

**TUMKUR UNIVERSITY**

**SYLLABUS FOR MASTER OF ARTS (MA) PROGRAMME IN  
MASS COMMUNICATION AND JOURNALISM  
AS PER CHOICE BASED CREDIT SYSTEM (CBCS) SCHEME**

**WITH EFFECT FROM 2017-18**

# MA IN MASS COMMUNICATION AND JOURNALISM: MA (MCJ)

## COURSE STRUCTURE (CBCS)

### FIRST SEMESTER

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-1.1	Introduction to Communication & Journalism	4	4	3 hours	20	80	100
2	CPT-1.2	Reporting	4	4	3 hours	20	80	100
3	CPT-1.3	Editing	4	4	3 hours	20	80	100
4	CPT-1.4	Journalistic Writing	4	4	3 hours	20	80	100
5	CPP-1.5.1	Reporting (Practicals)	4	2	3 hours	10	40	50
	CPP-1.5.2	Editing (Practicals)	4	2	3 hours	10	40	50
6*	SPT-1.6.1	Translation Techniques for Media	4	4	3 hours	20	80	100
	SPT-1.6.2	Communication Skills						
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

CPT: Core Paper Theory

SPT: Special Paper Theory

\* One SPT must be opted by the student.

### SECOND SEMESTER

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-2.1	Theories of Communication	4	4	3 hours	20	80	100
2	CPT-2.2	Media Law & Ethics	4	4	3 hours	20	80	100
3	CPT-2.3	Advertising & Corporate Communication	4	4	3 hours	20	80	100
4	CPP-2.4.1	Computer Applications (Practicals)	4	2	3 hours	10	40	50
	CPP-2.4.2	Presentation Techniques for Radio & TV (Practicals)	4	2	3 hours	10	40	50
5*	SPT-2.5.1	Magazine Journalism	4	4	3 hours	20	80	100
	SPT-2.5.2	Science Communication						
6**	OEP-2.6	Media and Society	4	4	3 hours	20	80	100
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

CPT: Core Paper Theory

SPT: Special Paper Theory

OEP: Open Elective Paper

\* One SPT must be opted by the student.

\*\* OEP for students from other departments.

### THIRD SEMESTER - STREAM I (PRINT MEDIA)

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-3.1	Media Research	4	4	3 hours	20	80	100
2	CPT-3.2	Development Communication	4	4	3 hours	20	80	100
3	CPT-3.3	Environment Communication	4	4	3 hours	20	80	100
4	CPP-3.4.1	Photo Journalism (Practicals)	4	2	3 hours	10	40	50
	CPP-3.4.2	Development Journalism (Practicals)	4	2	3 hours	10	40	50
5*	SPT-3.5.1	New Media Technology	4	4	3 hours	20	80	100
	SPT-3.5.2	Technical Writing						
6**	OEP-3.6	Writing for Media	4	4	3 hours	20	80	100
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

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### FOURTH SEMESTER - STREAM I (PRINT MEDIA)

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-4.1	Feature Writing and Freelancing	4	4	3 hours	20	80	100
2	CPT-4.2	Management of Media Organizations	4	4	3 hours	20	80	100
3	CPT-4.3	Film Communication	4	4	3 hours	20	80	100
4	CPP-4.4.1	Lab Journal (Practicals)	4	2	3 hours	10	40	50
	CPP-4.4.2	Web Journalism (Practicals)	4	2	3 hours	10	40	50
5	Dissertation	Dissertation	4	4		20 (Viva)	80 (Report)	100
6	SPT-4.6.1	Political Communication	4	4	3 hours	20	80	100
	SPT-4.6.2	International Communication						
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

CPT: Core Paper Theory

SPT: Special Paper Theory

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### THIRD SEMESTER - STREAM II (ELECTRONIC MEDIA)

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-3.1	Media Research	4	4	3 hours	20	80	100
2	CPT-3.2	Development Communication	4	4	3 hours	20	80	100
3	CPT-3.3	Camera, Lighting and Sound	4	4	3 hours	20	80	100
4	CPP-3.4.1	Radio Production (Practicals)	4	2	3 hours	10	40	50
	CPP-3.4.2	Television Production (Practicals)	4	2	3 hours	10	40	50
5*	SPT-3.5.1	New Media Technology	4	4	3 hours	20	80	100
	SPT-3.5.2	Technical Writing						
6**	OEP-3.6	Writing for Media	4	4	3 hours	20	80	100
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

CPT: Core Paper Theory

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\*\* OEP for students from other departments.

### FOURTH SEMESTER - STREAM II (ELECTRONIC MEDIA)

Sl. No.	Paper	Title of the Paper	Hours of Instruction per week	No. of Credits	Duration of the Exam	Marks		
						Internal Assessment	Semester End Exam	Total
1	CPT-4.1	Management of Electronic Media Organizations	4	4	3 hours	20	80	100
2	CPT-4.2	Script Writing	4	4	3 hours	20	80	100
3	CPT-4.3	Film Communication	4	4	3 hours	20	80	100
4	CPP-4.4.1	Web Media Production (Practicals)	4	2	3 hours	10	40	50
	CPP-4.4.2	Video Editing (Practicals)	4	2	3 hours	10	40	50
5	4.5 Project	Documentary Production	4	4		20 (Viva)	80 (Report)	100
6	SPT-4.6.1	Event Management	4	4	3 hours	20	80	100
	SPT-4.6.2	International Communication						
<b>TOTAL</b>			<b>28</b>	<b>24</b>				<b>600</b>

CPT: Core Paper Theory

SPT: Special Paper Theory

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## FIRST SEMESTER

### CPT-1.1 Introduction to Communication & Journalism

Theory: 64 hours

Max. Marks: 80

**Unit-I: 13 hours**

Definition, nature and scope of communication. Process and functions. Kinds of communication: Intrapersonal, Inter-personal, Group and Mass Communication. Characteristics of verbal and non-verbal communication.

**Unit -II: 12 hours**

Models of Communication: Aristotle, Herald Lasswell, Shannon and Weaver, David Berlo, Charles Osgood, Wilbur Schramm, George Gerbner, Wastley and MacLean, HUB models.

**Unit -III: 13 hours**

Journalism - Definition, Nature and Scope, Journalism as a profession, Qualifications and Duties of a Journalist, Professional press organizations. Journalistic terminologies. Characteristics of mass media: print media, radio, television, cinema and folk media.

**Unit-IV: 13 hours**

Brief history of Journalism. Growth and development of Journalism in India. Prominent personalities. Press and freedom movement. Major newspapers. Development of Kannada Journalism. Recent trends in Journalism. Media education in India.

**Unit-V: 13 hours**

Unit - III: Development of radio in India. Commercial broadcasting. Prasar Bharati. Private initiatives. Development of TV in India. Doordarshan. Satellite and Cable TV. Brief history of Indian and Kannada cinema.

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

1. Black, Jay, Jennings Bryant & Susan Thompson. (1997). *Introduction to media communication*, New Delhi: McGraw-Hill.
2. Briggs, Asa & Peter Burke (2005). *A social history of the media: From Gutenberg to the internet*. Cambridge: Polity Press.
3. Chatterji, P C (1991). *Broadcasting in India*. New Delhi: Sage Publications.
4. Fang, Irving E (1997). *A history of mass communication: Six information revolutions*. Boston: Focal Press.
5. Kumar, J Keval (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
6. McQuail, Denis and Windah, Ven (1981). *Communication Models for Study of Mass Communication*. Singapore: Longman.
7. Murthy, Nadig Krishna (1966). *Indian journalism*. Mysore: Prasaranga, Mysore University.
8. Natarajan, J. *History of Indian Journalism*. New Delhi: Publications Division, Govt. of India.
9. Parthasarathy, Rangaswami (2001). *Journalism in India (4th Ed)*. New Delhi: Sterling Publishers.
10. Rangoonwala, Firoze (1975). *Seventy-five years of Indian cinema*. New Delhi: Indian Book Company

## CPT-1.3 Reporting

Theory: 64 hours

Max. Marks: 80

### Unit - I

12 hours

News: definition, news values, elements, sources of news. Cross media sources. Changing news values. Techniques of news gathering. Writing for changing time- brief, crisp, to-the-point. Structure of a news story-inverted pyramid. Leads - types.

### Unit - II

14 hours

Reporting speeches, legislature, politics, crime, court, disaster, science and technology, financial, environment, sports, art and culture. Covering foreign affairs.

### Unit - III

13 hours

Interview techniques - types of interviews. Off-the-record. Media conference. Objectivity in reporting, advocacy and professionalism. Sting operation. Scoops and exclusives. Planted stories.

### Unit - IV

12 hours

Investigative reporting, Interpretative reporting, development reporting, embedded journalism, citizen journalism. Reporting war and conflicts. New technologies in reporting.

### Unit - V

13 hours

Reporting for radio, television and the new media, reporting gender related issues, reporting lifestyle. Internal & external pressures in reporting- political, economic, sociological - and spin doctors. Present status of Indian news writing.

