



BANGALORE UNIVERSITY
DEPARTMENT OF COMMUNICATION

ma
communication
SYLLABUS – 2020 -21



MEDIA EDUCATION - A LEGACY TO HOLD, A FUTURE TO BUILD

Centennial Celebration of Media Education in India:1920-2020

Dr. B K Ravi
PROFESSOR & CHAIRMAN

17/10/2020

Reference: No. Aca-II/BOS/Communication/2020-21

Proceedings of the Board of Studies meeting held on 17/10/2020, in the Department of Communication, Old Pareeksha Bhavana Jnanabharathi Campus Bangalore University, Bengaluru, 560056.

Members:

Members Present

- | | | |
|------------------------|----------|------|
| 1. Dr. B. K. Ravi | Chairman | Sd/- |
| 2. Dr. N. Sanjeevaraja | Member | Sd/- |
| 3. Dr. B. Shailashree | Member | Sd/- |

External member

- | | |
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| 1. Dr. Onkar Kakade, Professor & Chairman,
Department of Mass Communication & Journalism,
Akkamahadevi Women University, Vijayapura. | Sd/- |
| 2. Dr. C.K. Puttaswamy, Professor of Head,
Department of Mass Communication and Journalism,
University of Mysore, Manasagangothri, Mysore. | Sd/- |
| 3. Dr. B.R. Mamatha, IAS,
Mission Director, Sakala Mission, Govt of Karnataka, Bengaluru | Sd/- |
| 4. Dr. Asha Krishnaswamy, Renowned Journalist,
Jayanagar, Bengaluru 11 | Sd/- |

Special Invitee

- | | |
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| 5. Vasundara Priyadarshini Mahadev
Assistant professor, Department of Communication, Bangalore University | Sd/- |
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The meeting of BOS (Board of studies) in Communication was held on October 17, 2020 in the Department of Communication at 11:00am. Dr. Onkar Kakade, Dr. C.K. Puttaswamy, and Dr. B.R. Mamatha joined the meeting over ZOOM meeting and other members were present in person in the chambers of the Chairman, Department of Communication.

The Chairman extended a warm welcome to the members to the meeting. Then the Board took up the agenda for discussion.

The resolutions are as follows:

1. **Modifications in the regulations and syllabus of MA Communication:** According to Choice based Credit system the Regulations of MA Communication is revised.

Modifications of Rules and Regulations for Two-Year M.A. Communication Programme under Semester Scheme with Effect from Academic Year 2020-21

General Objectives of the Programme

The Mass Media scenario has emerged as a major area of interest and has immensely contributed to the empowerment of society. As an academic discipline, Media education has acquired importance and has become a major attraction for students. Department of Communication of Bangalore University, a premium institute of the country is committed to serve society by providing world class teaching, training and research. Students will be trained to take up challenging careers in media with a competitive spirit. The course curricula is upgraded and tailored to meet the needs of the media industry keeping in view the modern communication technological developments.

The course has been re-designed with the following broad objectives.

1. To impart the basic knowledge of Communication and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry professionals.
3. To imbibe the culture of research, innovation, entrepreneurship and incubation.
4. To introduce the emerging Communication technologies.
5. To inculcate professional ethics and values of Indian and global media culture.
6. To prepare socially responsible media academicians, researchers, professionals with a global vision.

I. Eligibility for Admission

- a. The Department shall admit a maximum of 40 students out of which 20 seats shall be for Journalism Graduates and another 20 seats shall be reserved for Non-Journalism Graduates in addition to the seats to be filled up under payment and supernumerary quota as decided by the University, subject to the following conditions.
- b. **Journalism Candidates:** Candidates who have passed the bachelor's degree with 50 percent of marks including the languages in the aggregate of all the examinations of the degree with Journalism as an optional shall be eligible for admission.
- c. **Non-Journalism Graduates:** Candidates who have passed the bachelor's degree examination in any recognized university securing 50 percent marks in aggregate including the languages are eligible.

- d. In case of SC/ST, Cat I, OBC, PWD categories of students the minimum percentage of marks required shall be 10 percent less and as per the admission rules of Bangalore University.
- e. A student enrolled in a degree programme under regular mode may be allowed to pursue a maximum of one additional degree programme simultaneously under open/distance mode from the same or a different university. However, two degree programmes under regular mode may not be allowed simultaneously.
- f. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting selected and admitted to the course.

II. Duration of the course

The course of study for the MA Communication degree shall be of two academic years comprising four semesters. The course commencement, programme schedule, examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

III. Course of Study and Scheme of Instructions

MA Communication – Subject Study & Scheme of Examination

COURSE STRUCTURE

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Practical Record	Exam Marks	Total	Credits	
C.S: CORE SUBJECT		SC: SOFT CORE			OE: OPEN ELECTIVE				
First Semester									
CS:1.1	Introduction to Communication	04	3hrs	30	-	70	100	04	
CS:1.2	News Writing and Reporting	04	3hrs	30	-	70	100	04	
CS:1.2a	Practical- News Writing and Reporting	02	-	-	35	Viva-15	50	02	
CS:1.3	Newsroom and Editing	04	3hrs	30	-	70	100	04	
CS:1.3a	Practical- Newsroom and Editing	02	-	-	35	Viva-15	50	02	
CS:1.4	Media Law & Ethics	04	3hrs	30	-	70	100	04	
CS:1.5	Media Management and Entertainment Industry	04	3hrs	30	-	70	100	04	
CS:1.6	Photo Journalism	04	3hrs	30	-	70	100	04	
CS:1.6a	Practical- Photo Journalism	02	-	-	35	Viva-15	50	02	
SC:1.1	Communication Skills	04	3hrs	30	-	70	100	04	
SC:1.1a	Practical- Communication Skills	02	-	-	35	Viva-15	50	02	
Total							Credit	36	
Second Semester									
CS:2.1	Communication Theories	04	3hrs	30	-	70	100	04	
CS:2.2	Development Communication	04	3hrs	30	-	70	100	04	
CS:2.3	Communication Research Methods	04	3hrs	30	-	70	100	04	
CS:2.3a	Writing Research Proposal and Presentation	02	-	-	35	Viva-15	50	02	
CS:2.4	Radio Broadcasting	04	3hrs	30	-	70	100	04	
CS:2.4a	Practical in Radio Broadcasting	02	-	-	35	Viva-15	50	02	
CS:2.5	Business Communication	04	3hrs	30	-	70	100	04	
CS:2.6	Sports Communication	04	3hrs	30	-	70	100	04	
CS:2.6a	Practical in Sports Communication	02	-	-	35	Viva-15	50	02	
SC:2.1	Environmental Communication	04	3hrs	30	-	70	100	04	
CS:0.1	Lab Journal Production (JBS)	02	-	-	35	Viva-15	50	02	
Total							Credit	36	
Third Semester									
CS:3.1	Corporate Communication	04	3hrs	30	-	70	100	04	
CS:3.2	New Media Technology & Digital Marketing	04	3hrs	30	-	70	100	04	
CS:3.3	Technical Writing	04	3hrs	30	-	70	100	04	
CS:3.3a	Practical in Technical Writing	04	3hrs	30	-	70	100	04	
CS:3.4	Television Broadcasting	04	3hrs	30	-	70	100	04	
CS:3.4a	Practical in Television Production	02	-	-	35	Viva-15	50	02	
CS:3.5	Health Communication	04	3hrs	30	-	70	100	04	
CS:3.5a	Practical - Health Communication Campaign	02	-	-	35	Viva-15	50	02	
OE:3.1	Media and Society	04	3hrs	30	-	70	100	04	
Total							Credit	32	
Fourth Semester									
CS:4.1	Political Communication	04	3hrs	30	-	70	100	04	
CS:4.1a	Practical in Political Communication	02	-	-	35	Viva-15	50	02	
CS:4.2	Marketing Communication	04	3hrs	30	-	70	100	04	
CS:4.2a	Practical in Marketing Communication	02	-	-	35	Viva-15	50	02	
CS:4.3	Film Studies	04	3hrs	30	-	70	100	04	
CS:4.3a	Practical in Short film Production	02	-	-	35	Viva-15	50	02	
CS:4.4	Writing for Media	04	3hrs	30	-	70	100	04	
CS:4.4a	Practical in Writing for Media	02	-	15	-	Viva-15	50	02	
CS:4.5	Translation Studies	04	3hrs	30	-	70	100	04	
CS:4.5a	Practical in Translation Studies	02	-	15	-	Viva-15	50	02	
CS:4.6	Dissertation	02	-	-	35	Viva-15	50	02	
CS:4.7	Internship	2 Months	-	-	-	-	50	02	
Total							Credit	34	

