unit-3: Children and Media

Mass Media and Children. Coverage of Children in Media. Niche Channels. Educational Programs for Children.

Unit – 4: Youth & Media

Programs for Youth, Gender Sensitization among Youth. Youth Columns. Projection of Youth in Media.

Practical Components:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Analyze any 5 ads on women portrayal.
2. Write an opinion piece on children's coverage in any medium.
3. Analyse media programs on youth.
4. Analyse the content of any women magazine of your choice.
5. Analyse the content of any kids' channel of your choice.

Books for Reference:

1. Media and Culture an introduction to mass communication - Richard Campbell
2. Media and Society - Arthur Asa Berger
3. Media and Society - challenges and Opportunities - Edited by Vir Bala Aggarwal
4. Conflict Sensitive journalism - Ross Howard
5. Women and Society in India - Neeraj Desai and others
6. Women's studies in India - Maithrayi Krishnaraj

7. Television and Women - Brown Marry Ellen
8. India on Television - Nalin Mehtha
9. Children and Media Violence - Ulla carlsson and Cecilia Feleitzen
10. Children and Television in India - Binod C Agarwal and Mira Aghi.

Semester V

GE 1 - Communication Skills

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit - 1:

Introduction to Communication. The Need for Effective Communication – Use of Language in Communication.

Unit - 2:

Significance of Verbal, Non – Verbal, Written, Visual and other major types of communication.

Unit - 3:

Concepts of Organizational Communication, Business Communication and Electronic Communication.

Unit - 4:

Communication Skills for Personality Development.

Books for Reference:

1. How to Talk to Anyone - Leil Lowndes
2. Communication Skills Training - Ian Tuhovsky
3. Improve your Communication Skills - Daniel Burke
4. Communication Skills for Professionals and Students -
5. How to Win Friends and Influence People - Dale Carnegie
6. Body Language - Allan Pease
7. Personality Development and Soft Skills - Barun K. Mitra
8. A Youngsters' Guide to Personality Development
9. Ellarigoo Beku Samvahana Kaushala – Dr. Niranjana Vanalli
10. Baravanige Ondu Kale – Dr. Niranjana Vanalli

Semester V

GE 2 – Media Presentation Skills

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit-1: Writing for Print

News Values. Writing News Stories. Structure of News Writing. Accuracy, Clarity & Brevity.

Unit -2: Writing for Radio

Writing for Radio. The Use of Sound and Language in Radio. RJ.

Unit -3: Writing for TV

Writing for TV. Visualization. Short Movie Production using Smartphone. VJ.

Unit -4: Writing for New Media

Merits and Demerits of New Media. News portals. Writing Blogs. SEO. Data Informatics.

Books for Reference:

1. Hand Book of Journalism and Mass Communication – V B Aggarwal /V S Gupta
2. News Reporting - B N Ahuja& S Schhabra
3. News Reporting & Editing - K M Shrivastava
4. News Writing and Reporting - M Neal & Suzanne S Brown
5. Journalists Handbook - M V Kamath
6. SuddiashteAlla – NiranjanaVanalli Blog Writing - The Content Creation Blueprint - Anthony James
7. How Anyone Can Become an Online Content Writer - Jamie Farrell
8. Mass Communication in India – Keval J Kumar

VI Semester

DSE 1 B - Specialised Journalism

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit - 1: Science Communication

Understanding Science. Science Communication. Finding Science Stories. Sourcing Information. Ethical Science Reporting.

Unit - 2: Financial Journalism

Global Economy. Understanding Business & Economics. Business Newspapers, Magazines & Channels. Sources for Business Stories. Business Writing Skills.

Unit – 3: Agricultural Journalism

Meaning, Nature and Scope of Agricultural Journalism. Writing Agriculture News and Features, Reporting the Trends, Organic Agricultural Blogging and Social Media.

Unit - 4: Lifestyle Journalism

Meaning, Nature and Scope of Lifestyle Journalism. Need for Lifestyle Journalism. Types of Lifestyle Journalism: Fashion, Music, Food, Spiritual, Entertainment. Lifestyle Journalism as Popular Journalism.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Agriculture Reporting/Stories/ Interview - one
2. Write a science feature/ interview a science personality
3. Analyse a business daily/a business channel of your choice.
4. Write a feature on a popular food joint in your city.
5. Fashion Photography - 3 pictures/ review a favourite mobile game of your choice.