### Books for Reference:

1. Berkowitz, Dan. (1997). *Social meanings of news: A text-reader*. New Delhi: Sage.
2. Burgh, de Hogo. (2000). *Investigative journalism: Context and Practice*. New York: Routledge.
3. Harrison, Jackie. (2009). *News*. New York: Routledge.
4. Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House.
5. Machin, David & Niblock Sarah. (2006). *News Production Theories and Practice*. New York: Routledge.
6. Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
7. Rajan, Nalini. (2007). *21st Century Journalism in India*. New Delhi: Sage Publications.
8. Shrivastava K.M (2003). *News Reporting and Editing*, Sterling Publishers, India.
9. Steen, Rob. (2008). *Sports journalism*. Oxon: Routledge.
10. Strentz Herbert. (2002). *News reporting and news sources*. New Delhi: Prentice Hall.
11. Tumbler, Howard. (1999). *News: A reader*. Oxford: Oxford University Press.
12. William L. Rivers (1975). *News Reporting and Editing*, Joanna Cotler Books, USA.

## CPT-1.4 Editing

Theory: 64 hours

Max. Marks: 80

### Unit - I

13 hours

Organizational structure and functions of an Editorial Department - Role of editor, sub-editor, news editor. Principles of editing. Process of editing- checking facts, correcting language, re-writing, condensing. Style sheet. Mofussil desk.

### Unit - II

13 hours

Characteristics of good headlines, techniques of headline writing, types of headlines, magazine headlines, new trends in headlining. Preventing editorialization. Translation techniques. Proof reading- purpose and symbols.

### Unit - III

13 hours

Principles of page make-up and designing, mechanics of dummies, making front and inside pages, magazine page design, copy-fitting, types of make-up and design, special supplements, contemporary newspaper design.

### Unit - IV

12 hours

Writing editorials, types of editorials, editorial page contents- middle, letters to the editor, columns. Op-ed page.

### Unit - V

13 hours

Recent trends in printing. Editing for online newspapers. Photo editing and caption writing. Page designing softwares: PageMaker, QuarkXPress, InDesign.

### Books for Reference:

1. Barzum, Jacques (2002). *Simple & Direct*. London: Harper and Row.
2. Baskette and Sissors (1992). *The Art of Editing*, Macmillan, New York
3. Bell, Susan (2008). *The Artful Edit: On the Practice of Editing Yourself*, W. W. Norton & Company, United States.
4. Desai, M. V. & Ninan, Sevanti (1996). *Beyond Those Headlines*. Bangalore: Allied Publishers Ltd.
5. Evan, Harold (2000). *Newsman's English*, Pimlico, USA
6. Evans, Harold (1973). *Editing and Design - Newspaper Design*, Holt, Rinehart & Winston, USA.
7. Evans, Harold (1974). *News Headlines*, Holt, Rinehart and Winston, USA
8. Hohenberg, John (1983). *Professional Journalist*, Thomson Learning, United States.
9. Raman, Usha (2010). *Writing For The Media*, Oxford University Press-New Delhi
10. Sharma S (2006). *Editing: Theory and Practice*, Anmol Publications, New Delhi.
11. Srivastava K.M. (2003). *News Reporting and Editing*, Sterling Publishers, India
12. Westley, Bruce (1972). *News Editing*, Houghton Mifflin, United States.

## CPT-1.4 Journalistic Writing

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Fundamentals of writing - Composition, process - Stages of writing - Outlining, creativity. Vocabulary building, resource materials of a writer. Elements of effective writing.

### UNIT II

13 hours

Qualities of journalistic writing. Similarities and differences between journalistic and literary writing. Opinion writings - editorials, features, articles, columns, interviews, middle, letters to editor.

### Unit - III

13 hours

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews. Syndicating.

### Unit - IV

13 hours

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programmes for youth, children, women, and farmers.

### Unit - V

12 hours

Skills of TV anchor, scripting for TV programmes, writing for web media.

### Books for Reference:

1. Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
2. Bruce, Garrison. (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. Buchwald, Barry Dev. (2008). *The art of column writing*. Oak Park: Marion Street Press.Inc.
4. Grundy, Bruce, Hirst, Martin. (2012). *So you want to be a journalist* (Second edition). New York: Cambridge University Press
5. Lee, Carolyne. (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
6. Rao, Meera Raghavendra N. (2012). *Feature writing* (Second edition). New Delhi: PHI Learning Private Limited.
7. Wheeler, Sharon. (2009). *Feature writing for journalists*. New York. Routledge.
8. Whitaker, Richard W, Ramsey E Janet & Smith, D Ronald. (2009). *Media writing*. New York: Routledge.
9. Whitaker, Richard W. (2012). *Media writing: Print, broadcast, and public relations*. New York : Routledge.
10. Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer's Digest Books.



## **CPP-1.5.1 Reporting (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Reporting events, accidents, speeches, crime, sports, politics, etc.
2. Interviews and personality profiles
3. Court and legislative reporting
4. Covering beats and specialized reporting
5. News analysis; writing articles and features

## **CPP-1.5.2 Editing (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Editing and rewriting of copies and giving headlines
2. Translation practices
3. Newspaper layout: front page-inside page make-up; designing supplement pages
4. Editing pictures and giving captions
5. Use of graphics in newspapers and magazines

## SPT-1.6.1 Translation Techniques for Media

Theory: 64 hours

Max. Marks: 80

**UNIT I:** 13 hours  
Translation- definitions. Importance. Types of translation. Theories of Translation. Tools of translation.

**UNIT II:** 13 hours  
Process of Translation. Source language and target language. Translation in the era of globalization. Inter semiotic translation.

**UNIT III:** 13 hours  
Elements of media translation- techniques of translation for media. Literary and non-literary translation. Challenges of translation between vernacular language and English and vice versa.

**UNIT IV:** 12 hours  
Translating advertisements. Challenges. Translating press releases. Translation as a an industry and an independent profession. Translation as an industry. Translation agencies in India.

**UNIT V:** 13 hours  
Machine translation. Computer assisted translation. Challenges of machine translation. Translation practical exercises.

### Books for Reference:

1. Akbar, Mohammad (2012): *Media Translation*, UK: Cambridge Scholars Publishing.
2. Munday, Jeremy (2001): *Introducing Translation Studies: Theories and Applications*, Routledge
3. Newmark, Peter (1987): *A Textbook of Translation (Skills)*, Prentice Hall Longman
4. Robinson, Douglas (2003): *Becoming a Translator: An Introduction to the Theory and Practice of Translation*, Routledge
5. Baker, Mona (Ed.) (1998). *Routledge Encyclopedia of Translation Studies*.
6. Venuti, Lawrence (2012): *The Translation Studies Reader*, Routledge

## SPT-1.6.2 Communication Skills

Theory: 64 hours

Max. Marks: 80

### Unit I:

Communication: Definition and importance; Elements and Process of Communication; Importance of good communication. 7 Cs of Effective Communication. Barriers to communication. Types of Listening. Benefits of Effective Listening.

### Unit II:

Types of Communication: Intrapersonal - Interpersonal - Group and Mass communication - Functions of communication. Intercultural communication. Telephonic conversations.

### Unit III:

Verbal and Non-verbal - Various forms of verbal and non-verbal communication - Personal appearance, gestures, postures, facial expression, eye contacts, body language (Kinesics), time, language, silence. Tips for improving non-verbal communication.

### UNIT IV

Art of public speaking; Techniques of interpersonal relationships; Art of writing business and personal letters; Drafting e-mail, press notes. Soft skills for leadership and team management: Qualities of a good leader, leadership styles, decision making, problem solving, critical thinking, negotiation skills.

### UNIT V

Interview technique. Time and stress management. Elements of technical writing. Presentation skills - preparing PPT. Techniques of a group discussion. Preparing a speech. Special occasion speeches. Applying for a job - Preparing CVs; Facing job interviews.

### Books for Reference:

1. Barbara and Allan Pease (2006): *The Definitive Book of Body Language*, Bantam.
2. Bhatnagar, Piyush (2008): *Written Communication*, New Delhi: Rajat Publications.
3. Carnegie, Dale (2007): *The Art of Public Speaking*, Cosimo Classics.
4. Daniels, Aubrey (2000): *Bringing Out the Best in People*, McGraw-Hill Education.
5. Douglas Stone, Bruce Patton, Sheila Heen, and Roger Fisher (2000): *Difficult Conversations: How to Have Conversations that Matter the Most*, Penguin Books.
6. Giblin, Les (1999): *How to Have Confidence and Power in Dealing with People*, Barnes & Noble.
7. Goulston, Mark (2009): *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*, Amacon.
8. Kenneth Roman & Joel Raphaelson (2000): *Writing That Works: How to Communicate Effectively in Business*, Collins Reference.
9. Mitra, Barun (2012): *Personality Development and Soft Skills*, Oxford University Press.
10. Patterson, Kerry, Joseph Grenny, Ron McMillan, and Al Switzler (2012): *Crucial Conversations: Tools for Talking When Stakes Are High*, McGraw-hill Book Company.
11. Ramesh, Gopalaswamy (2013): *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*, Pearson Education.

SECOND SEMESTER  
**CPT-2.1 Theories of Communication**

Theory: 64 hours

Max. Marks: 80

**UNIT I**

**13 hours**

Introduction to Mass Communication Theory. Defining and redefining mass communication. Emergence of scientific perspective of mass communication. Mass society and mass culture. Hypodermic needle theory. Lasswell's propaganda theory. Lippmann's theory of public opinion.

**UNIT II**

**12 hours**

Normative Theories: Authoritarian, libertarian, social responsibility and Soviet media theory. Developmental media theory and democratic participatory theory.

**UNIT III**

**13 hours**

Limited Effects Theories: Paradigm shift in communication theory- two step flow; multi-step flow; attitude change theories; selective process; information flow theory; Functional analysis approach, Diffusion theory, Klapper's Phenomenistic theory.