IV. Examination

- a. There shall be a University examination at the end of each academic semester with a maximum of 70 marks per paper.
- b. **Internal Assessment Marks:** Each paper shall have 30 marks for internal assessment, consisting of two class test and assignment in the academic semester. Students shall submit Practical records which consist of 35 marks and these Practical records shall be evaluated both by External and Internal examiners. Viva marks consist of 15 marks for practical records and productions as indicated under item No.IV, course of study and scheme of instruction.

Submission of practical records and productions based on the following items.

- **CS:1.2a:** Practical: News writing and Reporting comprises of Writing five News stories, Two Profiles, Two Interviews, Two Editorials and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) the evaluation and Viva-Voce will be conducted by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:1.3a:** Practical: Newsroom and Editing comprises two News editing, (Five Headline /Caption writing, Two Article writing, Two Translations, One Page design and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) the evaluation and Viva-Voce will be done by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:1.6a:** Practical- Photo Journalism: Students shall take photos of interesting subjects like Aerial, People, Landscape, Natural, History, Architecture, Still Life and Sports. Each student should submit practical record with self pictures clicked with caption and technical specifications (Focus, Rules of composition, Creativity, and Technical (lighting, white balance, aperture, shutter speed and ISO). At the end of the semester and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) the evaluation and Viva-Voce will be conducted by external and internal examiners in the Department of Communication, Bangalore University.
- **SC:1.1a:** Practical- Communication Skills:- Students shall produce a copy of Professional Résumé, One Press release, One formal Inaugural Speech, One informal speech addressing your class, and an email to Apply for a Job. The Candidate shall submit Practical record and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) the evaluation and Viva-Voce will be conducted by external examiners and internal examiners in the Department of Communication, Bangalore University.
- **CS:2.3a:** One Research Proposal and Presentation - Students shall write a research proposal (pertaining to Dissertation) under the guidance of research guide appointed by the department and the project shall be presented and evaluated for 50 marks (35Marks Project + 15 Viva-Voce) The evaluation and Viva-Voce will be conducted by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:2.4a:** Practical- Radio Broadcasting practical shall comprise at least Two Radio News Bulletins, Two Radio Talks, Two Radio Interview Scripts, Two Radio Feature

Scripts, Two Radio Commercial Scripts, and Two Scripts for Public Awareness Campaign and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by the Viva-Voce by external and internal examiners in the Department of Communication, Bangalore University.

- **CS:2.6a:** Practical - Sports Communication: A practical record shall be submitted by the students consisting one detailed comparative analysis of how sport is covered in different media – newspapers, radio, television and internet. And one Profile of a sport person, Column, Editorial and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by Viva-Voce conducted by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:0.1:** Lab Journal production: Students shall bring out Lab Journal as notified by the Department. They will be evaluated at the end of the semester and they will be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.
- **CS:3.3a:** Technical Writing Practical shall comprise at least Two Sales letter marketing a product or service, One Instructional manual of any product or service, One Website advertising or digital flier explaining the product or service and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by Viva-Voce by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:3.4a:** Television Production Practical shall comprise Two Television script writing, Two Documentary script writing, Two Interviews, Two Television Commercials, Two Television News scripts and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.
- **CS:3.5a:** Practical - Health Communications Campaign: Students shall write two Awareness Campaign which includes Campaign name, campaign goals, identified target health behavior/attitude, explanation/justification of message and media strategies, samples of each campaign material, explanation of implementation and summary. The project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by Viva-Voce conducted by external and internal examiners in the Department of Communication, Bangalore University.
- **CS:4.1a:** Practical - Political Communication: Students shall produce a sample political campaign plan and develop a strategic media model for an upcoming election. The case study should include communication strategy, promotion mix and IMC Tools. The project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed a Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.

- **CS:4.2a:** Practical - Marketing Communication: Students shall present two case studies in detail about any product and service. The case study should include communication strategy, promotion mix and IMC Tools. The project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by a Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.
- **CS 4.3a:** Practical – Short film Production: Students shall produce a Television Documentary or a Short Film for the duration of 10 to 20 Minutes max, The students shall submit the project in CD/DVD Format. A group of five students should produce one project and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by a Viva-Voce consisting external and internal examiners. in the Department of Communication, Bangalore University.
- **CS:4.4a:** Writing for Media Practical shall present Two Feature articles, Two Article, Two Film Reviews, One Book Review, and the project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by a Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.
- **CS:4.5a:** Practical - Translation Studies: Students shall translate two items (English to Kannada or Kannada to English) which may include Press note, Speech report, and Political news. Non-Karnataka students may rewrite a (English to English) Press note, Speech report, and Political news. The project shall be evaluated for 50 marks (35Marks Project + 15 Viva-Voce) followed by a Viva-Voce consisting external and internal examiners in the Department of Communication, Bangalore University.

- c. Submission of Practical records: Students shall submit Practical Records to respective teachers as instructed by the Chairman of the Department:**
- d. The internal assessment marks once awarded for any paper shall be retained and considered as final even if a student reappears for that theory paper in subsequent attempts.**

V. Attendance, Progress and Conduct

- a. Students shall compulsorily attend classes, seminars and other academic activities conducted during the academic year as prescribed by the Department.
- b. Students shall be considered to have completed the attendance requirements if they have attended not less than 75% of the classes conducted in each of the paper.
- c. Students who do not satisfy the attendance requirements will not be permitted to appear for University examinations.

VI. Minimum Requirement for Pass

- a. Minimum for a pass in each Theory paper shall be 40% of the paper excluding Continuous evaluation (Internal Assessment) marks and 40% in the Practical paper marks excluding continuous evaluation (Internal Assessment) marks and 50% in the

aggregate of the Papers in each semester put together. There is no separate minimum for continuous evaluation (Internal Assessment).

- b. Those Candidates who fall short of 50 percent marks in aggregate even when they have secured 40 percent marks in all the papers and want to improve their results may select any paper/papers to appear once again to improve their semester performance within a period of one year.
- c. Those candidates could continue his/her studies in the next semester irrespective of number of papers in which he/she has passed in the previous semester exams, provided he/she has satisfied attendance requirements in the previous semester.

VII. Practicals Lab Journal

VIIIa. Students of II Semester of MA Communication have to compulsorily contribute to the production of Lab-Journal, “Jnanabharathi Samachar” during II semester issues have to be brought out. Each teacher shall be the Editor with the Chairman of the Department as Editor –in-chief. Students shall submit Practical Journal to the in charge teachers concern. The in charge teacher shall forward the Journal to the Chairman for approval.

