

TUMKUR UNIVERSITY

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

WITH EFFECT FROM 2023-24 ACADEMIC YEAR

MA IN JOURNALISM AND MASS COMMUNICATION (JMC)

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	30	70	100
2	CPT-1.2	Reporting & Editing	4	4	3 hours	30	70	100
3	CPT-1.3	Journalistic Writing & Translation	4	4	3 hours	30	70	100
4	CPT-1.4	Introduction to Media Literacy	4	4	3 hours	30	70	100
5	CPP-1.5.1	Reporting & Editing (Practicals)	4	2	3 hours	15	35	50
	CPP-1.5.2	Language Proficiency & Current Affairs (Practicals)	4	2	3 hours	15	35	50
6*	SPT-1.6.1	Basics of Media Technology	4	4	3 hours	30	70	100
	SPT-1.6.2	Magazine Journalism						
TOTAL			28	24				600

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	30	70	100
2	CPT-2.2	Development Communication	4	4	3 hours	30	70	100
3	CPT-2.3	Media Law & Ethics	4	4	3 hours	30	70	100
4	CPP-2.4.1	Photojournalism (Practicals)	4	2	3 hours	15	35	50
	CPP-2.4.2	Anchoring Skills (Practicals)	4	2	3 hours	15	35	50
5*	SPT-2.5.1	Technical Writing	4	4	3 hours	30	70	100
	SPT-2.5.2	Science Communication						
6**	OET-2.6	Writing for Media	4	4	3 hours	30	70	100
TOTAL			28	24				600

CPT: Core Paper Theory

SPT: Special Paper Theory

OET: Open Elective Theory

* One SPT must be opted by the student.

** OET for students from other departments.

THIRD 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-3.1	Media Research	4	4	3 hours	30	70	100
2	CPT-3.2	Broadcast Journalism	4	4	3 hours	30	70	100
3	CPT-3.3	Advertising & Corporate Communication	4	4	3 hours	30	70	100
4	CPP-3.4.1	Radio & TV Production (Practicals)	4	2	3 hours	15	35	50
	CPP-3.4.2	Short documentary (Practicals)	4	2	3 hours	15	35	50
5*	SPT-3.5.1	Environmental communication	4	4	3 hours	30	70	100
	SPT-3.5.2	International communication						
6**	OET-3.6	Television Anchoring Skills	4	4	3 hours	30	70	100
TOTAL			28	24				600

CPT: Core Paper Theory

SPT: Special Paper Theory

OEP: Open Elective Theory

* One SPT must be opted by the student.

** OET for students from other departments.

FOURTH 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-4.1	Film Communication	4	4	3 hours	30	70	100
2	CPT-4.2	Script Writing	4	4	3 hours	30	70	100
3	CPT-4.3	Digital Media	4	4	3 hours	30	70	100
4	CPP-4.4.1	Web Media Production (Practicals)	4	2	3 hours	15	35	50
	CPP-4.4.2	Graphic Designing (Practicals)	4	2	3 hours	15	35	50
5	Project -4.5	Dissertation	4	4	3 hours	30 (Viva)	70 (Report)	100
6*	SPT-4.6.1	Event Management	4	4	3 hours	30	70	100
	SPT-4.6.2	Media Management						
TOTAL			28	24				600

CPT: Core Paper Theory

SPT: Special Paper Theory

* One SPT must be opted by the student

FIRST SEMESTER

CPT-1.1 Introduction to Communication & Journalism

Theory: 60 hours

Max. Marks: 70

Unit-I:

12 hours

Definition, nature and scope of communication. Process and functions. Kinds of communication: Verbal and Non-verbal. Levels of communication: Intrapersonal, Inter-personal, Group and Mass Communication. 7 Cs of communication.

Unit -II:

12 hours

Models of Communication: Aristotle, Herald Lasswell, Shannon and Weaver, David Berlo, Charles Osgood and Wilbur Schramm, George Gerbner, Newcomb, Westley and MacLean, Frank Dance, HUB models. Difference between linear & non-linear models.