**UNIT IV**

**13 hours**

Media and Audiences: Uses and gratifications, reception studies, framing analysis, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis, catharsis, social learning theory.

**UNIT V**

**13 hours**

Critical cultural studies: Marxist and Neo-Marxist approaches, Frankfurt School; Birmingham School, political economy theory; Harold Innis; bias of communication, Marshall McLuhan. Cultural industries.

**Books for Reference:**

1. Baran, Stanley S and Davis, Dennis K. (2012). *Introduction to Mass communication theory*. New Delhi: Cengage.
2. Bell, Bernard, Brouwer, Jan, Das, Biswajit, Parthasarathy, Vibodh and Poitevin, Guy. (2005). *Media and mediation: Communication process*. (Vol. 10). New Delhi: Sage.
3. DeFleur, Melvin, L. (2009). *Mass communication theories: Explaining origins, processes and effects*. New York: Allyn & Bacon.
4. Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
5. Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
6. McQuail, Dennis. (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
7. Narula, Uma (2010). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications.
8. Rosenberry, Jack and Vicker, Lauren, A. (2009). *Applied mass communication theory: A guide for media practitioners*. New York: Pearson Allyn & Bacon.
9. Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.
10. Watson, James, D. (2008). *Media communication: An introduction to theory and process*. London: Palgrave Macmillan.

## CPT- 2.2 Media Law and Ethics

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Introduction to Indian Constitution-salient features, directive principles of state policy, fundamental rights and duties. Human rights- Universal declaration of human rights.

### UNIT II

12 hours

Constitutional provisions for freedom of speech and expressions- Article 19(1) a. Reasonable restrictions- Article 19(2). Threats to freedom of the press in India. Right to Information Act, 2005.

### UNIT III

13 hours

Law of Defamation, Sedition, Obscenity, Cinematograph Act 1952- Film Certification. Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986, Press and Registration of Books Act.

### UNIT IV

13 hours

Working Journalists Act 1955, Prasar Bharati Act 1990, Cable Television Network (Regulation) Act 1995, Cyber laws- Information Technology Act. Major recommendations of press commissions, Press Council of India. A critical study of functions and performance of the Press Council of India, ASCI, BCCC.

### UNIT V

13 hours

Ethics: Code of conduct for journalists. Media's ethical problems- Sting operation, Right to privacy, right to reply, communal writing, sensational and yellow journalism, Paid news, Page-3 culture, plagiarism, Video Piracy, revealing confidential sources, off-the-record, Ombudsman.

### Books for Reference:

1. Basu, Durga Das. (1996). *Law of the press*. New Delhi: Prentice Hall of India.
2. Grover, A.N. (1990). *Press and the law*. New Delhi: Vikas Publishing House.
3. Neelamalar, M. (2009). *Media Law and Ethics*. Delhi: PHI
4. Prasad, Kiran. (2008). *Media Law and Ethics: Readings in Communication Regulation*. Delhi: B R Publishing Corporation.
5. Rao, Naresh & Suparna (2008). *Media Laws- an Appraisal*. Bangalore: Premier.
6. Rao, Someswar B. (2002). *Journalism- Ethics, Codes, Laws*. Bangalore: ACME.
7. Rayudu, C.S. & Rao, Nageshwara S.B. (1995). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.
8. Sarkar, R.C.S. (1984). *The press in India*. New Delhi: S. Chand & Co.
9. Sharma, B.R. (1993). *Freedom of press- under the Indian constitution*. New Delhi: Deep & Deep.
10. Venkateshwaran, K.S. (1993). *Mass media laws and regulations in India*. Singapore: Asian Mass Communication.

## CPT 2.3 Advertising & Corporate Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Evolution of advertising in India. Advertising- definition, purpose, Advertising and Marketing-marketing mix, advertising as a tool of marketing. Product- classification, market segmentation, Advertising and market economy.

### UNIT II

12 hours

Advertising industry in India. Types of ads. Structure and functions of advertising agencies. Leading Indian ad agencies, Legal and ethical aspects of advertising- ASCI, Economic and social effects of advertising, Professional organizations- AAAI.

### UNIT III

13 hours

Planning advertising campaigns- objectives, strategy, brand building, brand equity, Positioning- brand positioning, market positioning, Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans. Radio and television commercials. Media planning. Evaluation of advertising effectiveness

### UNIT IV

13 hours

Meaning and scope of Public Relations. Differences between publicity, propaganda, public relations and advertising. Evolution of PR, history of PR in India. Organization of a PR Department. Qualifications and responsibilities of a PR practitioner in a corporate organization. Corporate Social Responsibility (CSR).

### UNIT V

13 hours

PR tools: Print media, Radio, TV, cinema, new media, exhibitions, special events, media tour and other media for PR exercises. Media relations, press conference, press releases, corporate films, community relations. Crisis management. Professional organizations in PR. Ethics in PR. Corporate Communication strategies in the context of Globalization.

### Books for Reference:

1. Argenti, Paul A. (2008). *Corporate communication*. New York. McGraw-Hill Irwin
2. Balan K.R. (2008). *Applied Public Relations and Communication*. New Delhi: Sultan Chand & Sons
3. Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.
4. Jefkins, Frank. (1986). *Advertising made simple (4th ed.)*. London: Heinemann.
5. Ogilvy, David. (1985). *Ogilvy on advertising*. New York: Random House.
6. Roman, Kenneth and Griffin, SM (2009) *The King of Madison Avenue: David Ogilvy and the making of modern advertising*, New York: Macmillan.
7. Sandage C H, Fryburger, Vernon and Rotzoll, Kim (2003). *Advertising theory and practice*. New York: Aitbs Publishers.
8. Singh J.K. (2007). *Media and public relations*. New Delhi: Kul Bhushan Nangia APH Publishing Corporation.
9. Theaker, Alison. (2004). *The handbook of public relations (2nd ed)*. Oxfordhire: Routledge.
10. Valladares, June A. (2000). *The craft of copywriting*. New Delhi: Sage.
11. Vilanilam, J V and Varghese A K. (2004). *Advertising basics- a resource guide for beginners*. New Delhi: Sage.

## **CPP-2.4.1 Computer Applications (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Microsoft Office
2. Web Designing
3. Graphic Designing
4. Video and Image Editing
5. Sound Editing

## **CPP-2.4.2 Presentation Techniques for Radio & TV (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. RJing & radio announcements
2. News presentation for radio & TV
3. Anchoring special programs
4. PTC, walkthrough, voice over
5. Conducting interviews, panel discussions, live programmes

## SPT-2.5.1 Magazine Journalism

Theory: 64 hours

Max. Marks: 80

### UNIT I:

13 hours

Starting a new magazine- major problems in starting a magazine, the editorial concept, developing advertising support, building readership, marketing magazines, basic plan, finances.

### UNIT II:

12 hours

Art, layout and design - the cover page, back page and inside pages. The role of art designers.

### UNIT III:

13 hours

Developing advertising sales - the scope of magazine advertising sales, the top ten consumer magazines in ad revenue, the importance of advertising sales, the dynamic trend in magazine advertising.

### UNIT IV:

13 hours

Readership profiles of magazines; planning content for magazines- articles, features, columns, profiles, reviews and photographs. Freelances and magazines.

### UNIT V:

13 hours

Types of magazines: general interest magazines, news magazines, special interest magazines - women's, men's, children's, teen, cine, science and technology, business, consumer magazines; and academic or scholarly magazines, literary magazines. Online and web magazines.

### Books for Reference:

1. Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage
2. Wheeler, Sharon. (2009). *Feature writing for journalists*. London: Routledge.
3. Garrison, Bruce. (2004). *Professional feature writing*. London: Lawrence Erlbaum Associates.
4. Simeon Lindstrom (2015). *Creative writing - From Think to Ink*, CreateSpace Independent Publishing Platform, Canada.
5. Jeremy Leslie (2013). *The modern magazine: Visual Journalism in the Digital Era*, Laurence King Publishing, United Kingdom.
6. Ruari McLean (1969). *Magazine design*, Oxford University Press, London
7. Menon S (2010). *Freelance Writing*, Unicorn Books Pvt Ltd, New Delhi
8. K. C.Sharma (2007). *Journalism in India: History, growth and Development*, Regal Publication, New Delhi.
9. Tom Wolfe (1973). *The New Journalism*, Harper and Row, New York.
10. Tim Holmes (2008). *Mapping the magazine*, Routledge, Houghton.
11. Victor S. Navasky & Evan Cornog (2012). *The Art of Making Magazines: On Being an Editor and Other Views from the Industry*, Columbia University Press, New York.
12. Tim Holmes & Liz Nice (2012). *Magazine Journalism (Journalism Studies: Key Texts)*, Sage Publications Ltd, London.
13. Christopher D. Benson & Charles F. Whitaker (2014). *Feature Writing*, Routledge, New York.



## SPT-2.5.2 Science Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Growth of science and technology from ancient times- Great scientists of ancient and modern India- Evolution of scientific methods- Different schools of thought about scientific methods.

### UNIT II

13 hours

Science and rational thinking- Science and superstition-Goals and assumptions of science- Industrial revolution, Recent trends in science and technology; genetic engineering, biotechnology, nuclear technology, computerization- Information explosion-Space technology.