VIIIb. The issue editor concerned will guide and supervise the work of students so as to bring out the Lab-Journal **within the deadline set by the Department.**

VIIIc. All the students shall actively associate in publishing the Lab-Journal. It is mandatory on the part of each student to bring out Lab-Journal. Two students shall be in-charge of one issue.

VIII d. The degree shall not be awarded to those students who do not bring out the Lab-Journal as student Editors during their II semester. There shall be marks for Practical Journal “Jnanabharathi Samachar”. 15 marks consist for Production of Lab journal (JBS) and 35 marks consist for Viva Voce examination.

VIIIe. The Viva Voce examination shall be conducted by Internal and External examiners. The marks for Production of Lab journal will be awarded by the Chairman, BOE and the External examiner after evaluating the Lab Journal.

IX Internship

IXa The duration of the Internship is for a period of Two Months. Internship shall consist of 50 marks, and shall be evaluated by the concerned unit head of the media organization based on following norms. and shall be sent to the chairman of the department which is confidential.

Writing/Presenting ability	10marks
Commitment to work	10marks
Punctuality	10marks
Communication ability	10marks
Overall performance	10marks
Total	50 marks

IXb Students shall undergo Internship with a Media Organization; Newspaper, Magazine, Radio, Television, Public relations organization either Government or Private owned Advertising Agencies and in any other organization of a Media Wing for a period of not less than Eight weeks, (uninterrupted) immediately after the completion fourth semester examination.

IXc The Students will be assigned for Internship to Media Organization by the Chairman of the Department and his/her decision is final..

IXd At the completion of the Internship, the student shall produce a certificate of satisfactory attendance, interest and performance during the internship from the head of the organization where he/she has undergone internship.

IXe Students who fail to produce the Internship completion certificate from their respective Organization allotted to them will have to undergo the Internship once again.

IXf Unless the students successfully complete their Internship assignment and produce the completion certificate, the 4th semester of MA Communication examination results will be withheld.

X. Dissertation

Xa. Students shall submit a dissertation at the end of the fourth semester and before the commencement of final examination. Unless the dissertation is submitted the student shall not be allowed to take the final examination. The Dissertation shall be evaluated for 50 marks. 35 marks for the project followed by a Viva-Voce for 15marks consisting both External and Internal examiners in the Department of Communication, Bangalore University.

Classification of successful candidates and declaration of results

a. Successful candidates in the annual examination shall be classified as follows:

FIRST CLASS: Those who obtain 60 percent and above of the aggregate marks in all the semester exams put together.

SECOND CLASS: Those who obtain 50 percent and above but less than 60 percent of the aggregate marks in all semester exams put together.

THIRD CLASS: Those who obtain 40 percent and above but less than 50 percent of the aggregate marks in all the semester exams put together.

b. Announcement of results, classes and Ranks for the programme

- Ranks shall be declared in respect of the successful candidates taking their total performance in all the semester exams put together.
- Only those candidates who have passed each of the paper at the first appearance shall be eligible for the declaration of ranks. The first five ranks shall be notified.
- The results of the IV semester shall not be announced until the candidate has passed in all the papers of the previous semesters. The degree shall not be awarded unless the candidate has passed all the semester examinations.

- Candidate shall complete the MA Communication degree examination within four academic years from the year of admission.

a. Question Paper format

Every paper consists of 10 questions of equal marks with internal choice. Students have to answer any 7 questions. There shall be two questions from each of the five units in each paper.

Syllabus for I Semester MA Communication
CS:1.1 INTRODUCTION TO COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *To make the students aware of Communication Process, Patterns in the changing situation*
- b. *To help the students to understand various dimensions of Journalism and Journalism Profession*

Unit I: Communication: Definition and importance; Nature and scope of communication, Elements and Process of Communication; Types of Communication, Communication models, Aristotle, SMCR, Shannon–Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

Unit-II: Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organisations. Trends in Journalism profession.

Unit -III: Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate, Functions of Journalism: Credible-Informational Journalism and Critical-Investigative-Adversarial Journalism, Transparency, accountability and citizenship. Making Sense of News: Politics, Economics and Sociology of News, Formulating Public Opinion and Role of Citizenship, Journalism: Issues and Contemporary Debates, Journalism in Changing Times: As a Mission, Profession and Business.

Unit -IV: Media in India: Regional diversity, relevance, future, Ethical aspects of mass media, Media and social responsibility, public opinion and democracy. Press in India after independence, Social, political and economic issues and the role of the press regarding issues like reservation, nationalization, privatization-globalisation, land reforms.

Unit -V: Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India. Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Reference books

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 McLuhan
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.
15. Journalism in India- Nadig Krishnamurthy, Mysore University Press.

CS:1.2 NEWS WRITING AND REPORTING ANALYSIS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *To introduce students to skill of writing for the print media*
- b. *To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records*

Unit -I: News Perspectives: Principles of News: Changing value of news. Are the five W's And 1 H still relevant? Writing for changing time- brief, crisp and to the point; Does news have mere informational value or is it a form of knowledge?

Unit -II: Routine Reporting: Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.

Unit -III: Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.

Unit -IV: Sources of news: Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- Gate keeping and news making process; validation of news sources.

Unit -V: News reporting professionalism: Some constrains defining objectivity, internal-external pressures- political, economic and sociological and spin doctors. Professional norms and ethics. Present status Of Indian news reporting (with recent examples) as case studies.

Reference books

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

CS:1.3 NEWS PROCESSING AND EDITING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To help students to acquire skills to make news attractive and readable*
- b. *Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records*

UNIT-I: News man's Language: Structure of the editorial room; Functions of news editors, Sub-editors process of editing; Sentences and structure; Negative and double negative expressions, adjectives, modifiers, split infinitives and identification of sources, punctuation, paraphrasing and transition devise in writing; Journalistic jargons, sources, punctuation, paraphrasing and transition devise in writing.

Unit -II: Editing Process: Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting hand-outs, moffusil copies and electronic editing.

Unit -III: Headlines: Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.

Unit -IV: Editing pictures, graphics and designs: Newspaper layout; principles of layout, Front page-inside pages, Problems of inside page make up. Special page designs, Total design concepts, Picture editing, Caption editing guidelines, Selection of appropriate photos, Contemporary Indian newspaper designs and layout.

Unit -V: Typography: Type families, classification of typefaces and printing processing.

Reference books:

1. Jacques Barzum 2002. Simple & Direct, London Harpar And Row
2. John Ostnous 2004 Better Paragraphs, London Harper And Row
3. Basket, Scissors And Brooks (Eds), 2002.Book Of Art Editing, London,Harper And Row.
4. Joseph 2002.Outlines Of Editing, New Delhi. Amol Publication.
5. M V Desai & Sevanti Nainan 1996. Beyond Those Headlines,
6. Bangalore Allied Publishers Limited.
7. Rangaswamy Parthasarathy, 1984 Basic Journalism, Macillan India Ltd, New Delhi.
8. Jeorge 1998.TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
9. Quinn 1999. Digital Sub Editing & Design, New Delhi, Sage Publication.

CS:1.4 MEDIA LAWS AND ETHICS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To familiarize students about Right to communicate.*
- b. *To help the students to understand the legal aspects of Journalism profession.*

Unit -I: Media & Freedom: Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights.

Unit -II: Right to Information: Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Rajasthan experience; Role of the media.

Unit -III : Media Laws: Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy.