Unit -III:

12 hours

Journalism – Definition, Nature and Scope. Qualifications of a journalist. Journalistic terminologies. Principles of Journalism. Branches of journalism – magazine, investigative, development, commerce, community, broadcast, multimedia, MoJo.

Unit-IV:

12 hours

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

Unit-V:

12 hours

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 mediacommunication*, 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. Ramaswamy, N. (2022). *History of Indian Cinema*. Notion Press.
11. ಪುಟ್ಟಸ್ವಾಮಿ, ಕೆ. (2019). *ಸಿನಿಮಾಯಾನ. ಅಭಿನವ, ಬೆಂಗಳೂರು*
12. ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್ (1998). *ಕನ್ನಡ ಸಿನಿಮಾ-ಇತಿಹಾಸದ ಪುಟಗಳಲ್ಲಿ. ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು*

CPT-1.2 Reporting & Editing

Theory: 60 hours

Max. Marks: 70

Unit – I

12 hours

Defining news, elements, news values, sources of news. Techniques of news gathering. Writing for changing time- brief, crisp, to-the- point. Structure of a news story-inverted pyramid. Leads – types. Types of reporting- event, interpretative and investigative.

Unit – II

12 hours

Covering different beats – political, crime, court, sports, commerce, film, lifestyle, education. Interview techniques, types of interviews. Covering press/media conference. Reporting for radio, television and the new media. Ethical issues in reporting.

Unit – III

Editing: meaning, purpose, principles and process. Structure and functions of newsroom. Role of editor, news editor, chief sub-editor, and sub-editor. Stylesheet. Mofussil desk. Rewriting and proofreading. Editing for television, radio and online media.

Unit – IV

12 hours

Characteristics of good headlines, techniques of headline writing, types of headlines. Writing editorials, types of editorials, editorial page contents- middle, letters to the editor, columns. Op-ed page.

Unit-V

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. Page designing softwares.

Books for Reference:

1. Baskette and Sissors (1992). *The Art of Editing*, Macmillan, New York
2. Bell, Susan (2008). *The Artful Edit: On the Practice of Editing Yourself*, W. W. Norton & Company, United States.
3. Burgh, de Hogo. (2000). *Investigative journalism: Context and Practice*. New York:Routledge.
4. Harrison, Jackie. (2009). *News*. New York: Routledge.
5. Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House.
6. Machin, David & Niblock Sarah. (2006). *News Production Theories and Practice*. New York: Routledge.
7. Rajan, Nalini. (2007). *21st Century Journalism in India*. New Delhi: Sage Publications.
8. Sharma S (2006). *Editing: Theory and Practice*, Anmol Publications, New Delhi.
9. Shrivastava K.M (2003). *News Reporting and Editing*, Sterling Publishers, India.
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. Westley, Bruce (1972). *News Editing*, Houghton Mifflin, United States.

CPT-1.3 Journalistic Writing & Translation

Theory: 60 hours

Max. Marks: 70

UNIT I

12 hours

Fundamentals of writing. Process of writing. Techniques of effective writing. Qualities of journalistic writing. Similarities and differences between journalistic and literary writing.

UNIT II

12 hours

Features – meaning and definitions, characteristics, types. Exploring topics for features. Differences between articles and features. Turning news into features. Feature syndicates. Writing reviews- book, film, drama, music and art.

Unit – III

12 hours

Writing for radio programmes - news and current affairs, radio features, special audience programmes - for youth, children, women, and farmers. Art of writing for television- news and special programs. Writing for online platforms.

UNIT IV:

12 hours

Defining translation. Importance of translation. Source language and target language. Types of translation. Challenges of translation between vernacular language and English and vice versa.

UNIT V:

12 hours

Techniques of translating news, advertisements, press releases, articles. Translation agencies in India. Machine translation: Tools and challenges. Translation as an industry.