### UNIT III

13 hours

Science and technology institutions in India; Central and state government institutions National laboratories and other scientific institutions, Science policy- R & D policy of the Government-Technology transfer- Status and trends of S & T institutions.

### UNIT IV

13 hours

Reporting science and technology- Accuracy in S & T reporting- Source and techniques to gather S & T data- Coverage of S & T information in different media- Problems of technical terminologies - Application of low cost media to popularize science.

### UNIT V

13 hours

S & T Publications in English and regional languages-A study of their content patterns. Science for social change- Efforts of government and voluntary agencies in popularizing science- Practical exercises in writing reports, scripting for radio and TV.

### Books for Reference

1. Bauer, W Martin & Bucchi Massimiano. ((2007). *Journalism, science and society: science communication between news and public relations*. New York: Routledge.
2. Bennett J. David, Jennings C.Richard. (2011). *Successful science communication: Telling it like it is*. New York: Cambridge University Press
3. Bucchi, Massimiano. (2002). *Science and the media*. New York: Routledge.
4. Gilbert K. Jhon, Stocklmayer , Susan. (2013). *Communication and engagement with science and technology*. Newyork: Routledge.
5. Halliday, M A K & Martin, J R. (2004). *Writing Science*. Oxon: Routledge.
6. LeeAnn, Kahlor. Stout A. Patricia. (2010). *Communicating science*. Newyork: Routledge.
7. Rajan, Nalini. (2007). *21st century journalism in India*. New Delhi: Sage.
8. Russell, Nicholas. (2010). *Communicating science: Professional, popular, literary*. New York: Cambridge University Press.
9. Scanlon, Eileen, Whitelegg, Elizabeth & Yatras, Simeon. (1999). *Communication science: contexts and channels*. New York: Routledge.
10. Vilanilam, John, V. (1993). *Science communication and development*. New Delhi. Sage

## OEP-2.6 Media and society

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Mass society, mass communication, characteristics of mass media. Newspapers, Radio, Television and Cinema as mass media. Responsibilities of media.

### UNIT II

12 hours

Freedom of speech and expression- media and democracy- public sphere. right to information- right to privacy, mass media and social change.

### UNIT III

13 hours

Media ownership and control- Pressures on media- media regulation, censorship. Factors affecting media credibility. Paid news.

### UNIT IV

13 hours

New communication technologies - the internet, global village, social media, digital divide. Contemporary issues.

### UNIT V

13 hours

Social movements and the media. Coverage of issues related to religion, gender and children. Sensationalism, violence and obscenity in media.

### Books for Reference

1. Croteau, David. (2014). *Media/society: Industries, images, and audiences*. New Delhi: SAGE Publications India Pvt. Ltd.
2. Graeme, Burton. (2009). *Media and Society*, New York: McGraw-Hill
3. Grossberg, Lawrence. (2006). *Media making: mass media in a popular culture* (2nd Ed). New Delhi: Sage.
4. Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
5. Hodgkinson, Paul. (2011). *Media, culture and society*. New Delhi: SAGE publications India Pvt.Ltd.
6. Jacobs, Norman. (1992). *Mass media in modern society*. New Burswick: Transaction
7. Kumar, Rajesh (2012). *Society, media, communication and development: The Indian experience*. Saarbrucken: Lap Lambert Academic Publishing.
8. McQuail, Denis. (2005). *McQuail's Mass Communication Theory* (5th ed). New Delhi: Sage.
9. Wells, Alan & Hakanen, Ernest, A. (1997). *Mass media and society*. London: JAI Press.
10. Winston, Brain. (2000). *Media, technology and society - A history : From the telegraph to the Internet*. Newyork: Routledge.

### THIRD SEMESTER - STREAM I (PRINT MEDIA)

## CPT-3.1 Media Research

Theory: 64 hours

Max. Marks: 80

#### UNIT I

12 hours

Research: Definition and purpose, elements of scientific research; Concepts, Constructs, Variables. Communication research- Basic and applied research.

#### UNIT II

14 hours

The Research Process and Approaches: Steps in research. Research Approaches: Qualitative; Focus group, case studies, field observation, semiotic analysis, rhetorical analysis Quantitative; Survey research, content analysis; Experimental research, longitudinal studies. Sampling techniques.

#### UNIT III

14 hours

Research Tools and Data Analysis: Research tools- questionnaires, interview schedules. Levels of measurement, measurement scales. Hypothesis. Descriptive statistics- measures of central tendency and variability; normal curve. Statistical procedures: Chi-square, t-test, correlation-regression- analysis of variance- ANOVA.

#### UNIT IV

13 hours

Media Research: Research in Print media- types- Readership research, Circulation research, typographic research, Readability research. Research in Electronic media- types- Ratings and non ratings research. Advertising research.

#### UNIT V

12 hours

Report Writing: Writing research proposals; Styles of presenting research findings- essential aspects of thesis/ dissertation, citation styles, ethics in research.

### Books for Reference

1. Berger, Arthur Asa. (2014). *Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches*. New Delhi: Sage
2. Hansen, Anders. (2009). *Mass Communication Research Methods*. London: Macmillan.
3. Jensesn, Klaus Bruhan. (2012). *A handbook of Media and Communication Research: Qualitative and quantitative methodologies*. New York: Routledge.
4. Kerlinger, Fred N. (1995). *Foundations of Behavioural Research*. Bangalore: Prism
5. Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). *Qualitative communication research methods*. New Delhi: Sage.
6. Nafiger, Ralph O and White, David M. (1999). *Introduction to Mass Communication Research*. Louisiana: Louisiana State University Press.
7. Oliver, Paul. (2008). *Writing your thesis*. New Delhi: Sage.
8. Somekh, Bridget. (2012). *Theory and methods in social research*. New Delhi: Sage.
9. Treadwill, Donald. (2014). *Introducing communication research: Paths of inquiry*. New Delhi: Sage.
10. Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- An Introduction*. Singapore: Thompson Wadsworth.

## CPT-3.2 Development Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Development: Indicators of development, Theories and models of development- Dominant paradigm, modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Gandhi. Dependency theory, globalization. Concept of human development, Sustainable development.

### UNIT II

12 hours

Development communication: Role of communication in development, Communication Planning, Development support communication. Factors affecting communication in India.

### UNIT III

13 hours

The role of different media in development- Diffusion of innovation, Role of media in empowerment, Development journalism- development news coverage in print and electronic media.

### UNIT IV

13 hours

Communication technologies and their role in development. Communication through Video, The role of ICT in development. E-governance. Agricultural communication-Extension communication, Health communication.

### UNIT V

13 hours

Traditional media in India and their relevance, folk media for development. Communication for rural development. Case studies of experiments in development communication- SITE, Project Chhatera, Kheda communication project, Jhabua communication project, Udayavani experiment.

### Books for Reference

1. Melkote, Srinivas (2003). *Communication for Development in Third World Countries*. New Delhi: Sage.
2. Nair, Sadanandan K. and White, Shirley (1993). (Ed). *Perspectives on development communication*. New Delhi: Sage.
3. Narula Uma (1994). *Development Communication: theory and practice*. New Delhi: Har-Ananda Publications.
4. Parmar, Shyam (1994). *Traditional Folk Media in India*. New Delhi: Routledge.
5. Rogers, Everett M and Floyd Shoemaker (1971). *Communication of innovations*. New York: Free Press.
6. Sainath, P (1996). *Everybody loves a good drought*. New Delhi: Penguin
7. Sen, Amartya (2006). *Development as Freedom*. New Delhi: Oxford University Press.
8. Servaes, Jan (2008). *Communication for development and social change*, New Delhi: Sage.
9. Singhal, Aravind & Rogers, Everett (2003). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.
10. Singhal, Aravind & Dearing, Janes W (2010). *Communication of innovations- a journey with Eve. Rogers*, New Delhi: Sage.

## CPT-3.3 Environmental Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Environmentalism. Growth of eco-consciousness. Biodiversity and its conservation. Endangered species. Renewable and non-renewable resources. Development vs. environment debate. Environmental movements in India and Karnataka.

### UNIT II

13 hours

Impact of urbanization, life style changes, population on environment. Special Economic Zones. Major environmental issues: Climate change, global warming, acid rain, war, ozone depletion, big dams, radiation, land, air and water pollution. Impact of plastic chemicals.

### UNIT III

13 hours

Strategies for environmental protection. National, international environmental agreements, declarations and protocols. Environmental policies, rules and regulations in India. UNEP, International environment groups and NGOs, MIB. The Environment (Protection) Act, Forest (Conservation) Act. Environmental policy. Rules regarding noise, air, plastic and hazardous chemicals. Role of Central and State Pollution Control Boards.

### UNIT IV

13 hours

Reporting environment through print, electronic and new media. Major environmental publications. Environmental campaigns through social media. Environment content and television. Environmental news sources. Issues of advocacy and objectivity in environmental reporting.

### UNIT V

13 hours

Environmental journalists organizations. Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI), code of ethics for environmental news coverage, case studies in environmental reporting.