Unit -IV : Ethics: Sting operation and its impact; Right to privacy; Obscenity; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations; A critical study of functions and performance of the Press Council of India.

Unit -V: Cyber Laws: Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.

Reference books:

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
10. The Press Council- T N Trekha

CS:1.5 MEDIA MANAGEMENT AND ENTERTAINMENT INDUSTRY

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. To introduce students to principles of Media business management*
- b. To familiarize students to Indian media organization and their management practices.*

Unit I : Principles of management: Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economics of media; Economic impact in India media; FDI influences on media management. Evolution of management thoughts : F.W. Taylor, Henri Fayol, Max Weber, Elton Mayo.

Unit II: Media organisations and structures: Organisational structures of Indian media- Print and electronic media; ownership patterns of India media; newspapers; magazines and television networks; film and television software production houses and studios; organizational structure and management of Indian news agencies. Committees: Reports of committees/commissions: S K Patil committee report, Ashok Chanda committee report, Varghese committee report, Khosala committee report, Joshi committee report, Prasara Bharati Act.

Unit III: Economics of Media: Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI. Economics of electronic media; radio and television, production costs, operation and non operation, budgeting, break even points; International market for India's television software, Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other retting systems.

Unit IV: Role of Media in the entertainment industry: Relationship between media, entertainment and society, Does media change perceptions, the media with reference to self-image & confidence (fair & lovely, fair & handsome) |Socio-Political impact of media, Media & Violence, Media & Crime, Social Impact of entertainment industry.

Unit V: Event Management: Requirement of Event Manager, Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures, Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, The Budget, Overall Planning tips, Checklists, Expert Resources.

Reference books:

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999.An expert H R System for Aligning organizational cultural & Strategy, New York Academic Press
4. Halzer C 1991, Total quality Management, London Champra & Hall
5. W.J. Stantton & Charles Futrell 2003. Fundamental & marketing, New Delhi MC Graw Hill
6. Thons Gouldon, 1997. News Management, London, Willian Heiremamm Ltd.
7. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -2010
8. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
9. Event Management & Public Relations by Savita Mohan - Enkay Publishing House2009

CS:1.6 PHOTO JOURNALISM

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. To make the students understanding photographs as an effective communication medium.
- b. To provide knowledge on artistic and scientific photography.

Unit -I: Photography Basics: Photography as an Art and Science, Human Eye & Camera, Understanding color theory, Light and Color, Qualities of Light, characteristics of light, Painting and Photography- A comparative analysis, Types of photography, Mobile photography : mobile Camera and accessories,

Unit -II: Visual Perception: Basics of Camera, Types of Camera, The art of seeing, Aperture and Shutter- ISO-Exposure, Concepts of lightning- Three point lightning and natural lightning concepts, Film & Sensor, Types of sensors, File formats and Applications, Difference between DX and FX format, Exposure metering,

Unit III: Principles of Photography & Compositing, Rules of Composition – Portraits, Landscape, Composing different subjects, Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography Landscape –Portrait- Still Documentary, Filters, Learning the Editing Techniques through Photoshop Software, Merging of multiple shots to produce a suitable output, Product based photography, Black and white photography, Elements of photo feature (prepare a photo feature on any theme).

Unit IV: Digital image capturing, Working with sensor formats. Types of lenses: Lenses and its relation to subjects, choosing lenses, different models & brands of lenses, Exposure techniques, Different types of light – Natural & Artificial, Photographing in available light, Digital SLR vs SLR. Elements of Design and Composition: Six Elements of Design - Line, Shape, Form, Texture, Pattern and Color, Understanding Composition - Framing, Angles and Perspective, Leading lines, Golden ratio, Rule of thirds, foreground and background, Light and composition, learning different compositional styles from the works of great photographers

Unit V: A brief introduction to genres in photography: Photojournalism/ Documentary Photography, Night Photography, Aerial, People, Landscape, Natural History, Architecture, Still Life, Sports.

Reference:

1. *Film or Digital Camera*. Amphoto Books.
2. Hunter, Fil, Fuqua,Paul & Biver, Steve(2013)..*Light: Science and Magic: An Introduction to Photographic Lighting*. Taylor and Francis.
3. Craven, George M. (1990).*Object and Image, An Introduction to Photography*. New Jersey: Prentice Hall.

4. Schaefer, John P.(1992).*Basic Techniques of Photography: An Ansel Adams Guide*.Boston: Little Brown and Company.
 - Arola, Kristin L.Jennifer Shepherd, and Cheryl E. Ball.Writer/Designer New York: Bedford St. Martin's, 2014.
 - Johansson, [Kaj, Peter Lundberg, and Robert Ryberg]. A Guide to Graphic Print Production. 2nd ed. Hoboken, NJ: Wiley, 2007.
 - McWade, John. Before and After Page Design. Berkeley, CA: Peachpit Press, 2003.
 - McWade, John. Before and After Graphics for Business. Peachpit Press, 2005.
 - Sherwin, David. Creative Workshop: 80 Challenges to Sharpen Your Design Skills. Cincinnati, OH: HOW Books, 2010.
 - Whittaker, Jason. Producing for Web 2.0: A Student Guide.3rd ed.New York:Routledge,2009.

S.C 2.1 COMMUNICATION SKILLS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *To make the students to aware of Communication Process, Patterns in the Changing situation*
- b. *To help the students to understand various dimensions of Media Profession*

Unit 1: Introduction to Communication: Purpose of Communication; Process of Communication; Importance of Communication in Business; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.

Unit II: Language for Communication: Language and Communication; General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided; Grammar and Usage

Unit III: Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Group dynamics – Leadership styles. Importance of good communication in one's life; Improving your communication skills – Elements of technical writing - Preparing CVs.

Unit IV: Effective Writing Skills: Elements of Effective Writing, Main Forms of Written Communication: Agenda, Minutes, Notices, Writing of CV, Memo, Drafting an E-mail, Press Release. Correspondence: Personal, Official and Business, Report Writing.

Unit V: The Process of Listening, Barriers to Listening, Types of Listening, Benefits of Effective Listening. Spoken English in India, The Organs of Speech, Description and Articulation of English Speech Sounds, Syllables and Stress (Weak Forms, Intonation), Connected Speech, Spelling and Pronunciation, International Phonetic Alphabet Transcription of Received Pronunciation of Words as per the Oxford Advanced Learners Dictionary of H.S. Hornby.

Reference books :

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. Communication Skills – Chris Cole.
10. Muralikrishna C., Sunita Mishra "Communication Skills for Engineers" 2nd edition, Pearson, New Delhi 2010
11. Vyas Manish A., Yogesh L. Patel, "Tasks for the English Classroom", MacMillan, New Delhi, 2012.
12. Achar Deeptha, Charul Jian and et al, English for Academic Purposes, Book-1&2 University Granthnirman Board, Gujarat, 2011
13. Michael vince, 'Advanced Language Practice', Macmillan Education, oxford, 2003
14. Eisenbach Iris, "English for Materials Science and Engineering", Springer Fachmedien Wiesbaden GmbH 2011
15. Lougheed Lin, "Business Correspondence: A Guide to Everyday Writing", Longman, Pearson Education, Inc, 2003

Syllabus for II Semester MA Communication
CS:2.1 COMMUNICATION THEORIES

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Ojectives:

- a. *To expose students to classical and contemporary theories of communication*
- b. *To prepare students to examine the validity of theories in this dissertation projects*

Unit -I: Introduction to Theories: Defining and redefining mass communication, Emergence of scientific perspective on mass communication. Introduction to Communication Theory, History of Mass Communication Theory; Modern Press Theories: The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist theories of the Press.