Books for Reference:

1. Akbar, Mohammad (2012): *Media Translation*, UK: Cambridge Scholars Publishing
2. Bennett, Zina Hal. (2001). *Write from the heart*. California: New World Library.
3. Bruce, Garrison. (2004). *Professional feature writing*. New Jersey: Lawrence ErlbaumAssociates. Inc. Publishers.
4. Buchwald, Barry Dev. (2008). *The art of column writing*. Oak Park: Marion Street Press.Inc.
5. Grundy, Bruce, Hirst, Martin. (2012). *So you want to be a journalist* (Second edition).New York: Cambridge University Press
6. Lee, Carolyne. (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
7. Munday, Jeremy (2001): *Introducing Translation Studies: Theories and Applications*, Routledge
8. Robinson, Douglas (2003): *Becoming a Translator: An Introduction to the Theory and Practice of Translation*, Routledge
9. Wheeler, Sharon. (2009). *Feature writing for journalists*. New York. Routledge.
10. Whitaker, Richard W, Ramsey E Janet & Smith, D Ronald. (2009). *Media writing*. NewYork: Routledge.
11. Wilbers, Stephen. (2000). *Keys to great writing*. Ohio: Writer's Digest Books.
12. ಪ್ರಧಾನ ಗುರುದತ್ತ (2015): *ಭಾಷಾಂತರ ಕಲೆ ಸಪ್ತ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು*
13. ಡಾ. ಬಿ. ಜನಾರ್ದನ ಭಟ್ (2022): *ಭಾಷಾಂತರ ಅಧ್ಯಯನ- ಒಂದು ಪ್ರವೇಶಿಕೆ*. ಕುವೆಂಪು ಭಾಷಾ ಭಾರತಿ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು.

CPT-1.4 Introduction to Media Literacy

Theory: 60 hours

Max. Marks: 70

Unit I:

12 hours

Introduction to media literacy. Meaning and scope of media literacy. Understanding key concepts - media, information, technology literacy, digital literacy, visual literacy and information literacy. Importance of media literacy.

Unit II:

12 hours

Interpreting and understanding media messages. Semiotics. Media as text. Commercial messages. Ideology. Media psychology. Concepts of gatekeeping, agenda setting and persuasion. Differentiating news and advertisements. Concept of paid news and paid TRP.

Unit III:

12 hours

Understanding misinformation, disinformation and propaganda. History of propaganda. Black, white and grey propaganda. Media ecosystem, media empires, hegemony, and ownership patterns.

Unit IV:

12 hours

Skills in media literacy. Identifying and evaluating the sources. Detecting bias in news. Identifying fake news. Threat of Artificial Intelligence (AI) and deep fake. Safety in social media. Initiatives to fight fake news in the digital era.

Unit V:

12 hours

Copyright, plagiarism, cyberbullying. Information overload, Internet addiction. Media diet- meaning and importance. Techniques of media diet. Intelligent use of media.

Books for Reference:

1. Potter, W.J. (2019): *Media Literacy*, Sage.
2. Hobbs, R. (2021): *Media Literacy in Action: Questioning the Media*, Rowman & Littlefield.
3. Pernisco, N. (2020): *Media Literacy: An essential guide to critical thinking skills for our complex digital world*, Indy Pub.
4. Hobbs, R. (2018): *The Routledge Companion to Media Education, Copyright, and Fair Use*, Routledge.
5. Smith, J. (2016): *Master the Media: How Teaching Media Literacy Can Save Our Plugged-In World*, Dave Burgess Consulting, Inc.
6. Leaning, M. (2017). *Media and information literacy: An integrated approach for the 21st century*. Chandos Publishing.
7. Agosto, D. E. (Ed.). (2018). *Information literacy and libraries in the age of fake news*. ABC-CLIO.
8. Christian, S. E. (2019). *Everyday media literacy: an analogue guide for your digital life*. Routledge Publishers.
9. Armstrong, S. (2008). *Information Literacy: Navigating & evaluating today's Media*. California: Shell Education.

CPP-1.5.1 Reporting & Editing (Practicals)

Max. Marks: 50 (35 + 15 IA)

1. Event reporting, special stories, and news analysis
2. Interviews, personality profiles, and translation
3. Editing and rewriting of copies, giving headlines, photo captions
4. Newspaper layout: front page-inside page make-up
5. Designing supplement pages and magazines

CPP-1.5.2 Language Proficiency & Current Affairs (Practicals)

Max. Marks: 50 (35 + 15 IA)

1. Reading books, and reviewing them

(Each student should read and review at least five books in the semester. Book review sessions may be conducted on a regular basis. Reviews should be added to the record book.)