### Books for Reference

1. Brown, Lester, et al. (2013) *State of the world: (Annual reports from World Watch Institute report on progress toward a sustainable Society)*. New York: W.W. Norton.
2. Cox, Robert (2010). *Environmental communication and the public sphere* (2nd ed.). Thousand Oaks: Sage Publications
3. Epstein, Paul and Dan Ferber (2011). *Changing planet, changing health*. University of California Publications.
4. Foster, John, Bellamy (2009). *The ecological revolution. Making peace with the Planet*. New York: Monthly Review Press.
5. Guha, Ramachandra (2000). *Environmentalism: A global history*. New Delhi: Oxford University Press.
6. Khanna, G. N. (1993). *Global environmental crisis and management*. New Delhi. Ashis Publishing House.
7. Krishna, S. (1996). *Environmental politics*. New Delhi. Sage.
8. Neuzil, Mark Train, Russell E. (2005). *The environment and the press: From adventure writing to advocacy*. New York: Oxford University Press.
9. Rangarajan, Mahesh (2007). *Environmental issues in India*. New Delhi: Dorling Kindersley.

## **CPP-3.4.1 Photo Journalism (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Photography - landscape, portrait, wildlife, social issue, indoor and outdoor
2. Producing photo features
3. News photography
4. Art of caption writing
5. Handling photo editing softwares

## **CPP-3.4.2 Development Journalism (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Writing development stories for print media
2. Case study of a sustainable development project
3. Preparing a development-related TV program
4. An interview with a progressive farmer for radio
5. Field visits and submission of reports

## SPT-3.5.1 New Media Technology

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Emergence of new communication technologies (NCT). Digital Technology. Invention and spread of computer and Internet. Computer parts and memory systems. Data storage devices: CD, DVD, Blue Ray, Servers. Computer language and operating system.

### UNIT II

13 hours

Internet content, Information superhighway, browsing, blogging and social networking. Impact of digital, network, satellite technologies on radio, television, advertising, telecommunication and cinema. DBS, ITV, IPTV, LCD/LED/HDTV, ELD. Virtual reality.

### UNIT III

13 hours

Convergence, interactivity. Theories of information society, knowledge society. Media symbiosis and fragmentation. E-governance, NCT and social development initiatives, leapfrogging. NCT in India. Case studies in NCT applications: Bhoomi, Sakala.

### UNIT IV

13 hours

New media and globalization. NCT market trends, digital divide. NCT Impact on Media Practices: Reach, access and utilization. Reporting and editing for web journalism, DTP/EL publishing. New media and ethics. NCT impact on education, culture, society.

### UNIT V

12 hours

Software Applications: Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, InDesign, HTML, MS Windows.

### Books for Reference

1. Abbate, J (1999). *Inventing the internet*. Cambridge, MA: MIT Press.
2. Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
3. Bangia, Ramash (2002). *Learning Page Maker 7.0*. New Delhi: Kanna Book Publ.Co. Pvt Ltd
4. Bauer & Foster (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
5. Craig, Richard (2004). *Online journalism: reporting, writing and editing for new media*. Belmont: Thomson/Wadsworth
6. Gitelman, Lisa, and Geoffrey B. Pingree (2003). *New media*. Cambridge: MIT Press.
7. Ifrah, Georges (2002). *The universal history of computer*. New York: Wiley.
8. Mark Hansen (2010). *New media in critical terms for media studies*. Ed. W.J.T. Mitchell and Mark B.N. Hansen. Chicago: The University of Chicago Press.
9. Nick, Heap Ray & Thomas Geoff (1995). *Information technology & society*. New Delhi: Sage Publications.
10. Srivastava, Chetan (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publishers.

## SPT-3.5.2 Technical Writing

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Nature of technical writing: Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.

### UNIT II

13 hours

End products of technical writing - technical reports, project proposals, project abstracts, project documents and manuals - technical, installation end -user. Creating a technical Document; professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.

### UNIT III

13 hours

Roles and responsibilities of writers, editors/project managers. Document formats- hard and soft copy versions designs, Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.

### UNIT IV

13 hours

The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date; planning the documents content and organization; writing the draft; draft revision; use of graphics/illustrations.

### UNIT V

13 hours

The technical editing process - Review of the document, aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents. On-line editing process, outsourcing technical writing.

### Books for Reference

1. Aidoo, Joshua. (2009). *Effective technical writing and publication techniques: A guide for technical writers, engineers and technical communicators*. Leicester: Matador.
2. Alred Gerald J., Brusaw Charles T. & Oliu Walter E. (2008). *Handbook of technical writing*. New Delhi: Sage
3. Haile, J.M. (2001). *Technical style: Technical writing in a Digital age*. South Carolina: Macatea Productions.
4. Harty, Kevin, J. (2007). *Strategies for business and technical writing (2nd ed)*. New York. Pearson Education.
5. Ingre, David. (2003). *Technical writing: essentials for the successful professional*. New York: Thomson.
6. Lipson, Carol & Day, Michael. (2002). *Technical communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
7. Pfeiffer, William, S. (1997). *Technical Writing: A Practical Approach (3rd ed.)*. Englewood Cliffs: Prentice-Hall.
8. Samson Jr, Donald, C. (1993). *Editing Technical Writing*. New York: Oxford University Press
9. Sides, Charles, H. (1999). *How to Write and Present Technical Information (9th ed)*. Cambridge: Cambridge University Press.
10. Worley, Wanda L. & Fitterling, Rebecca A. (2008). *Technical Writing: The Fundamentals (2nd ed)*. Dubuque: Kendall Hunt.



## OEP-3.6 Writing for Media

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Fundamentals of writing - Composition, process - Stages of writing - Outlining, creativity. Vocabulary building, resource materials of a writer. Elements of effective writing.

### UNIT II

13 hours

Literary and journalistic writing. Elements of news. Structure of a news story. Opinion writings - editorials, features, articles, columns, interviews, middle, letters to editor.

### Unit - III

13 hours

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews. Syndicating.

### Unit - IV

13 hours

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programmes for youth, children, women, and farmers.

### Unit - V

13 hours

Skills of TV anchor, scripting for TV programmes. Scope of writing for TV serials and movies. Writing for web media - news portals, blogs, social media. Preparing an advertisement copy. Preparing promotional literature - pamphlets, leaflets, brochures, classifieds.

### Books for Reference:

1. Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
2. Bruce, Garrison. (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. Lee, Carolyne. (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
4. Whitaker, Richard W. (2012). *Media writing: Print, broadcast, and public relations*. New York : Routledge.
5. Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer's Digest Books.

FOURTH SEMESTER - STREAM I (PRINT MEDIA)  
**CPT-4.1 Feature Writing & Freelancing**

Theory: 64 hours

Max. Marks: 80

**UNIT I**

**12 hours**

Basics of feature writing - definitions, characteristics, scope, significance. Qualifications of a feature writer. Differences between news, features and articles.

**UNIT II**

**13 hours**

Writing features - sources of ideas, collection of materials, anatomy of features, presentation of feature and techniques of feature writing, Structure and style: Title, lead, body, conclusion; Types of feature leads.

**UNIT III**

**13 hours**

Types of features-news, background, experience, personality, scientific features, how-to do it features, travel, business, human interest, historical and photo features. Feature Syndicates.

**UNIT IV:**

**13 hours**

Fundamentals of freelancing - meaning, concept, nature, scope and significance of freelancing. Qualities of a freelancer. Techniques, tools of freelancing. Recent trends. Ghost writing. Citizen journalism.

**UNIT V:**

**13 hours**

Writing articles, profiles, obituaries. Columns and columnists. Cartoons. Reviewing book, film, theatre, art, music, TV programmes. Difference between review and criticism. Challenges and opportunities in freelancing.

**Books for Reference**

1. Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
2. Bruce, Garrison. (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. Rao, Meera Raghavendra N. (2012). *Feature writing* (Second edition). New Delhi: PHI Learning Private Limited.
4. Wheeler, Sharon. (2009). *Feature writing for journalism*. New York. Routledge.
5. Alexande, Lous. *Beyond the Facts*.
6. Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer's Digest Books.
7. Hall, Christine (1995). *How to be a Freelance Journalist: Your Step-by-step Guide to Success*, How To Books Ltd.
8. Murthy, R. K. *Freelancing in India*.

## CPT-4.2 Management of Media Organizations

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Principles of management, structure and characteristics of media organizations - newspapers, magazines, radio, television production houses. Media ownership patterns. Government and private media.

### UNIT II

12 hours

Factors influencing management decisions, types of media ownership-merits and demerits. Economics of newspaper: Marketing, advertising, circulation, distribution, newspaper agencies.

### UNIT III

13 hours

Management problems of small, medium, large newspapers: news gathering, processing, printing, circulation, distribution. FDI in media. Advertising, professionalism, trade unionism.

### UNIT IV

13 hours

Administrative concerns of government owned electronic media-private channels, market driven media- social commitment vs profit making. FM Radio policy. Economics of film industry, production, marketing, distribution, exhibition, film piracy.

### UNIT V

13 hours

Structure and functions of news agencies in India. Human Resource Management in media houses. Accreditation of journalists. Committees to study the problems of the various media in India- Chanda Committee, B.G.Vergheese Working Group, Ramaiah Committee, Paswan Committee, Kuldip Nayyar Committee, Khosla Committee. Professional organizations.

### Books for Reference

1. Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael. (2006). *Handbook of Media Management and Economics*. New Jercey: Lawrence Erlbaum Associates. Inc. Publishers.
2. Chiranjeevi, Aravind. (2000). *Electronic media management*. New Delhi: Authors Press.
3. Deuze, Mark. (2011). *Managing media work*. New Delhi: SAGE publications India Pvt. Ltd.
4. Herrick F. Dennis. (2012). *Media management in the age of giants*. Albuquerque: University of New Mexico Press.
5. Keeble, R.C. (2005). *Print journalism: a critical introduction*. Oxon. Routledge.
6. Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage.
7. Padmaja, R. (2008). *Marketing of newspapers*. New Delhi: Kanishka Publishers.
8. Stradling, Linda (2010). *Production management for TV and Film: The professional's guide*. London: Methuen Drama.
9. Tyagi C.L., Kumar, Arun. (2004). *Advertising management*. New Delhi: Atlantic Publishers and Distributors.
10. Wicks, Robert H. (2003). *Media management*. Manwah, New Jersey: Lawrence Erlbaum Associates Inc. Publishers.