Unit -II: Communication Theories: Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model.

Unit -III: Normative Theories:, Authoritarian media theory, Soviet-Communist Media Theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory.

UNIT-IV: Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (George Gerbner), Uses and Gratification Theory (Blumler, J. G., & Katz, E.), Spiral of Silence (Elisabeth Noelle-Neumann), Agenda Setting (McComb and Shaw), Diffusion of Innovations (Everett M. Rogers), Propaganda theory (Harold Lasswell), Framing Analysis (Goffman, Erving), Priming (Meyer and Schvaneveldt).

UNIT-V: Uses and gratifications, Social categories theory, Social Learning theory, Reception, Hypodermic/Stimulus-Response/Magic Bullet, Multi-Step Flow Theory, Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues.

Reference books

1. Baran, S. & Davis, D. (2010). Mass Communication Theory. Foundations, Ferment, and Future. Sixth Edition. Boston: Wadsworth Cengage Learning.
2. McQuail, D. (2010). Mass Communication Theory. Sixth Edition. London: Sage.
3. McQuail, D. (Ed.) (2010). McQuail's Reader in Mass Communication Theory. London: Sage.
4. Scannell, P. (2007). Media and Communication. London: Sage.
5. Severin, W. & Tankard, J. (2001).
6. Communication Theories. Origins, Methods, and Uses in the Mass Media. Fifth Edition. London: Addison Wesley Longman.
7. Mass Communication: An introduction, Bittner, John. Prentice-Hall, New Jersey. 1980.
8. Human communication, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
9. Taxonomy of Concepts in Communication, Blake & Haroldsen, Hasting House, NY .1979.
10. Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
11. India's Communication Revolution, Singhal & Rogers, Sage, New Delhi. 2001.
12. The dynamics of Mass Communication. Dominick, Joseph. McGraw Hill, 1993.
13. Media towards 21st Century, KM. Srivastava, Sterling P ub. New Delhi. 1998.
14. Media and Globalisation. Rantanen, Terhi. Sage, London. 2005.
15. Studying Interpersonal Communication. Clark, Ruth. Sage, London. 1991.
16. Introduction to Communication Studies. Fiske, John. Routledge, London.1990.

17. Studies in Modern Mass Media Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
18. Media, Message and Language, McLuhan et al. USA, 1980.
19. Men, Woman Messages and Media, Schramm & Porter, Harper & Row pub. NY 1982.
20. Communication and culture, S.Seetharaman, Associate pub. Mysore, 1991

CS:2.2 DEVELOPMENT COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To enable the students to understand factors governing national development.*
- b. *To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.*

Unit –I: Understanding development: Role of UN agencies in development; Development Communication-basic concepts; Evolution of Development Communication; Role and relevance of Development Communication; Historical and conceptual overview of Development Communication.

Unit –II: Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model. Gender & Media: Standpoint theory, Laura Mulvey: Gaze, Feminist Theory.

Unit –III: Development Communication: Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development. Alternative Theories of Communication for Development: Development of What And Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication. Paradigms in Development Communication, Modernisation paradigm, Dependency paradigm, Alternative development, Telecommunication for development; Sustainability and development communication; Sustainable strategies in Development Communication.

Unit -IV: NGOs and development: Communication planning and rural development in India; Modern media for development communication; Political economy of development in India; Poverty and development planning; Communication policy and national development in India; Media Assistance in Development; Development for whom? A people centred policy and development communication; Development in the age of globalization; ICT and economic growth; ICT and development.

Unit -V: Case studies : Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia. Models of development: Interdependent Model of communication, Dependency model of Communication, Gandhian meta model of development.

Reference book

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 – Naould Brookfield.
6. Definition of innovations – Everest M Roger.

7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. The eighteenth elephant – Ishwar Daitota
10. Everybody loves a good drought – P. Sainath.

CS:2.3 COMMUNICATION RESEARCH METHODS

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To sensitize students to communication research*
- b. *To enable students to independently conceive and execute research Projects*

Unit -I: Basic Concepts: Meaning of Research, Definitions of Research, Objectives of Research, Motivation in Research, General Characteristics of Research, Criteria of Good Research, and Types of Research. Selection and Formulation of Research Problem.

Unit -II: The Research Problem: Scientific Thinking, What is a Research Problem, Selecting the Problem, Sources of the Problem, Defining a Problem, Statement of a Problem, Delimiting a Problem, Evaluation of a Problem. The Review of Literature: Meaning of Review of Literature, Need of Review of Literature, Objectives of Review of Literature, Sources of Literature.

Unit -III: The Research Hypotheses: Meaning of Hypothesis, Definitions of Hypothesis, Nature of Hypothesis, Functions of Hypothesis, Importance of Hypothesis, Kinds of Hypothesis, Characteristics of a Good Hypothesis, Variables in a Hypothesis, Formulating a Hypothesis, Testing the Hypothesis.

Unit -IV: Research Strategies: The Research Approach: The Philosophical Background, the Qualitative Approach, the Quantitative Approach, the Mixed-Methods Approach, Criteria for Selecting a Research Approach What are the Research Strategies, Which Strategy to Choose, Case Studies, Experiments, Ethnography, Phenomenology, Ground Theory (GT), Action Research, Mixed-methods, and Longitudinal. Data Collection Methods: Questionnaires, Interviews, Focus Groups, Observation.

Unit -V: Sampling: Meaning and Definition of Sampling, Functions of Population and Sampling, Methods of Sampling, Characteristics of a Good Sample, Size of a Sample, The Sample Cycle. Report writing: Writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in Social Science research in India.

Reference Books:

1. Kothari, C. R. (1980). Research Methodology: Research and techniques, New Delhi: New Age International Publishers.
2. Leedy, P. D. (1980). Practical Research: Planning and design. Washington: Mc Millan Publishing Co., Inc.
3. Singh, Y. K. (2006). Fundamental of Research Methodology and Statistics. New Delhi. New International (P) Limited, Publishers.
4. Wallinman, N. (2006). Your Research Project: A step-by-step guide for the first-time researcher. London: Sage Publications.
5. Kothari, C. R. (1990). Research Methodology: Research and techniques, New Delhi: New Age International Publishers.
6. Wallinman, N. (2001). Your Research Project: A step-by-step guide for the first-time researcher. London: Sage Publications.
7. Dörnyei, Z. (2007). Research Methods in Applied Linguistics. Oxford: Oxford University Press.
8. Denscombes, M. (2010). The Good Research Guide: For small-scale social research

- projects. Maiden-read: Open University Press.
9. Hoadjli, A. C. (2015). The Washback Effect of an Alternative Testing Model on Teaching and Learning: An Exploratory study on EFL secondary class in Biskra. Unpublished Doctoral Thesis, University of Biskra, Algeria.
 10. Cohen, L., Lawrence, M., and Morrison, K. (2005). *Research Methods in Education* (5th edition). Oxford: Oxford University Press.
 11. Dencombes, M. (2010). *The Good Research Guide: For a small-scale social research projects*: Maiden-read: Open University Press.
 12. Singh, Y. K. (2006). *Fundamental of Research Methodology and Statistics*. New Delhi: New international (P) Limited, Publishers.
 13. Berger J. 2000 *Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches*, California Sage Publication.
 14. California Harper and Rachal Marcus. 2003. *Research for Development*, New Delhi Visitor Publication.
 15. Roger D. Wimmer And Joseph R. Dominick. 2000. *Mass Media Research: An Introduction*, Singapore Wadsworth Publishing.
 16. Rummuel R.L, 1970. *Applied Factor Analysis*, North western University Press, Evanston Il
 - Sarlow, C. 1994. *Basic Research Methods*, New Delhi, Mc Graw- Hill
 17. Ralph O, Natiger And D David M, White, 1999. *Introduction to Mass Communication Research*, Louisiana, Louisiana State University Press.

