Course Matrix

I Semester (CBCS)

MC 401	Communication Theory
MC 402	Development of Media
MC 403	Advertising
MC 404	News Reporting and Writing
MC 405	Editing Practice

II Semester (CBCS)

MC 451	Media Research Methods
MC 452	Media Law and Ethics
MC 453	Development Communication
MC 454	Feature Writing
MC 455	Photography and Photo Journalism

III Semester (CBCS)

MC 501	**COMMUNICATION SKILLS (CBCS)**
MC 502	International Communication
MC 503	Film Studies
MC 504	Radio Broadcasting
MC 505	Corporate Communication and PR

IV Semester (CBCS)

MC 551	**DISSERTATION**
MC 552	Television Programme Production
MC 553	Media Management
MC 554	Environmental Communication
MC 555	New Media Technology

Syllabus of Master of Communication and Journalism (CBCS) 2015 Onwards

MC 401: Communication Theory

Unit – I

Definition, scope of communication, variables, process and functions of communication. Verbal and non-verbal. Types of communication: intra-personal, inter personal, group communication and mass communication.

Unit – II

Models of communication- Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, De Fleur, Gerbner, New Combs, HUB model, the media systems paradigm, Diffusion of Innovation theory.

Unit – III

Levels of communication- communication flow models -multi step flow, opinion leadership, variables for evaluating the effectiveness of communication. Gatekeeping. Uses and gratification theory.

Unit – IV

Normative media theories: Authoritarian, Libertarian, Social responsibility, Soviet media theory, Development media theory, Democratic participant theory. McLuhanism, Magic bullet theory, Agenda Setting Theory, cognitive dissonance theory, concept of selectivity, framing theory, media credibility, cultural integration and cultural pollutions.

Unit – V

Effects of Mass Communication, violence and obscenity in media, media and children, Cultivation theory, Social Learning theory, Catharsis theory, reception analysis.

Books recommended:

1. Dennis Mc Quail: Mass Communication Theory: An Introduction
2. Melvin L. De fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evelette Dennis: Understanding Mass Communication
4. Berko and Wolvin: Communication
5. Surgeon General's Scientific Advisory Committee on Television and Social Behaviour Reports, USA.
6. Joshi P.: Culture, Communication and social Change
7. Wilbur Schramm: The process and Effects of Mass Communication.
8. Wilbur Schramm: Men, Messages and Media
9. Dennis Mc Quail: Milestones in Mass Communication Research
10. Stephen W. & Little John: Theories of Women Communication
11. S.J. Baran & D.K. Davis: Mass Communication Theory – Foundations Ferment & Future
12. Hena Naqvi : Journalism and Mass Communication

MC 402: DEVELOPMENT OF MEDIA

Unit –I

Evolution of printing - printing in India - Early publications - Birth of Indian language Press –Raja Ram Mohan Roy, first war of Indian Independence and the press. Origin and development of the Kannada Press- M.Venkatakrishnaiah, P.R.Ramaiah, D.V.Gundappa, T.T.Sharma. Recent trends in Kannada Press

Unit – II

The freedom movement and the Indian press- Bal Gangadhar Tilak, Mahatma Gandhi, Jawaharlal Nehru . Development of major newspapers: The Hindu, The Times of India, Amrith Bazar Patrika, Samyukta Karnataka.

Unit – III

Development of radio in India - Growth of AIR - Prasara Bharthi - Private participation in Broadcasting - Community Radio**.** Development of TV in India - Satellite and cable TV – Doordarshan and private TV Channels.

Unit – IV

Evolution of films in India- Kannada films: the status and problems of the Kannada film industry – New wave films - Popular cinema - Film certification.

Unit – V

Emergence of New Communication Technologies – growth of the internet – new media and the conventional media –social media.

Books Recommended:

1. Nadig Krishnamurthy: History of Indian Journalism
2. G.C. Awasthy: Broadcasting in India
3. Firoze Rangoonwala: 75 years o findian cinema
4. Keval J. Kumar: Mass Communication in India
5. Black and Bryant: Introduction to Mass Communication
6. Rangaswamy Parthasarathy: Indian Journalism
7. P.C. Chattarjee: Television in India.
8. S.C. Bhat: Broadcast Journalism
9. S. Natarajan: An Outline of Indian Journalsim
10. Chalapathi Rau M.: The Press.
11. Geoffrey Nowell-Smith : The Oxford History of World Cinema
12. Satyajit Ray: Deep Focus: Reflection on Indian Cinema

MC 403: Advertising

Unit – I

Advertising- definition and scope, evolution of advertising and functions of advertising, evolution of advertising in India, advertising agencies in India. Social and economic effects of advertisement. Advertising and consumerism.