## CPT-4.3 Film Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Early cinema. Film as an art form, film and other arts, film and literature, the language of cinema Popular cinema. The growth and development of cinema in India as a media of mass communication. Cinema as an entertainment industry.

### UNIT II

13 hours

Elements of film: camera, lighting, sound, colour, editing. Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films.

### UNIT III

12 hours

Film theories: Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Montage and Eisenstein, Christian Metz, Andre Bazin, Jean Mitry, Bela Balaz

### UNIT IV

13 hours

Film movement: Expressionism, Neo realism, French new wave, Avant Garde, Film Noir, cinema verite. Film Genres-Documentary films. Film culture, Film criticism, film society movement.

### UNIT V

13 hours

Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli.

### Books for Reference

1. Andrew, Dudley, J. (1976). *The major film theories: An introduction*. London: Oxford University Press
2. Arnheim, Rudolf. (1992). *Film as art*. Calcutta: Rupa
3. Dasgupta, Chidananda. (2001) *The Cinema of Satyajit Ray* (2nd ed). New Delhi: National Book Trust
4. Lapsley, Robert & Westlake, Michael. (2006). *Film theory: An introduction*. New York: Manchester University Press.
5. Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). *Film theory and criticism* (4th ed). New York: Oxford University Press.
6. Prasad, Madhava. (2002). *Ideology of the Hindi film: a historical construction*. Delhi: Oxford University Press.
7. Ravi Vasudevan. (ed). (2001) *Making meaning in Indian cinema*. Delhi: Oxford University Press.
8. Ray, Satyajit (2013). *Deep focus: Reflections on cinema*. New Delhi: Harper Collins
9. Richie, Donarld. (1996). *Films of Kurosawa*. Chennai: East West Books.
10. Roberge, Gaston. (2005). *The subject of cinema*. Kolkatta: Seagull

### **CPP-4.4.1 Lab Journal (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Students need to bring out a printed lab journal every day in alternative batches.
2. Each student should prepare and submit a magazine of his/her concept at the end of the semester.

### **CPP-4.4.2 Web Journalism (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Developing websites for individuals and organizations
2. E-content development, graphics and animation
3. Creating web pages for online newspapers
4. Developing blogs
5. Effective use of social media

## **4.5 Project - Dissertation**

**Max. Marks: 100 (80 + 20 VV)**

Students shall carry out a research project under the guidance of a faculty member. The project work is compulsory for all the students. Each student should submit a proposal to the Chairperson of the Department through his/her guide within 20 days of the commencement of the IV semester classes. The Dissertation certified by the guide, shall be submitted on or before the last day the IV semester classes. All the faculty members shall guide the students. Attending a viva voce is too mandatory.

## SPT-4.6.1 Political Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Scope and importance of political communication. Theoretical approaches. Politics in the information age.

### UNIT II

13 hours

Mass media as political actors. Media as a fourth estate, media and democracy, public sphere, mediatisation, political socialization, political participation, public interest. Media and political populism. Agenda setting.

### UNIT III

13 hours

Media and political conflict. Television as a campaign tool. Propaganda. International political communication. Media and national identity. Nation as an imagined entity and print capitalism.

### UNIT IV

13 hours

Using non-conventional media; micro-targeting. Blogs and social networking sites in shaping campaign strategy and news coverage. Online campaigns by major political parties.

### UNIT V

13 hours

Political marketing and advertising: Positive and negative ads. Public relations as political communication. Opinion polls, election surveys, exit polls. Case studies of political campaigns.

### Books for Reference

1. Anderson, Benedict. (2003). *Imagined communities*. London: Verso
2. Bennett, W. Lance. (2009). *News: The politics of illusion*. New York: Pearson Longman.
3. Cook, Timothy. (2005). *Governing with the news: The news media as a political institution* (2nd Edition). Chicago: University of Chicago Press.
4. Dahlgren, Peter. (1995). *Television and the public sphere*. New Delhi: Sage
5. Semetko, Holli, A & Scammell, Margaret. (2012). *The Sage handbook of political communication*. New Delhi. Sage.
6. McNair, B. (2003). *An introduction to political communication*. New York: Routledge
7. Mosco, Vincent. (1996.) *Political Economy of Communication*. New Delhi: Sage
8. Nandi, Ahish.(1994). *The illegitimacy of nationalism*. New Delhi: Oxford University Press.
9. Negrine, Ralph .(1996). *The Communication of Politics*. New Delhi: Sage
10. Rajagopal, Arvind.(2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge: Cambridge University Press.

## CPT-4.6.2 International Communication

Theory: 64 hours

Max. Marks: 80

**Unit I:** 13 hours  
International communication- nature and scope - communication systems- communication policies- global communication- structure and order- issues of international communication.

**Unit II:** 12 hours  
Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.

**Unit III:** 13 hours  
Telecommunication - satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R&D - media management in developing countries.

**Unit IV:** 13 hours  
Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations, Transnational Media corporations.

**Unit V:** 13 hours  
Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

### Books for Reference:

1. Alleyne M D (1995): *International Power and International Communication*, UK: Palgrave Macmillan.
2. Lerner, Daniel & Schramm, Wilbur (1967): *Communication and Change in the Developing Countries*, University Press of Hawaii.
3. Mody, Bella (2003) : *International and Development Communication*, SAGE Publications
4. McBride, Sean (1980): *Many Voices, One World*, Rowman & Littlefield.
5. Nordenstreng, K. & Schiller, H., eds. (1993). *Beyond National Sovereignty: International Communication in the 1990s*. New Jersey: Ablex.
6. Righter, Rosemary (1978): *Whose news?: Politics, the press, and the Third World*, Times Books.
7. Sitaram, K. S. (1995): *Communication and Culture a World View*. McGraw-Hill.
8. Stevenson, R L (1994): *Global Communication in the 21st Century*, New York: Longman.
9. Thussu, Daya Kishan (2006): *International Communication: Continuity and Change*, Bloomsbury Academic.

## THIRD SEMESTER - STREAM II (ELECTRONIC MEDIA)

### CPT-3.1 Media Research

Theory: 64 hours

Max. Marks: 80

#### UNIT I

12 hours

Research: Definition and purpose, elements of scientific research; Concepts, Constructs, Variables. Communication research- Basic and applied research.

#### UNIT II

14 hours

The Research Process and Approaches: Steps in research. Research Approaches: Qualitative; Focus group, case studies, field observation, semiotic analysis, rhetorical analysis Quantitative; Survey research, content analysis; Experimental research, longitudinal studies. Sampling techniques.

#### UNIT III

14 hours

Research Tools and Data Analysis: Research tools- questionnaires, interview schedules. Levels of measurement, measurement scales. Hypothesis. Descriptive statistics- measures of central tendency and variability; normal curve. Statistical procedures: Chi-square, t-test, correlation-regression- analysis of variance- ANOVA.

#### UNIT IV

13 hours

Media Research: Research in Print media- types- Readership research, Circulation research, typographic research, Readability research. Research in Electronic media- types- Ratings and non ratings research. Advertising research.

#### UNIT V

12 hours

Report Writing: Writing research proposals; Styles of presenting research findings- essential aspects of thesis/ dissertation, citation styles, ethics in research.

#### Books for Reference

1. Berger, Arthur Asa. (2014). *Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches*. New Delhi: Sage
2. Hansen, Anders. (2009). *Mass Communication Research Methods*. London: Macmillan.
3. Jensesn, Klaus Bruhan. (2012). *A handbook of Media and Communication Research: Qualitative and quantitative methodologies*. New York: Routledge.
4. Kerlinger, Fred N. (1995). *Foundations of Behavioural Research*. Bangalore: Prism
5. Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). *Qualitative communication research methods*. New Delhi: Sage.
6. Nafiger, Ralph O and White, David M. (1999). *Introduction to Mass Communication Research*. Louisiana: Louisiana State University Press.
7. Oliver, Paul. (2008). *Writing your thesis*. New Delhi: Sage.
8. Somekh, Bridget. (2012). *Theory and methods in social research*. New Delhi: Sage.
9. Treadwill, Donald. (2014). *Introducing communication research: Paths of inquiry*. New Delhi: Sage.
10. Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- An Introduction*. Singapore: Thompson Wadsworth.



## CPT-3.2 Development Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Development: Indicators of development, Theories and models of development- Dominant paradigm, modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Gandhi. Dependency theory, globalization. Concept of human development, Sustainable development.

### UNIT II

12 hours

Development communication: Role of communication in development, Communication Planning, Development support communication. Factors affecting communication in India.

### UNIT III

13 hours

The role of different media in development- Diffusion of innovation, Role of media in empowerment, Development journalism- development news coverage in print and electronic media.

### UNIT IV

13 hours

Communication technologies and their role in development. Communication through Video, The role of ICT in development. E-governance. Agricultural communication-Extension communication, Health communication.