Books for Reference:

1. Lifestyle Journalism: Social Media, Consumption and Experience - Lucia Vodanovic
2. The Basics of Lifestyle Journalism Made Easy - Alicia Waters
3. Communication and Indian Agriculture - Ronald E Ostman
4. Mother Earth, Sister Seed: Travels Through India's Farmlands - Lathika George

5. Everybody Loves a Good Drought - P Sainath
6. Science Journalism: An Introduction – Martin W Angler
7. Business Journalism: How to Report on Business & Economics

VI Semester

DSE 2 B – Introduction to Electronic Media

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit – 1: History of Electronic Media

History of Radio, TV and Cinema. Characteristics of Electronic Media. Careers in Electronic Media.

Unit – 2: Radio Programmes

Radio Program Patterns. Radio News and Entertainment. Audience – Specific Programs. Writing for Radio. AM, FM And Digital Radio Programming. Community Radio. RJ Skills.

Unit – 3: TV Programmes

Objectives of TV Programming, Patterns, TV News and Entertainment, Soap Operas/ Serial and Film, News & Music Based Programs, Panel Discussion, Interview, Reality Shows and Sitcoms Etc. Writing for TV.

Unit – 4: Cinema

Genres of Indian Cinema. Trends in Indian and Kannada Cinema. Film Censorship – CBFC, NFDC, Film Awards. Film Review. Cinema as a Medium of Communication.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Film Review.
2. Prepare a Radio News Bulletin.
3. Prepare a Short Film using a smartphone/ DSLR.
4. Analyse a TV Reality Show.
5. Prepare a Live Interview for TV/Radio

Books for Reference:

1. Radio and Guide to Broadcasting Techniques – Evans
2. Broadcasting and the People _ Mehra Masani
3. Writing for TV and radio - Robert Hellard.
4. Modern Radio Production – O'Donnell Lewis B., Philip Benoit and Carl Hausman
5. A Guide to Scripting for TV, Radio and Film – Ronald Wolfe.
6. Techniques to TV Production – Rudy Bretz (McGraw Hill)
7. Video Production Handbook – Miller (Focal Press)
8. Techniques of TV Production – Gerald Millerson
9. TV Production Handbook – H Zettel
10. Audio – Visual Journalism – B N Ahuja

VI Semester

DSE 3 B – Online Media

64 Hours (T) + 64 Hours (P) = 128 Hours

C1= 10+ C2 = 10+ C3 = 80 = 100

Exam Duration – 3 Hours

Unit - 1: Introduction to ICT

Concept, Meaning and Importance of Information and Communication Technology. Characteristics and Application.

Unit - 2: Internet

Merits and Demerits of Internet, Internet Service Provider and Browsers. Search Engines. Internet Protocol. Websites. E-mail.

Unit - 3: Web Journalism

Introduction to Web Journalism, Writing for Web Media, Information and Technology Act 2000. Copy Left Laws. Code of Ethics in Web Media. News Portals.

Unit – 4: Social Media & Infotainment

E - Educational Platforms - MOOCs, SWAYAM, CEC. OTT Platforms - Amazon Prime, Netflix, Disney Hotstar. Blogs, Vlogs and Social media – Facebook, Twitter, Instagram, LinkedIn & YouTube.

Practical Component:

Practical Record (40 Marks)

Practical Examination (40 Marks); Practical Examination Duration – 4 Hours

Total = 80 Marks

1. Create a blog.
2. Analyse a news portal of your choice.
3. A Recent Case study – Cyber Crime.
4. Write a review on any OTT content of your choice.
5. Create a Vlog.

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. Discovering Computers 2007: A Gateway to Information, Complete – Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.
4. Clear Blogging: How People Blogging are Changing the World and How You Can Join Them – Bob Walsh.
5. Hands on Guide to Video Blogging and Podcasting – Damien Stolarz.
6. Journalism and New Media – John V Pavlik.
7. 21st century journalism – a practical guide – Andras Nyiro and others

VI Semester

GE 1 -Citizen Journalism

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit – 1:

Introduction to Citizen Journalism. Citizen Journalism in Mainstream Media. Professional Journalism v/s Citizen Journalism - Collection, Reporting, Analysis & Dissemination.

Unit – 2:

Citizen Journalism as a Change Maker. Skills required to be a successful Citizen Journalist. Challenges for Citizen Journalism. Wiki Leaks & Julian Assange.