Unit – II

Planning advertising campaigns, Brand Positioning – USP- Selling Images. Case Studies of Advertising Campaigns. Ad Production: Preparation of Copy, Visualization, Layout, Text, Slogans, Brand, Colour, Illustration, Trade mark, Trade name, packaging.

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Unit – III

Media planning – Budget, Media Selection: Newspaper, Magazine, Radio, Television, Outdoor, Direct Advertising, Point of purchase, new media Advertising, Media Buying.

Unit – IV

Production of Radio and Television Commercials – Story board, Radio Scripting, Jingles, Production of Public Service Advertising.

Unit – V

Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social marketing. Evaluation of Advertising effectiveness, recognition tests, recall tests and panel studies. Professional organizations and ethics

Books recommended

1. B.S. Rathor: Advertising Management
2. Chunnawala: Advertising Theory and Practice
3. Frank Jefkins: Advertising Made Simple
4. Waston, Rinehart and Winston: Advertising
5. Sandage and others: Advertising: Theory and Practice
6. Thomas Russell and Glenn Verrill: Otto Cleppner's Advertising Procedure.
7. Manendra Mohan: Advertising Management: Concepts and Cases.
8. Watson S. Dunn: Advertising: Its Role in Marketing.
9. Otto Cleppner: Advertising Procedure
10. Sethi and Chunnawala: Foundations of Advertising in India.
11. George E. Belch: Advertising and Promotion: An Integrated Marketing Communications Perspective
12. Jaishri Jethwaney and Shruti Jain :Advertising Management

MC 404: News Reporting and Writing

Unit – I

News: definition, nature and scope of news. News values, elements. Structure of a news story-inverted pyramid. News lead – types of lead, body, sources of news. Reporting techniques, qualification of a reporter.

Unit – II

Reporting types - – speeches, legislature, politics, crime, court, disaster, science and technology, financial, environment, sports, art and culture.

Unit – III

Interview techniques – types of interviews –press conference. Objectivity in reporting, advocacy and professionalism.

Unit – IV

Investigative reporting, development reporting, embedded journalism, citizen journalism. Legal and ethical aspects, new technologies in reporting.

Unit – V

Reporting for radio, television and the new media, sting operations, reporting gender related issues, reporting lifestyle.

Books Recommended:

1. David Wainwright: Journalism Made Simple.
2. Hakemulder Jan R, Acde Jonge Fay & Singh P.P: Professional Journalism.
3. Kamath M.V.: Professional Journalsim.
4. Melvin Mencher: Basic News Writing.
5. Rangaswamy Parthasarathy: Here Is the News! Reporting for the Media.
6. Shrivastava K.M.: News Reporting and Editing.
7. William L. Rivers: News Reporting and Editing.
8. Schudson Michae: The power of News
9. Hugo de Burgh: Investigative Journalism, Context & Practice.
10. Joseph M.K.: Outline of Reporting.
11. Melvin Mencher: News Reporting and Writing
12. Hugo de Burgh: Investigative Journalism

MC 405: Editing Practice

Unit – I

Organizational structure and functions of an Editorial Department – Role of editor, sub editor, news editor, principles of editing, re-writing, style sheet.

Unit – II

News editing, characteristics of good headlines, techniques of headline writing, types of headlines, magazine headlines, new trends in headlining, typography.

Unit – III

Principles of page make –up and designing, mechanics of dummying, making front and inside pages, magazine page design, copy-fitting, types of make-up and design, news papers special supplements, contemporary news paper design.

Unit – IV

Writing editorials, types of editorials, editorial page contents- op-ed, middle, letters to the editor. Translation techniques.

Unit – V

Recent trends in printing. Editing online newspapers, photo editing and caption writing. Page designing softwares: PageMaker, QuarkExpress, Indesign.

Books recommended

1. Harold Evens: Newsman's English
2. Harold Evans: Newspaper Design
3. Harold Evans: Handling Newspaper Text
4. Harold Evans: News Headlines
5. Bruce Westley: News Editing
6. F.K. Baskette and J.Z. Sissors: The Art of Editing
7. John Hohenberg: Professinal Journalist
8. Leslie Sellers: Doing It In Style
9. Michael Hides: The Sub – editor's Companion.
10. L.M. Spencer: Editorial Writing
11. K.M. Srivastava: News Reporting and Editing
12. Susan Bell: The Artful Edit: On the Practice of Editing Yourself

MC 451: Media Research Methods

Unit – I

Definition, elements of research, scientific approach, communication research, basic and applied research. Theory and research- constructs, concepts and variables. Levels of measurement, measurement scales, reliability and validity.