CS:2.4 RADIO BROADCASTING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- b. To make students aware of the importance of Radio Broadcasting in India*
- c. To prepare students to undertake professional graduation. Every student is expected to produce Practical records*

Unit -I: Development of radio broadcasting: Evolution and development of radio in India – Present status; radio as a medium of communication; broadcasting formats.

Unit - II: Writing for radio: Elements of spoken word; Conceptual process; Production techniques for radio; Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit - III: Types of programmes : Production, talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes.

Unit-IV: Issues in broadcasting: Market V/S public sphere; Model communication policy in India; Legal and regulatory framework; Concern. discourse on privatization of radio broadcasting; Autonomous – ownership; Cable regulation; Satellite radio; Community radio.

Unit-V: Radio production: Techniques of handling various sound equipment's; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects – Audience research.

Reference books:

1. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
2. Chaltherji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
5. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
6. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
7. Arvind Singhal, Mechel J Curdy And E M Rogers(Est). 2003. Entertainment Education and Social Change, New York, Lawrence & Bouns Association.

CS:2.5 BUSINESS COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To make students familiar with business concepts and glossaries*
- b. *To train students in writing for business journals*

Unit -I: Economic theories and policies: An overview of economic theories; Indian economic policies after economic liberalization, Exim policies, Industrial policies, corporate structure and financial institutions; Multinationals; Salient features of companies act and labour act of centre and State govt.

Unit –II: Basic concepts: Understanding and analysis of budget and the Share market; Corporate and Governance; Glossary of stock market. Media economics models and theories specific to mass media: Niche theory, The model of news demand, Theories of Media Management, Strategic management theories, Technology, innovation, creativity theories.

Unit -III: Mass media and business: A study of major business publications, Reporting commerce; Budget stock market and trends; Reporting proceedings of the meetings of Stock Holders, Chambers of Commerce and other financial/ Business organizations; Takeovers and Mergers; Preparing of articles for business publication: Business pages, Trends in business reporting.

Unit -IV: Business analysis: Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries.

Unit -V: Business correspondence, reporting and proposals: Reports and proposals routine letters and goodwill messages, persuasive and sales messages, Negative messages, Report planning and research. Business reports proposals and formal reports. Preparing production of Annual reports.

Reference books:

1. Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
2. Uday Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
3. Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
4. Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
5. Hmai Pradhan(Edt)2000. Business Communication, Bombay Himalaya Publishing House.
6. Charuvedi B D(Edt) 2001. Business Communication Concept Cases and Applications, New Delhi Pearedu
7. Nirma Singh (Edt) 2002. Business Communications Principles Methods & Techniques. Bepndee New Delhi.
8. Sundar Rajan(Edt) 2001. Effective Business Communication. New Delhi, Suraj.

CS:2.6 SPORTS COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total: 100

Objectives:

- a. *Know how to seek accreditation to sporting events and to report on such events.*
- b. *Demonstrate analytic skills in relation to reporting sporting events*

Unit -I: History of Sports Journalism and its Social Impact. Introduction to Sports Journalism, Characteristics of Sports Journalist, Organisation of sports departments and sports journalists, and the sports editor, Definition of Sports News, Sports Journalism: Trends and Theories. Analysis of Sports News.

Unit -II: Heading of Sports News: Theories and Importance, Various Types of Sports Headings. Sports Journalism: Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism. Interview techniques: Interview: Different ways to interview, Qualities of a good interviewer, How to attain access to the interviewee? Sports feature writing: qualities of a good sports feature, Profiles, Opinions, Columns, Editorial, Participation features.

Unit -III: Impact of sport on society: History of sport's role in society. Understanding and appreciating the importance of sport. The role of sport in the 21st Century. What makes a 'great' sporting event? Sports Coverage in Print: Writing the intro, News story structure, NIBs – sports news in brief.

Unit -IV: Broadcast Sport: Back to square one – a history of sport on radio, great sports broadcasts and broadcasters, Special demands of broadcast journalism, The broadcast sport department, The language of broadcast sport, Research and preparation, The reporter's notebook for broadcast, Story and structure, Writing and performing scripts, The "improvised" two way, Interviews, Outside broadcasts, Commentary, Sports news and sports bulletins.

Unit -V: Sport in Vision, Role of stills photography, Role of the stills photographer, Use of graphics, Copyright, Image rights, Online Sport, Specialist sport websites – official, Sports websites – unofficial and fan based, Website design, Adapting content for use on the web, Running reports on the web, Online writing styles, Role of blogs, Stills, graphics audio and video for the web.

Reference books:

1. Abraham Aamidor: Real Sports Reporting.
2. Coaching; Routledge.
3. K. C. Thakur: Sports Journalism; Delhi.
4. Kathryn T Stofe: Sports Journalism: An Introduction to Reporting and Writing.
5. L Jones Robyn, Robyn L Jones, Mike Hughes: An Introduction to Sports
6. Phil Andrews: Sports Journalism: A Practical Introduction; Sage Publications.
7. Prasadh Kumar Mishra: Sports Journalism.

S.C 2.1 ENVIRONMENTAL COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- a. To help students keep abreast with environmental issues and concerns.*
- b. To prepare students to effectively communicate on environmental issues.*

Unit -I: Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.

Unit -II: Contemporary issues: Local, National, International Environmental issues. Environmental protection programmes and strategies.

Unit –III: Media & empowerment: Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.

Unit –IV: Development v/s environment debate: International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Unit -V: Writing and reporting environmental issues: Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.

Reference books:

1. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
3. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
5. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
6. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
7. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
8. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
9. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

Syllabus for III Semester MA Communication
CS:3.1 CORPORATE COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To make students aware of the importance of public relations and its critical role in corporate organizations.*
- b) *To prepare students for corporate communication challenges.*

Unit – I: Nature and scope of public relations : Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

Unit – II: Process of public relations: PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations. PR Advertising Theories and Models: AIDA model, DAGMAR Model

Unit – III : Tools of public relations: Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos. Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

Unit – IV: Corporate Communication Strategies and Tools: Applications: Crisis Communication; Corporate Image Management; Corporate Identity; Events, Sponsorships, Trade Shows; Corporate Advertising; CC/PR in Brand Building; Corporate Social Responsibility & Sustainable Development; Financial Markets and Communication; Investor Relations.

Unit – V: Corporate Communication: Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Public Affairs/Government Relations/Advocacy/Lobbying;/Case Studies; Laws & Ethics in CC.

Reference books:

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relation., The Profession & The Practice, U.S.A. Times Mirror Co.
2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. Public Relations Practices, NewDelhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.

7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi, JBS Publishers Rene A Henry (Edt) 2000. Marketing Public Relations New Delhi, Suraj Publications
8. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
9. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
10. Singh JK 2004. Media and Public Relations New Delhi, APH Publishers
11. Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
12. Stephen P Banks 2004. Multi Cultural Public Relations, New Delhi, Suraj Publications.