2. Building vocabulary and polishing language

(Students should make a list of new words they learn every week. A consolidated list may be added to the record book.)

3. Improving writing skills

(Each student may be asked to write letters to the editor, articles and features; published items can be added to the record.)

4. Developing general knowledge

5. Awareness of current affairs

(Students should be made read newspapers and magazines regularly, improve their GK and knowledge of current affairs. A weekly diary of current affairs may be maintained and added to the record book.)

SPT-1.6.1 Basics of Media Technology

Theory: 60 hours

Max. Marks: 70

Unit-I

12 hours

Computer: Meaning & definitions. Evolution of computers. Types of computers. Computer generations. Parts of a computer. Input and output devices. Hardware and software. Operating systems.

Unit-II

12 hours

Files and folder management. Computer-based office tools- MS Office, Google Workspace, Cloud storage. Computer-based presentation tools- PPT, Google Slides, Keynote, Prezi, Canva, etc. Computer-based publications tools.

Unit-III

12 hours

Understanding Internet: History and evolution, significance, elements. Search engines. Web browsers. Network types- LAN & WAN. Internet Protocol (IP).

Unit-IV

12 hours

Web platforms- blogs, vlogs, wiki, Really Simple Syndication (RSS), Podcast. Web 1.0 and Web 2.0. ePapers. Internet-based communication tools- e-mails, messenger, WhatsApp, Discord, Telegram, Zoom, Google Meet, Microsoft Teams, etc. Social media platforms- YouTube, Twitter, Facebook, Instagram.

Unit-V

12 hours

Multimedia- meaning, and elements- text, audio, graphics, video & animation. Types of images, Applications of multimedia in print, electronic and web media. Media convergence. Concept of visual communication.

Books for Reference:

1. Abbate, J (1999). *Inventing the internet*. Cambridge, MA: MIT Press.
2. Humphreys Ashlee (2016): *Social Media: Enduring Principles*, Oxford University Press Inc
3. Ifrah, Georges (2002). *The universal history of computer*. New York: Wiley.
4. Rajaraman, V & Neeharika Adabala (2015): *Fundamentals of Computers*, PHI Learning Pvt. Ltd.
5. Ralf Steinmetz, Klara Nahrstedt (2011): *Multimedia Computing, Communications & Applications*. Pearson Education (India) Pvt. Ltd.
6. Rober B Musburger & Gorham Kindem (2009): *Introduction to Media Production- The Path to Digital Media Production*, Focal Press.
7. Sheree Josephon and others (2020): *Handbook of Visual Communication: Theory, Methods and Media*, Routledge.
8. Sibanthi Padmanabha K V and Shreesha M Punacha (2022): *Introduction to Media Technology*, Ankur Media Publications.
9. Srivastava, Chetan (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publishers.
10. Tay Vaughan (2017): *Multimedia: Making it work*, McGraw Hill Education.

SPT-1.6.2 Magazine Journalism

Theory: 60 hours

Max. Marks: 70

Unit I:

12 hours

Starting a new magazine- major challenges 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:

12 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:

12 hours

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

Unit V:

12 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. Christopher D. Benson & Charles F. Whitaker (2014). *Feature Writing*, Routledge, New York.
2. Garrison, Bruce. (2004). *Professional feature writing*. London: Lawrence Erlbaum Associates.
3. Jeremy Leslie (2013). *The modern magazine: Visual Journalism in the Digital Era*, Laurence King Publishing, United Kingdom.
4. Menon S (2010). *Freelance Writing*, Unicorn Books Pvt Ltd, New Delhi
5. Sharma, K C (2007). *Journalism in India: History, growth and Development*, Regal Publication, New Delhi.
6. Simeon Lindstrom (2015). *Creative writing – From Think to Ink*, Create Space Independent Publishing Platform, Canada.
7. Tim Holmes (2008). *Mapping the magazine*, Routledge, Houghton.
8. Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage
9. Tim Holmes & Liz Nice (2012). *Magazine Journalism (Journalism Studies: Key Texts)*, Sage Publications Ltd, London.
10. Wheeler, Sharon. (2009). *Feature writing for journalists*. London: Routledge.