Unit – II

Methods of communication research: census method, survey method, observation method, case studies, content analysis, descriptive research, historical method, experimental research, longitudinal studies, correlation designs. Print and electronic media research.

Unit – III

Sampling methods: probability and non-probability sampling methods. Tools of data collection: primary and secondary sources, questionnaire and interview schedules, field studies, focus groups, public opinion polls, pre-election and exit polls.

Unit – IV

Data analysis techniques, coding and tabulation, statistical analysis: measures of central tendency and dispersion. Parametric and non-parametric, testing hypothesis, tests of significance – SPSS and other statistical packages.

Unit – V

Writing research proposals, Preparation and presentation of research reports: graphs, tables. Ethical perspectives of mass media research, trends in communication research.

Books recommended:

1. Wimmer and Dominic: Mass Media Research
2. Ralph Nafzieger & David M. White: Introduction to Mass Communication Research.
3. Robert B. Burns: Introduction to Research Methods
4. Methodology of Research in Social Sciences: O.R. Krishnaswamy
5. Stempel and Westley: Research Methods in Mass Communication
6. David M. Nachmias & Chava Nachmias: Research in Social Sciences
7. Susanna Horning Priest: Doing Media Research
8. Althide: Qualitative Media Analysis
9. K. Swamy: Methodology of Research in Social Sciences
10. Lewis – Beck: Basic Statistics.
11. Bower & Courtright: Communication Research Methods
12. Dennis McQuil: Milestones in Mass Communication Research

MC 452: Media Law and Ethics

Unit – I

Introduction to the Indian Constitution – salient features, Directive Principles of State Policy, Fundamental Rights and duties. Human Rights.

Unit – II

Freedom of Speech and Expression, article19 (1)(a) and (2), freedom of the press in India, Right to Information Act 2005.

Unit – III

Law of Defamation, Sedition, Obscenity, Cinematography Act 1952 and film censorship, official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act, Consumer Protection Act

Unit – IV

Press and Registration of Book Act, Legal and ethical aspects of radio and television broadcasting, photography and advertising in India, Information Technology Act

Unit – V

Recommendations of the first and second press commissions, Press Council of India Act, structure and functions of the PCI, Evaluation of performance of the Press Council– code of ethics and case studies.

Books recommended

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Law of the Press in India
4. R.C. Sarkar: The press in India
5. Rangaswamy Parthasarathy: History of Indian Journalism
6. Reports of inquiry committees and the Press Council of India.
7. K.S. Venkateswaran: Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kushal N: Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act - 2005
12. Kashyap Subhash C: Constitution Of India - Review And Reassessment

MC 453: Development Communication

Unit – I

Development: meaning, concept, process and models of development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramn. Approaches to development, characteristics of developing societies, development dichotomies. Indicators of development, human development.

Unit – II

Development Communication: concept, definition, process, strategies and action plans, democratic decentralization, Panchayat Raj.

Unit – III

Agricultural communication: Diffusion of innovation, agricultural extension, case studies of communication support to agriculture, communication for rural development.

Unit – IV

Development support communication: population and family welfare, health, education and society, issues of empowerment, barriers to development support communication.

Unit – V

Uses of folk media and alternative media for development. Case studies of experiments in development communication: Chatera, Udayavani and Jhabua experiments. Writing development messages for rural audience, development programmes for radio and television.

Books recommended:

1. Srinivas Melkote: Communication for Development in the Third World: (Theory & Practice)
2. Wilbur Schramm: Mass Media and National Development
3. Aravind K. Sinha: Mass Media and Rural Development
4. Aravind Singhal and E.M. Rogers: India's Information Revolution
5. Bella Modi: Designing Message for Development
6. N. Jayaveera and Amuna Gama: Rethinking Development Communication
7. Bhatnagar: Information and Communication Technology for development.
8. UNESCO: Communication and Society
9. Jan Servas: Participatory Communication for social change
10. Johnson: Television and Social Change in India.
11. Shyam Paramar: Folk Media in India.
12. Srinivas Melkote & John Servaes: Communication for Development.

MC 454: Feature Writing

Unit – I

Features – definition and scope, types of features – news features, personality features, scientific features, how-to-do-it features, travel features, lifestyle features, business features, human interest features, historical features, Institutional features and ad features.

Unit – II

Structure of feature stories: headlines, feature leads: types of leads, characteristics of feature writing. Differences between features and news story, features and articles.

Unit – III

Writing feature stories, articles, profiles, obituaries, editorials, travel writing. Trends in features writing.