### UNIT V

13 hours

Traditional media in India and their relevance, folk media for development. Communication for rural development. Case studies of experiments in development communication- SITE, Project Chhatera, Kheda communication project, Jhabua communication project, Udayavani experiment.

### Books for Reference

1. Melkote, Srinivas (2003). *Communication for Development in Third World Countries*. New Delhi: Sage.
2. Nair, Sadanandan K. and White, Shirley (1993). (Ed). *Perspectives on development communication*. New Delhi: Sage.
3. Narula Uma (1994). *Development Communication: theory and practice*. New Delhi: Har-Ananda Publications.
4. Parmar, Shyam (1994). *Traditional Folk Media in India*. New Delhi: Routledge.
5. Rogers, Everett M and Floyd Shoemaker (1971). *Communication of innovations*. New York: Free Press.
6. Sainath, P (1996). *Everybody loves a good drought*. New Delhi: Penguin
7. Sen, Amartya (2006). *Development as Freedom*. New Delhi: Oxford University Press.
8. Servaes, Jan (2008). *Communication for development and social change*, New Delhi: Sage.
9. Singhal, Aravind & Rogers, Everett (2003). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.

## CPT-3.3 Camera, Lighting and Sound

Theory: 64 hours

Max. Marks: 80

### Unit - 1

12 hours

Evolution of cinematography, Basic elements of cinematography, various perspective of Cinematography. Basics of digital Cinematography.

### Unit - 2

13 hours

Types of cameras, principles of camera, mounting equipment. Functions and Controls of Video Camera, Camera Lens and types. Depth of field, Depth of focus, Hyper focal distance.

### Unit - 3

13 hours

Elements of Composition. Framing, Image size, angle. Concept of looking space, head room, walking space. Camera movements- 180 axis of action rule, Imaginary line-continuity.

### Unit - 4

13 hours

Lighting, Objectives of lighting. Source of light- Light Direction- intensity, colour temperature. Composition of lighting- Unit of light-foot candle, lux. Lighting and exposure- direct light, diffused light. Lighting Instruments, lighting accessories. studio lighting procedures- 3 point lighting, cyc light.

### Unit - 5

13 hours

Audio equipments: microphones, placement of microphones. Audio recording, location, studio and OB recording, Mixing techniques, sound editing, audio control, cables, connectors, uses of sound effects.

### Books for Reference:

1. Bermingham, Alan (2003): *Location Lighting For Television*, Focal Press.
2. Jacobs, Mark & Korkda, Ken (1989): *Photography in Focus*, National Textbook Co.
3. Langford, Michael (2007): *Basic photography*, Focal Press.
4. Lyver, Des & Swainson, Graham (1999): *Basics of Video Lighting*, Focal Press.
5. Millerson, Gerald (1983): *Video Camera Techniques*, Focal Press
6. Millerson, Gerald (1991): *Lighting for Television and Film*, Focal Press

### **CPP-3.4.1 Radio Production (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Preparing log sheet
2. Narration
3. Radio commercials
4. Radio feature
5. Recording outdoor interview

### **CPP-3.4.2 Television Production (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Camera movements & shot composition
2. Writing camera script storyboard
3. Single & multi-camera productions
4. Actuality coverage
5. Production of special programmes

## SPT-3.5.1 New Media Technology

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Emergence of new communication technologies (NCT). Digital Technology. Invention and spread of computer and Internet. Computer parts and memory systems. Data storage devices: CD, DVD, Blue Ray, Servers. Computer language and operating system.

### UNIT II

13 hours

Internet content, Information superhighway, browsing, blogging and social networking. Impact of digital, network, satellite technologies on radio, television, advertising, telecommunication and cinema. DBS, ITV, IPTV, LCD/LED/HDTV, ELD. Virtual reality.

### UNIT III

13 hours

Convergence, interactivity. Theories of information society, knowledge society. Media symbiosis and fragmentation. E-governance, NCT and social development initiatives, leapfrogging. NCT in India. Case studies in NCT applications: Bhoomi, Sakala.

### UNIT IV

13 hours

New media and globalization. NCT market trends, digital divide. NCT Impact on Media Practices: Reach, access and utilization. Reporting and editing for web journalism, DTP/EL publishing. New media and ethics. NCT impact on education, culture, society.

### UNIT V

12 hours

Software Applications: Corel Draw, Photo Shop, Flash, PageMaker, Quark Express, InDesign, HTML, MS Windows.

### Books for Reference

1. Abbate, J (1999). *Inventing the internet*. Cambridge, MA: MIT Press.
2. Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
3. Bangia, Ramash (2002). *Learning Page Maker 7.0*. New Delhi: Kanna Book Publ.Co. Pvt Ltd
4. Bauer & Foster (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
5. Craig, Richard (2004). *Online journalism: reporting, writing and editing for new media*. Belmont: Thomson/Wadsworth
6. Gitelman, Lisa, and Geoffrey B. Pingree (2003). *New media*. Cambridge: MIT Press.
7. Ifrah, Georges (2002). *The universal history of computer*. New York: Wiley.
8. Mark Hansen (2010). *New media in critical terms for media studies*. Ed. W.J.T. Mitchell and Mark B.N. Hansen. Chicago: The University of Chicago Press.
9. Nick, Heap Ray & Thomas Geoff (1995). *Information technology & society*. New Delhi: Sage Publications.
10. Srivastava, Chetan (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publishers.

## SPT-3.5.2 Technical Writing

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Nature of technical writing: Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.

### UNIT II

13 hours

End products of technical writing - technical reports, project proposals, project abstracts, project documents and manuals - technical, installation end -user. Creating a technical Document; professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.

### UNIT III

13 hours

Roles and responsibilities of writers, editors/project managers. Document formats- hard and soft copy versions designs, Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.

### UNIT IV

13 hours

The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date; planning the documents content and organization; writing the draft; draft revision; use of graphics/illustrations.

### UNIT V

13 hours

The technical editing process - Review of the document, aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents. On-line editing process, outsourcing technical writing.

### Books for Reference

1. Aidoo, Joshua. (2009). *Effective technical writing and publication techniques: A guide for technical writers, engineers and technical communicators*. Leicester: Matador.
2. Alred Gerald J., Brusaw Charles T. & Oliu Walter E. (2008). *Handbook of technical writing*. New Delhi: Sage
3. Haile, J.M. (2001). *Technical style: Technical writing in a Digital age*. South Carolina: Macatea Productions.
4. Harty, Kevin, J. (2007). *Strategies for business and technical writing* (2nd ed). New York. Pearson Education.
5. Ingre, David. (2003). *Technical writing: essentials for the successful professional*. New York: Thomson.
6. Lipson, Carol & Day, Michael. (2002). *Technical communication and the World Wide Web*. Mahwah: Lawrence Erlbaum Associates Inc.
7. Pfeiffer, William, S. (1997). *Technical Writing: A Practical Approach* (3rd ed.). Englewood Cliffs: Prentice-Hall.
8. Samson Jr, Donald, C. (1993). *Editing Technical Writing*. New York: Oxford University Press
9. Sides, Charles, H. (1999). *How to Write and Present Technical Information* (9th ed). Cambridge: Cambridge University Press.
10. Worley, Wanda L. & Fitterling, Rebecca A. (2008). *Technical Writing: The Fundamentals* (2nd ed). Dubuque: Kendall Hunt.

## OEP-3.6 Writing for Media

Theory: 64 hours

Max. Marks: 80

### UNIT I

12 hours

Fundamentals of writing - Composition, process - Stages of writing - Outlining, creativity. Vocabulary building, resource materials of a writer. Elements of effective writing.

### UNIT II

13 hours

Literary and journalistic writing. Elements of news. Structure of a news story. Opinion writings - editorials, features, articles, columns, interviews, middle, letters to editor.

### Unit - III

13 hours

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews. Syndicating.

### Unit - IV

13 hours

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programmes for youth, children, women, and farmers.

### Unit - V

13 hours

Skills of TV anchor, scripting for TV programmes. Scope of writing for TV serials and movies. Writing for web media - news portals, blogs, social media. Preparing an advertisement copy. Preparing promotional literature - pamphlets, leaflets, brochures, classifieds.

### Books for Reference:

1. Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
2. Bruce, Garrison. (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. Lee, Carolyne. (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
4. Whitaker, Richard W. (2012). *Media writing: Print, broadcast, and public relations*. New York : Routledge.
5. Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer's Digest Books.

FOURTH SEMESTER - STREAM II (ELECTRONIC MEDIA)  
**CPT-4.1 Management of Electronic Media Organization**

Theory: 64 hours

Max. Marks: 80

**UNIT I**

**13 hours**

Principles of management. Structure and functioning of radio, television production houses. Media ownership patterns. Government and private media. Ethics of Management. Theories of Management.

**UNIT II**

**12 hours**

Factors influencing management decisions, types of media ownership-merits and demerits. Media economics: Indian media houses and their holdings. Major heads of income in radio, television and web media.

**UNIT III**

**13 hours**

The Media Marketplace: Markets, Mergers, Alliances, and Partnerships. Financial Management. Managing Personnel: Recruitment, hiring, salary and training of staff. FDI in media. Committees on TV and Radio.

**UNIT IV**

**13 hours**

Administrative concerns of government owned electronic media-private channels, market driven media- social commitment vs profit making. FM Radio policy. Economics of film industry, production, marketing, distribution, exhibition, film piracy.