SECOND SEMESTER

CPT-2.1 Theories of Communication

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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 Development Communication

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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 Chhatra, 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*. NewYork: 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 (20003). *India's communication revolution: Frombullock carts to cyber marts*. New Delhi: Sage.
10. Singhal, Aravind & Dearing, Janes W (2010). *Communication of innovations- a journeywith Eve. Rogers*, New Delhi: Sage.

CPT- 2.3 Media Law and Ethics

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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.

CPP-2.4.1 Photo Journalism (Practicals)

Max. Marks: 50 (35 + 15)

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-2.4.2 Anchoring Skills (Practicals)

Max. Marks: 50 (35 + 15)

1. Radio announcements, RJ-ing
2. Public speaking skills
3. Television news anchoring
4. Hosting special programmes on TV
5. PTC, voice over, live reporting

SPT-2.5.1 Technical Writing

Theory: 60 hours

Max. Marks: 70

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

12 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

12 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

12 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

12 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.

SPT-2.5.2 Science Communication

Theory: 60 hours

Max. Marks: 70

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

12 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

12 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

12 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

12 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. Lee Ann, Kahlor. Stout A. Patricia. (2010). *Communicating science*. New York: 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

OET-2.6 Writing for Media

Theory: 60 hours

Max. Marks: 70

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

12 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

12 hours

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

Unit – IV

12 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. 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: HardicGrant 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.

THIRD SEMESTER

CPT-3.1 Media Research

Theory: 60 hours

Max. Marks: 70

UNIT I

10 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

12 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

10 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- AnIntroduction to Qualitative and Quantitative Approaches*. New Dlehi: 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 researchmethods*. New Delhi: Sage.
6. Nafiger, Ralph O and White, David M. (1999). *Introduction to Mass CommunicationResearch*. 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*. NewDelhi: Sage.
10. Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- AnIntroduction*. Singapore: Thompson Wadsworth.

CPT 3.2 Broadcast Journalism

Theory: **60 hours**

Max. Marks: **70**

UNIT- I

Evolution of radio as a medium of mass communication. Origin and growth of radio in India. Various committees on radio and their recommendations- Chanda Committee, Verghese Committee, Joshi Committee, Vardan Committee, and Sengupta Committee. Modes of radio transmission- AM and FM. Community radio in India.

UNIT- II

Radio programme production process and techniques. Aspects of sound recording – types of microphones and their uses – field recording skills; live studio broadcast with multiple sources. News production -using sound bytes and actualities. Formats of radio programmes. Studio interviews, studio discussions and phone-in programmes.

UNIT- III

Evolution of television as a medium of mass communication. Origin and growth of TV in India. Television program formats. Studio interviews, studio discussions, studio shows with audience participation. TV documentary production. Live telecast. Fundamentals of TV news and programme production.

UNIT- IV

Audio equipments: microphones, placement of microphones. Audio recording, location, studio and outdoor recording. Use of sound effects. Functions and controls of video camera, camera lens and types. Depth of field, depth of focus, elements of composition. Framing, image size, and angle. Camera movements. Basics of lighting.

UNIT-V

Writing for radio and television. Effective use of voice – enunciation, flow, pronunciation, modulation, and body language. Various sound and video editing softwares. Audience research for radio and television. Code of ethics and broadcasting standards.