CS:3.2 NEW MEDIA TECHNOLOGY & DIGITAL MARKETING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- 1. To acquaint the students with computer and its operations.*
- 2. To apprise them with basic IT and Digital Marketing applications.*

Unit-I: Understanding the Computer: Computer: Generations and basics: Computer parts: Software, Hardware and Peripherals; Lib Office (Open source software): Word, Power Point, Calc.; Use of printer and scanner

Unit II: Internet for Interactivity: Introduction to internet application in media: Websites and portals: Static and dynamic websites. Various Internet tools for fast dissemination of news, video and pictures. Basic IT applications in print, electronic and cyber media; Emerging Trends in information technology; Conventional media Vs new media; Introduction to Blogs and Vlogs.

Unit-III: Digital Media: Introduction of the Digital Marketing; Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management; Optimization of Web Sites; MS Expression; SEO Optimization; Google Analytics; Social Media Marketing; Budgeting.

Unit-IV: Designing and Layout: Concept and theory of design and graphics; Basic elements and principles of graphics: Design and layout: Use of colors

Unit-V: DTP & Multimedia: Introduction to DTP: Multimedia: Characteristics and functions: DTP Software - Quark Express, Corel Draw, Photoshop

Reference books:

1. Author Adobe, Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
3. A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
4. V. Rajaraman, Fundamentals of computer, Prentice Hall of India
5. G K Parthasarathy, Computer Aided Communication, Authors Press, 2006
6. R. Singhal, Computer Application for Journalism, Ess Publishers
7. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi
8. T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication

CS: 3.3 TECHNICAL WRITING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To introduce the students to the essentials of technical writing.*
- b) *To prepare students to write and edit technical documents.*

Unit – I: Basics of technical writing: Nature and scope of technical writing, Differences between technical writing and other forms of writing; Qualifications of technical writers and editors; Glossary of technical writing and application.

Unit – II: Products of technical writing: End products of technical writing – technical reports, project proposals, project abstracts, project documents and manuals-technical, installation and end-user; Creating a technical document; Professionals involved in creating technical documents.

Unit – III: Technical Writing Team: Technical Writing: a team work; Roles and transportation of technical document editors, writers and managers; Documents, testing and revision; Documents formats-hard and soft versions.

Unit – IV: Technical Writing Principles: Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing; The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content; document design; Writing the draft; Draft revision; use of graphic/illustrations.

Unit – V: Editing technical documents: The technical editing process-review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing.

Reference books:

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
4. Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
5. Jason Whittaker Web Production for writer & Journalist, London Routledge.
6. Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
7. William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
8. Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition).

CS: 3.4 TELEVISION BROADCASTING

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To impart to students the essentials of television production techniques.*
- b) *To prepare students to undertake TV production.*

Unit–I: Development of Television: Evolution present status of telecasting in India; TV as a medium of communication; TV production formats; news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quix and emerging formats.

Unit–II : Understanding TV Programme productions: Film and TV language and its grammar; Basic theories of shot composition; shot size, movement of lighting techniques; Recording and editing (linear and non-linear).

Unit–III: Production Process: Production process, pre-production stage-conception, research and development of story and script; Storyboard; Writing scripts, selection of talents, costumes, location, backdrop, Planning and execution as per pre-production plan; Post-production: writing voice-over (narration), dubbing, Titling/subtitling, caption writing, graphics and animation-editing and mixing.

Unit–IV: Television Production Management: Planning and management of single and multi-camera productions; understanding different production environments; Floor and studios management; Managing budget; Talent, scheduling, shooting and post-production, ethics in programme production.

Unit–V: Issues in TV Broadcasting: Social, political, economic and technological parameters; educational and developmental broadcasting; problem and prospects, Review of reports of committees and working groups.

Reference books :

1. Mitch Mitchel, Visual 2004. Effects & for Film Television. Singapore Focal Press.
2. Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
3. Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
4. Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
5. Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
6. Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
7. Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
8. Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
9. Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
10. Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
11. Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
12. Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
13. Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

CS:3.5 HEALTH COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) To impart to students the major factors affect health communication and healthcare.
- b) To make students understand the role of communication in maintaining health.

Unit-I:

Introduction to health communication: Definition, Health Communication Importance, Healthcare in India, Ethics of Health Communication, Health promotion among youth and diverse communities.

Unit-II:

Theories: Theories of Health Communication, Bull's Eye Theory, Ping-Pong Theory, Spiral of Silence, communication behavior change model and Social marketing theory. IEC Approach, Model of Communication for Social Change (CFSC).

Unit-III:

Perspectives of health Communication: Persuasive approaches, Cultural perspectives, Emotional perspectives. Health literacy and its implications

Unit-IV:

Media and Health Communication: Message design for Health awareness for mass media Content analysis of Health Programme in Radio and TV, Health Reporting in Newspaper. News media coverage of health, Health content in entertainment media: Advertising (and subsequent counter-marketing), eHealth applications.

Unit-V:

Health Campaign: Health Communication campaigns Design, Planning and Evaluating Public Health Education Campaigns, Internet and social media in health communication, Possibilities and limitations of social media in Health Communication. Health communication programs for specific intended audiences including research, planning, pre-testing, production/ implementation, launch and evaluation.

Reference Books:

1. Johnson. Krik - Television and Social Change in Rural India
2. Papa, Michael. Singhal, Arvind. Papa. H. Wendy - Organizing for Social Change
3. Rao, lakshmana - Communication and Development: A Study of Two Indian Villages
4. Health Infrastructure in Rural India: 2004, Ministry of Health and Family Welfare, Government of India
5. A Health Communication Strategy for RNTCP: November 2005; Published by Central TB Division Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India.
6. National Family Health Survey (NFHS-3)
7. Volume II: 2005-06; International Institute for Population Sciences, Deonar, Mumbai
8. Health Sector Reforms: 2003-2007, Department of Health & Family Welfare, Government of

West Bengal

9. Healthcare in India, Emerging Market Report: 2007, Pricewaterhouse Coopers
10. Renata Schiavo - Health Communication: From Theory to Practice
11. Hyunyi Cho -Health Communication Message Design:Theory and Practice
12. Kevin B. Wright, Lisa Sparks, H. Dan O'Hair- Health Communication in the 21st Century

O.E 3.1 MEDIA AND SOCIETY

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To make students aware of contemporary media development and challenges in India.*
- b. *To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.*

Unit – I : Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit – II : Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

Unit – III : Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

Unit – IV : Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Unit – V : Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

References books:

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 VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University, Newyork, 1953

Syllabus for IV Semester MA in Communication
CS:4.1 POLITICAL COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objective:

- a. *To make the student analyze Political events critically, with the interplay of Communication and Politics*
- b. *To make the students analyze the working of media in democratic set up.*

Unit – I : Introduction to Political Communication: The democratic process, the media in modern times, how media shape public perceptions?

Unit – II : Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes.

Unit – III : Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

Unit – IV : Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies.

Unit – V : Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs.

Reference Books:

1. Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
2. Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
3. Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
4. Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
5. Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
6. Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

CS:4.2 MARKETING COMMUNICATION

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a) *To make the students aware of media advertisements*
- b) *Introduce students to importance of marketing communication in the context of the market-driven economy*

Unit – I : 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 advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and worldwide advertising.

Unit – II : Nature and Scope of Advertising: Advertising concepts, evolutions of advertising; Role of advertising in modern society; Socio and economic impact of advertising, types of advertising agencies; Planning advertising campaigns.

Unit – III : Classification of Advertising: Consumer advertising; Business advertising: Trade advertising, Professional advertising, Industrial advertising, Mail order and personal selling: Local, Regional, National; Functional classification: Product and Institutional advertising; Direct action and Indirect action advertising; Primary and selective advertising.

Unit – IV : 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.