Unit – 3:

Citizen Journalism & MoJo – Websites & Blogs. Podcast, Social Media Platforms. Ethics in Citizen Journalism. Limitations in Citizen Journalism.

Books for Reference:

1. Citizens Rising: Independent Journalism & the Spread of Democracy -David Hoffman
2. Citizen Journalism: Practices, Propaganda & Pedagogy - Mellissa Well
3. Photo Journalism & Citizen Journalism: Co-operation, Collaboration & Connectivity - Stuart Allan
4. Citizen Journalism: Global Perspectives - Elinar Thorsen
5. Basic News Writing - Melvin Mencher
6. Professional Journalism - MV Kamath

VI Semester

GE 2 - Content Writing

32 Hours (T)

C1= 05+ C2 = 05+ C3 = 40 = 50

Exam Duration – 2 Hours

Unit – 1:

Introduction to Content Writing. Types of Content Creation - Blogging, Social Media Writing, Resume Writing. The Process of Content Development - Ideation, Research, Writing, Editing & Publication.

Unit – 2:

Editing Content -Proof-reading, Grammar, Rewriting. Content Creation Tools - WordPress, Gif Maker, I Movie, Canva, Adobe Spark.

Unit – 3:

Trends in Content Writing. Career Development/ Career Opportunities in Content Writing. Building USP through Content. Search Engine Optimization (SEO).

Books for Reference:

1. Everybody Writes - Ann Handley
2. Content Writing - Joseph Robinson
3. The Essential Social Media Marketing Handbook - Gail Z Martin
4. Social Media Marketing - Tracy L Tuten
5. Blog Writing - The Content Creation Blueprint - Anthony James
6. How Anyone Can Become an Online Content Writer - Jamie Farrelly

Pattern of Examination – Distribution of Marks

Semester	Course Code	Course Title	Total Marks	Theory	Practical	IA
I	DSC-1A Core	Fundamentals of Communication	180	80	80	20
II	DSC-1B Core	Mass Communication & Journalism	180	80	80	20
III	DSC-1C Core	Media Laws & Media Management	180	80	80	20
	SEC - 1	Journalistic Writing	50	40	-	10
IV	DSC-1D Core	Reporting & Editing	180	80	80	20
	SEC - 2	Media Writing Skills	50	40	-	10
V	DSE-1A	Freelancing & Feature Writing	180	80	80	20
	DSE-2 A	Advertising & Public Relations	180	80	80	20
	DSE-3 A	Media and Society	180	80	80	20
	GE- 1	Communication Skills	50	40	-	10
	GE- 2	Media Presentation Skills	50	40	-	10
VI	DSE-1B	Specialized Journalism	180	80	80	20
	DSE-2B	Introduction to Electronic Media	180	80	80	20
	DSE-3B	Online Media	180	80	80	20
	GE -1	Citizen Journalism	50	40	-	10
	GE - 2	Content Writing	50	40	-	10

Format of Examination Paper

Theory Papers – Total Marks - 80

Part A

5 Questions of 2 Marks Each (5 x 2 = 10)

Part B

6 Questions of 5 Marks Each (6 x 5 = 30)

Part C

4 Questions of 10 Marks Each (4 x 10 = 40)

Practical Paper – Total Marks – 40

4 Questions of 10 Marks each = 40

Generic Elective

Theory Paper– Total Marks - 40

Part A

5 Questions of 2 Marks Each (5 x 2 = 10)

Part B

3 Questions of 10 Marks Each (3 x 10 = 30)

Skill Enhancement Course (SEC)

Theory Paper– Total Marks - 40

Part A

5 Questions of 2 Marks Each (5 x 2 = 10)

Part B

3 Questions of 10 Marks Each (3 x 10 = 30)

Guidelines

1. Colleges must show practical classes in the timetable.
2. In practical classes, each batch must be conducted according to the government norms.
3. In semesters V & VI, incase of a college having more than 15 students, they should be given the option of choosing the next elective in the list.
4. In semesters V & VI, incase of a college having more than 30 students in Generic Elective paper, they should be given the option of choosing the next elective in the list.
5. In semesters V & VI, the size of the class with respect to DSE and GE, is subject to changes according to the government norms.
6. BoE has to set papers for practical examination based on practical syllabus.
7. Establishment of computer lab and AV Studio with Journalism related software in the college is mandatory.

Prof. C K Puttaswamy

Chairman- BoS

Journalism & Mass Communication

University of Mysore, Mysuru