**UNIT V**

**13 hours**

Audiences and Audience Research. Content Strategy and Distribution. Marketing. News and News Management. Regulatory Influences on Media Management. Technology Influence on Media Management. Social Media Influence on Media Management

**Books for Reference**

1. Albarran, B Alan (2012). *Management of Electronic and Digital Media*, Cengage Learning
2. Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael. (2006). *Handbook of Media Management and Economics*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
3. Chiranjeevi, Aravind. (2000). *Electronic media management*. New Delhi: Authors Press.
4. Deuze, Mark. (2011). *Managing media work*. New Delhi: SAGE publications India Pvt. Ltd.
5. Herrick F. Dennis. (2012). *Media management in the age of giants*. Albuquerque: University of New Mexico Press.
6. Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage.
7. Stradling, Linda (2010). *Production management for TV and Film: The professional's guide*. London: Methuen Drama.
8. Wicks, Robert H. (2003). *Media management*. Manwah, New Jersey: Lawrence Erlbaum Associates Inc. Publishers.

## CPT-4.2 Script Writing

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Radio and TV Scripts; basics, types, nature and characteristics. Stages of script development; background research, brain storming, concept, pitching, treatment, first draft, voice narration and dialogue, revision, final draft.

### UNIT II

13 hours

Storytelling: Source of stories - memory, imagination, experience. The nature and role of intuition. Universalizing the personal experience. Importance of research. Adaptation from literary works. The difference between actually being inspired and stealing ideas.

### UNIT III

13 hours

Audiovisual Writing: The discipline of writing a screenplay. The format for writing the Synopsis, Step-outline, Screenplay and Script for a film. The Elements of Scriptwriting: Action, Character, Setting, Theme, Structure. Characterization.

### UNIT IV

12 hours

Structuring: Set-Up, Confrontation, Climax, Resolution. Plot, Sub-plot, weaving them together. The Importance of Conflict: Types of conflict: Static Conflict, Rising Conflict, Foreshadowing Conflict.

### UNIT V

13 hours

Understanding screen grammar: Cut, Dissolve, Fade, Wipe, Bleach. The various elements of shot-taking: Image Size, Camera Angles, Movements, Lenses, Lighting, Camera Speed, Stocks, Graphics, Colour. The Rule of Thirds & the Golden Points. Depth of Field and Selective Focus.

### Books for Reference

1. Adair, G. (2002). *Alfred Hitchcock: Filming our fears*. Oxford University Press.
2. Blacker, I.R. (1986) *The Elements of Screenwriting, A Guide for Film and Television Writing* New York: NY Macmillan.
3. Cowgill, L. (2005). *Writing Short Films*. 2nd Edition. New York, NY. Random House.
4. Dona Cooper, *Writing Great Screen Plays for Film and TV*, Mc Millan Publication.
5. Egr, Lajos Egr: *The Art Of Dramatic Writing: Its Basis in the Creative Interpretation of Human Motives* (Revised Edition). Touchstone.
6. Engel, J. (1995). *Screenwriters on Screenwriting*. Hyperion. New York, NY.
7. Egri, L (1960). *The Art of Dramatic Writing*. New York, NY. Simon & Schuster, INC.
8. Field, Syd: *Screenplay: The Foundations of Screenwriting*
9. Frieman, *Writing for visual media*, Focal press.
10. Goldman, William. *Adventures In The Screen Trade*
11. McKee, Robert: *Story: Substance, Structure, Style, and the Principles of Screenwriting*
12. Michel Straczlynshi, *The Complete Book of Script Writing*, Titan Publication.
13. Seger, L. (2010). *Making a good script great*. Beverly Hills, CA. Silman-James Press.
14. Snyder, Blake: *Save The Cat!: The Last Book On Screenwriting You'll Ever Need*  
Trottier, David: *The Screenwriter's Bible*



## CPT-4.3 Film Communication

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Early cinema. Film as an art form, film and other arts, film and literature, the language of cinema Popular cinema. The growth and development of cinema in India as a media of mass communication. Cinema as an entertainment industry.

### UNIT II

13 hours

Elements of film: camera, lighting, sound, colour, editing. Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films.

### UNIT III

12 hours

Film theories: Hugo Munsterberg, Rudolf Arnheim, Siegfried Kracauer, Montage and Eisenstein, Christian Metz, Andre Bazin, Jean Mitry, Bela Balaz

### UNIT IV

13 hours

Film movement: Expressionism, Neo realism, French new wave, Avant Garde, Film Noir, cinema verite. Film Genres-Documentary films. Film culture, Film criticism, film society movement.

### UNIT V

13 hours

Major filmmakers: Vittorio De Sica, Jean-Luc Godard, Ingmar Bergman, Alfred Hitchcock, Orson Wells, Akira Kurosawa, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli.

### Books for Reference

1. Andrew, Dudley, J. (1976). *The major film theories: An introduction*. London: Oxford University Press
2. Arnheim, Rudolf. (1992). *Film as art*. Calcutta: Rupa
3. Dasgupta, Chidananda. (2001) *The Cinema of Satyajit Ray* (2nd ed). New Delhi: National Book Trust
4. Lapsley, Robert & Westlake, Michael. (2006). *Film theory: An introduction*. New York: Manchester University Press.
5. Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). *Film theory and criticism* (4th ed). New York: Oxford University Press.
6. Prasad, Madhava. (2002). *Ideology of the Hindi film: a historical construction*. Delhi: Oxford University Press.
7. Ravi Vasudevan. (ed). (2001) *Making meaning in Indian cinema*. Delhi: Oxford University Press.
8. Ray, Satyajit (2013). *Deep focus: Reflections on cinema*. New Delhi: Harper Collins
9. Richie, Donarld. (1996). *Films of Kurosawa*. Chennai: East West Books.
10. Roberge, Gaston. (2005). *The subject of cinema*. Kolkatta: Seagull

## **CPP-4.4.1 Web Media Production (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Developing websites for individuals and organizations
2. E-content development, graphics and animation
3. Creating web pages for online newspapers
4. Developing blogs
5. Effective use of social media

## **CPP-4.4.2 Video Editing (Practicals)**

**Max. Marks: 50 (40 + 10 VV)**

1. Edit Decision List
2. Laying Time Code
3. Assemble editing
4. Insert editing
5. Cut to cut editing
6. AB roll editing

## **4.5 Project - Documentary Production**

**Max. Marks: 100 (80 + 20 VV)**

Each student should produce a 15-minutes video documentary following guideline as prescribed by the department and submit the same at the end of the semester. He/she should compulsorily attend the viva voce.

## SPT-4.6.1 Event Management

Theory: 64 hours

Max. Marks: 80

### UNIT I

13 hours

Event Management - meaning and scope. Principles of Management. Role of the Event Manager. Project Management. Crisis Management. Leadership skills - Managing team. Essentials of effective communication.

### UNIT II

13 hours

Types of events: Conferences, Meetings, Launch Events, Fashion Shows, Fundraisers, Weddings, Religious Events, Photocalls, Exhibitions, Sport Events, Concerts, Political Events, Anniversaries

### UNIT III

12 hours

Working with clients - Planning and preparing for the meeting. What does your client need? Following up. Event proposal. Contracts and agreements.

### UNIT IV

13 hours

Steps for planning an event. Target your goals and audience. Planning the event: date and time. Budget, Venue, Food and beverage, Transportation, Speakers, Timeframes, Invitations, Greetings and Dress Code, Protocols. Seating arrangements.

### UNIT V

13 hours

Conduct and evaluation of the event. SWOT analysis. Event safety and security. Major risks and emergency planning. Relevant legislations, liquor licenses, trade acts. Code of ethics.

### Books for Reference:

1. Chaturvedi, Ashutosh (2009). *Event management, a professional approach*. Global India Publications.
2. Wagen & Carlos (2004). *Event Management*, Pearson.
3. Razaq et al. (2008). *Event management, an integrated & practical approach*, Sage Publications Ltd.
4. Shone, Anton & Parry, Bryn (2004). *Successful Event Management: A Practical Handbook*, Cengage Learning EMEA.

## SPT-4.6.2 International Communication

Theory: 64 hours

Max. Marks: 80

**Unit I:** 13 hours  
International communication- nature and scope - communication systems- communication policies- global communication- structure and order- issues of international communication.

**Unit II:** 12 hours  
Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.

**Unit III:** 13 hours  
Telecommunication - satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R&D - media management in developing countries.

**Unit IV:** 13 hours  
Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations, Transnational Media corporations.

**Unit V:** 13 hours  
Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

### Books for Reference:

10. Alleyne M D (1995): *International Power and International Communication*, UK: Palgrave Macmillan.
11. Lerner, Daniel & Schramm, Wilbur (1967): *Communication and Change in the Developing Countries*, University Press of Hawaii.
12. Mody, Bella (2003) : *International and Development Communication*, SAGE Publications
13. McBride, Sean (1980): *Many Voices, One World*, Rowman & Littlefield.
14. Nordenstreng, K. & Schiller, H., eds. (1993). *Beyond National Sovereignty: International Communication in the 1990s*. New Jersey: Ablex.
15. Righter, Rosemary (1978): *Whose news?: Politics, the press, and the Third World*, Times Books.
16. Sitaram, K. S. (1995): *Communication and Culture a World View*. McGraw-Hill.
17. Stevenson, R L (1994): *Global Communication in the 21st Century*, New York: Longman.
18. Thussu, Daya Kishan (2006): *International Communication: Continuity and Change*, Bloomsbury Academic.