Books for Reference

1. Allen, Robert C. and Annette Hill (Eds), *The Television Studies Reader*, Routledge, 2004
2. Boyd, Andrew, *Broadcast Journalism: Techniques of Radio and Television News*, 6th Edition, 2012
3. Carrol Fleming; *The Radio Handbook*, Routledge , 2002
4. Hilliard, Robert L, *Writing for Television, Radio, and New Media*, 11th Edition, Wadsworth Publication, 2014
5. Hudson Gary and Rowlands, Sarah; *The Broadcast Journalism Handbook*, 2007
6. Millerson, Gerald; *Effective Television Production*, 3rd Edition, 2016
7. Owens, Jim; *Television Production*, 2016
8. P C Chatterjee, *Broadcasting in India*, Sage, New Delhi, 1988.
9. *Report of the Working Group on Television Software for Doordarshan*, Publication Division, 1985.
10. Robert McLeish- *Radio Production*, Fifth edition-Focal Press, 2005
11. Vasuki Belavadi, *Video Production*, 2nd Edition, OUP, 2013
12. Zettl, Herbert; *Television Production Handbook*, 2014

CPT 3.3 Advertising & Corporate Communication

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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: SultanChand & 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-3.4.1 Radio and TV Production (Practicals)

Max. Marks: 50 (35 + 15)

1. Preparing log sheet; narration
2. Radio features and commercials
3. Camera movements & shot composition
4. Writing camera script & storyboard
5. Single & multi-camera productions
6. Actuality coverage

CPP-3.4.2 Short documentary (Practicals)

Max. Marks: 50 (35 + 15)

Each student is required to produce a documentary of a minimum of 10-minutes duration, on any subject of their choice. The project should be guided by a faculty member. The documentary should be submitted at the end of the semester, along with its script and an abstract of about 250 words.

Note: It should also be seen that students learn the techniques of video editing such as: creating edit decision list, laying time code, assemble editing, insert editing, cut to cut editing, and AB roll editing.

SPT-3.5.1 Environmental Communication

Theory: 60 hours

Max. Marks: 70

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

12 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

12 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

12 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

12 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.

SPT-3.5.2 International Communication

Theory: 60 hours

Max. Marks: 70

Unit I:

12 hours

International communication- nature and scope – communication systems- communication policies- global communication- structure and order- issues of international communication. Intercultural and cross-cultural communication.

Unit II:

12 hours

Communication flow- opportunities and barriers- factors affecting international communication- growth of news agency system – major international news agencies - imbalances in international news flow - Status of media in developed and developing countries.

Unit III:

12 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:

12 hours

Role of UNESCO in New International Information and Communication Order- NANAP, IPS - McBride Commission's Report - professional standards- monopoly tendencies- international institutions and regulations, Transnational media corporations.

Unit V:

12 hours

Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- impact of globalization on media in developing countries – hegemony – propaganda – cultural autonomy. Violence against media persons. International intellectual property rights.

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.

OET-3.6 Television Anchoring Skills

Theory: 60 hours

Max. Marks: 70

Unit-I:

Understanding functioning of a TV news channel. Television news: Gathering news, responsibilities of reporter and camera person, essentials of television language.

Unit-II:

Effective oral communication. Techniques of non-verbal communication. On-air essentials. Studio autocue reading & recording the voice. Making & adding effective promo and jingles while anchoring. Hosting a talk show and moderating an event.

Unit-III:

Preparing script, news editing, news presentation- duties and responsibilities during news presentation, voice modulation, body language, qualities of an anchor. Dress code and makeup.

Unit-IV:

Interviewing skills: Art of interviewing, preparing for an interview, various types of interviews, interview-based shows, interactive and panel discussion, phone-in programs. MoJo- Mobile Journalism.

Unit-V:

Mastering TV techniques: Voice over, PTC, live reporting, news packages, using microphones & teleprompter, producing news bulletins, understanding technical terms/ glossary of TV news. Legal aspects an anchor should remember.

Books for reference:

1. *Fundamentals of Television Production*: Ralph Donald and Thomas Spann, Surjeet Publications, New Delhi.
2. *Handbook of Television Production*: Herbert Zettl, Wadsworth
3. *Broadcast Journalism*: Boyd Andrew, Focal Press, 2001
4. *Art of Interviewing for Television*: Iry Broughton, 1981
5. *Presenting on TV and Radio*: Janet Trevin, Focal Press, 2003

FOURTH SEMESTER

CPT-4.1 Film Communication

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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. Recent trends in Indian cinema.