Unit – V : Media of Advertising: Direct mail advertising; Print media; Radio commercials and Television commercials; Outdoor advertising: posters, painted bulletin, spectacles and transit media; New Media in advertising.

Reference books:

1. Philip Kotler: Marketing Manageme, William Stanton and others; Fundamental Marketing.
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishing house.
4. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall ISBN.
5. William F Arens (Edt) 2000 Contemporary Advertisement. USA Times Mirror Education Group.
6. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.
7. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, USA.
8. Bir Singh (Edt). 2000. Advertising Management, New Delhi Anmol publications.

9. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
10. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall.
11. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory & Praticce, Bangalore Himalaya Publishing.
12. George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.

CS:4.3 FILM STUDIES

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. *To prepare Students to analyze and appreciate good cinema.*
- b. *To make them understand the relationship of film with other mass media*

Unit -I: Cinema and other mass media: The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry.

Unit – II : Development of cinema: important stages of development in process of cinema production in: Europe, Russia, Asia, Africa and Latin America.

Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films; New wave cinema.

Unit –III : Cinema and the state: various committees on cinema and Government response; central and state Government's organizations on cinema; film festival and film awards; Art of film; criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema.

Unit-IV : Script Writing : the shooting process, editing and recording, characteristic of the film medium; shot composition; psychological and aesthetic significance; composition in film making; problems of cinema production; trends in Indian cinema.

Unit – V : Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Minal Sen and other contemporary personalities.

Reference books:

1. Eric Barnouw and S. Krishnamurthy, 1980, Indian Film, New Delhi, Oxford University press
2. CrartyJowelt, James M Linton, 1986, Movies As Mass Communication, London, SAGE Publication.
3. Jhon W Hood: The Essential Mystery: Major Film makers of Indian Art cinema, New Delhi, McMillan Publications.
4. Jhon A Lent, 1990, The Asian Film Industry, London, Christopher Helm
5. Anananda Mitra, 199, Through the western lens, New Delhi, SAGE Publications
6. Fared Kazmi, 2000, The Politics of Indian Conventional Cinema, New Delhi, SAGE Publications
7. M.Madhava Prasad, 1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
8. Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
9. T.G.Vaidyanath, (Ed.), 1990, Hours in the Dark, New Delhi, Oxford University Press
10. Gilles Dalluge (Ed.), 2006, Cinema - I, London, Continuum
11. Thames Monaco,(Ed.), 2004, How to read a Film, New Delhi, Oxford University Press

12. Mast & Cohen,(Ed.), 1990, Film theo~ & Practice, New Delhi, Oxford University Press
13. Gaston Roberge,(Ed.)2006, The Subject of Cinema, New Delhi, Oxford University Press
14. Christian Metz, 1982, The Imaginary Signifier, Psychoanalysis and the Cinema, Bloomington, Indiana University.
15. Andre Brazin, 1967, What is Cinema, University of California Press, Berkely Vol.1&11

CS:4.4 WRITING FOR MEDIA

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- a. To make the students acquaint with writing for media.*
- b. To make the Students learn writing skills.*

UNIT I: Analysis of reporting pattern; specialised reporting: in-depth-interpretative- investigative- problems of rural reporting; Difference between feature, articles, editorial; writing features- types of features: news, historical, travel, profile, science, human interest; how to do-it and specialized feature.

UNIT II: Column writing- columnists- editorial writing- types of editorial-interviews- types of interviews- middle articles- letters to the editor.

UNIT III: Reviews: principles of reviews, types of reviews, criticism: types of criticism- difference between review and criticism; Book review, film review, drama, music, Art review.

UNIT IV: Photography: Evolution of photography, elements of photograph, sources of photographs, picture profile: importance- caption writing- cutline-legal aspects of photo journalism; Modern trends in photography in print media, cartoons, comics, caricatures.

UNIT V: Reporting patterns in Kannada press, brief history of Kannada press; characteristics of Kannada press; major Kannada dailies- personalities of Kannada press; Recent trends in Kannada press- management-reporting design-special pages- supplement- specialized magazines.

Books for reference:

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
5. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press
6. British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David & Charles.
7. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.

CS:4.5 TRANSLATION STUDIES

Theory: 4 Hours/week
54 hrs/Sem

Marks: 70
IA: 30
Total:100

Objectives:

- c. To expose the students with some basic concepts related to Translation.*
- d. To make the Students learn Translation skills.*

UNIT I:

Introduction to Translation: History of translation - Global Perspective, History of translation – Indian Perspective, Understanding Translation, Theories of Translation - Nida – Newmark – Catford Translation of Literary Texts: Problems and Techniques.

UNIT II:

Translator: Translator and translation process and types of translation: translator's role, qualities of a translator, translator as a mediator the translator's tools, the translator as an editor. Introduction to the practice of translation; introduction to translation tools

UNIT III:

Translation Process: Analysis of Text, Approach in Translation (Textual referential, cohesive, naturalness), Language Functions (The expressive function, The informative function, The aesthetic function, The metalingual function), Translation and Discourse Analysis (Coherence, Dialogue cohesion, Punctuation, Sound- effects, Culture specifics), Types of Translation (Process, problems and solutions to be studied).

UNIT IV:

Translation Today: Machine Translation, Dubbing and Subtitling, Advertisements. Translation of Scientific-Technical Texts: Problems and Techniques, Translation of official circulars, agenda, minutes, Translation Practice

UNIT V:

Media discourse and media translation: the basic problems and solutions to media translation. Manipulation of the terminology, idiom, and culture-bound language in the area of media translation. logical and rhetorical strategies for dealing with recurrent practical problems in various text types and media. Practice of Translation.

Books for reference:

1. Bassnett. Translation Studies, 1991.
2. Nida, E. The Theory and Practice of Translation, 1982.
3. Niranjana, T. Siting Translation: History, Post-Structuralism and the Colonial Text, 1992.
4. Steiner. After Babel, 1975.
5. Venuti , L. Translation Studies Reader, 1999. Venuti , L. ed., Rethinking

- Translation, 1992.
6. Baker, M. 1998. *Encyclopedia of Translation Studies*. Routledge. London and New York
 7. Bassnett, S. 1980. *Translation Studies*. Routledge. London and New York
 8. Bassnett, S. and A. Lefevere. 1990. *Translation, History and Culture*. Routledge. London and New York
 9. Bassnett-McGuire, Susan. 1980. *Translation Studies*. Methuen. London
 10. Bassnett and Trivesi (eds). 2000. *Post-colonial Translation*, Routledge. London and New York
 11. Bell, Roger. 1991. *Translation and Translating: Theory and Practice*. Longman. London
 12. Brower, R.A. (ed). 1959. *On Translation*. Harvard University Press. New York
 13. Burton Raffel,. 1988. *The Art of Translating Poetry*. Pennsylvania State University Press. Pittsburgh
 14. Catford, J.C. 1965. *A Linguistic Theory of Translation*. London. OUP
 15. Chaudhuri, Sukanta. 2000. *Selected Short Stories (The Oxford Tagore Translations)*. OUP. New Delhi
 16. Clifford, E. Landers. 2010. *Literary Translation A Practical Guide*. Viva Books. New Delhi
 17. Munday, Jeremy (ed). 2009 *The Routledge Companion to Translation Studies*. Routledge. London And New York
 18. Ray, Mohit K. (ed). 2008. *Studies in Translation*. Atlantic Publishers. New Delhi
 19. Wilss, Wolfram. 1984. *Translation Theory and Its Implementation*. Narr. Tübingen