UNIT V

12 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

CPT-4.2 Script Writing

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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 Straczlynski, *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 Digital Media

Theory: 60 hours

Max. Marks: 70

Unit I:

12 hours

Introduction to digital media: meaning and scope. Evolution and development digital media. Characteristics of digital media: Digital, interactive, hypertext, virtual, dispersion, telepresence. Understanding credibility of digital media. Net neutrality, digital literacy, digital convergence, and digital divide.

Unit II:

12 hours

Internet as a medium. Characteristics of Internet, Journalistic uses of Internet. Video conferencing, Webcasting, Podcasting, Photo sharing, etc. Journalistic use of social media, social networking sites, social media collaboration, streaming services. Elements of digital multimedia: text, graphics, audio, video & animation.

Unit III:

12 hours

Understanding digital audiences- Difference between public, crowd, group, mass & audience. Characteristics of audiences, types of audiences- passive, active and participatory audience. Search engine strategies for digital audience acquisition. Social media campaigns and engagement. Digital audience research and behavior. Digital audience management.

Unit IV:

12 hours

Essential of digital media design. Design blueprint, digital illustration, UI & UX. Photographic imaging process. Data visualization, moving image & motion graphics. App Designing, 3D Animation, 360 degree advertising campaign. Website design & its technology. Steps in website development.

Unit V:

12 hours

Digital media analytics. Search Engine Optimization (SEO). Emerging technologies- Artificial Intelligence, Augmented Reality, Virtual Reality, Mixed Reality. Overview of digital media regulation across the world. Laws related to digital media in India. Ethical concerns of digital age.

Books for reference:

1. Dewdney A. & Peter R. (2014). *The Digital Media Handbook*. 2nd Edition. Routledge. Oxon.
2. Feldman, T. (2003). *An introduction to digital media*. Routledge.
3. Packard, A. (2013). *Digital media Law. 2nd Edition*. Sussex:Wiley-Blackwell.
4. Mhiripiri, N.A. & Chari, Tendai. (eds.). (2017). *Media Law, Ethics, and Polity in the Digital Age*. Hershey PA, USA: IGI Global
5. Yadav, Anubhuti (2022) *New Media Journalism: Emerging Media and New Practices in Journalism*, Sterling.
6. Ward, M. (2013). *Journalism online*. Routledge
7. Daniela, Linda (2020). *New Perspectives on Virtual and Augmented Reality*.
8. Goel, Lavika(2021). *Artificial intelligence: concepts and applications*. Wiley India Pvt Ltd. Routledge
9. Rich, Elaine; Knight, Kevin & Nair, B. Shivashankar (2017). *Artificial Intelligence*. McGraw Hill.

CPP-4.4.1 Web Media Production (Practicals)

Max. Marks: 50 (35 + 15)

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 Graphic Designing (Practicals)

Max. Marks: 50 (35 + 15)

1. Creating vector artworks, painting and drawing.
2. Handling Photoshop, CorelDraw, InDesign and Illustrator
3. Designing invitations, banners, posters, brochures.
4. Designing advertisements- for print and digital media.
5. Digital portfolio development.

Project-4.5 Dissertation

Max. Marks: 100 (70 + 30 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 their 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 also mandatory.

SPT-4.6.1 Event Management

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 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

12 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

12 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. Alex Genadinik (2015): *Event Planning: Management & Marketing For Successful Events*. Createspace Independent Pub.
2. Chaturvedi, Ashutosh (2009). *Event management, a professional approach*. Global India Publications.
3. Judy Allen (2010): *The Business of Event Planning*. Wiley.
4. Razaq et al. (2008). *Event management, an integrated & practical approach*, Sage Publications Ltd.
5. Shone, Anton & Parry, Bryn (2004). *Successful Event Management: A Practical Handbook*, Cengage Learning EMEA.
6. Wagen & Carlos (2004). *Event Management*, Pearson.

SPT-4.6.2 Media Management

Theory: 60 hours

Max. Marks: 70

UNIT I

12 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

12 hours

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

UNIT IV

12 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

12 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, Kuldeep 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 Jersey: 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.