Unit – IV

Column - types of columns, columnists, cartoons, comic strips, feature syndicates, freelancing.

Unit – V

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews.

Books recommended:

1. Brian Nicholas: Features with Flair.
2. Todd Hunt: Reviewing for the Mass Media
3. Roy Paul Nelson: Articles and Features
4. Louis Alexander: Beyond the facts: A Guide to the Art of Feature Writing.
5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P: Professional Journalism
6. Shrivastava K.M.: News Reporting and Editing.
7. Peter Dahlgren and Colin Sparks: Journalism and Popular Culture.
8. Jay Friedlander & John Lee: Feature Writing for Magazines and Newspapers.
9. Julian Harriss, Kelly B. Leiter & Stanley Johnson: The Complete reporter.
10. C.A. Sheenfield: Effective Feature Writing
11. Robert Gunning: Techniques of Clear Writing
12. David Ogilvy: Ogilvy on Advertising

MC 455: Photography and Photo Journalism

Unit – I

Nature and scope of photography, evolution of photography, photography as an art form, pictorialism and realism, visual language, types of Camera , types of lenses, filters, lighting devices, Digital Photography.

Unit – II

Techniques of photography, composition and camera control devices, aperture and shutter speed, attributes of a good picture - black and white and colour photography.

Unit – III

Branches of photography: nature, architecture, life, landscape, wildlife, sports, environment, portraiture, aerial, travel, industry, fashion, press photography.

Unit – IV

Definition, nature and scope of Photo journalism, evolution of Press photography, sources of photographs, news photographs, photo agencies, photo library.

Unit – V

Types of pictorial coverage, photo contest, leading photo journalists. Techniques of photo editing and softwares, caption writing- types, legal and ethical aspects of photography.

Books Recommended:

1. Rothsteline A: Photo Journalism
2. Rhode and Mcneal: Press Photography
3. Cyernsheim G.H.: History of Photography
4. Jack Price: News photography
5. Midwest Magnet: Photograph and Printed World
6. The National Press Photographers Association, USA: Photo Journalism
7. Calder, Julian and Garret J.: New 35 mm Photographer's Handbook
8. Allyn Salomon: Advertising Photography
9. Peter Tausk: An Introduction to Press Photography
10. Logan H. Richard: Elements of Photo Reporting
11. Erickson B. and Romano F.: Professional Digital Photography
12. Tom Ang: Digital Photography Masterclass

III Semester MCJ (CBCS)

Paper MC 501: COMMUNICATION SKILLS (CBCS)

UNIT - I

Communication- definition, functions of communication, process of communication, types of communication- nonverbal communication, intrapersonal, interpersonal, group, mass communication. Barriers to communication.

UNIT - II

Communication models: Aristotle, Shannon and Weaver, Osgood, Berlo and Schramm model of communication, Gatekeeping, Agenda Setting.

UNIT - III

Writing for print media – journalistic writings -news, features, articles, editorials, interviews, reviewing- art, films, theatre.

UNIT - IV

Radio as a medium of communication, radio programme formats-news, features, interviews, documentaries, radio talks, writing for radio.

UNIT - V

Television as a medium of communication, stages of TV programme production, TV program formats-news, talk shows, interviews, documentaries, panel discussions. News presentation and anchoring. Scripting for television programmes. Television Commercial-story board, Public Service Advertising, writing for media-blogs and v-blogs.

Books Recommended:

1. Schramn Wilbur: Men, Messages and Media
2. Schramn Wilbur: The process and effects of Mass Media
3. Shrivastava. KM: News Reporting and Editing
4. Roy Paul Nelson: Aricles and Features
5. Phode and McNeal: Press Photography
6. Paul Sureya: Broadcast News writing – Radio – the Fifth Estate.
7. Bhatt S.C: Broadcast Journalism
8. Robert Hillard: Radio Broadcasting
9. Allan Wurtzel: Television Production
10. Gerald Millerson: The Technique of Television Production
11. Schramm Wilbur: Hand book of Communication
12. Kumar KJ: Mass Communication in India

MC 502: International Communication

Unit –I

Introduction: Meaning, scope and importance of international communication – An historical overview: Writing, Print, Radio, transnational news agencies and syndicates - Political, economic and cultural dimensions.

Unit –II

Colonialism - Cold war - NWICO debate, MacBride Commission - International News Flow – Imbalances – Media growth - International, regional and internal disparities, NANAP, IPS.

Unit –III

Impact of New Communication technology on news flow – Satellite – Internet - Era of De-regulation and global communication infrastructure Convergence, media conglomerates. International regulatory bodies.

Unit – IV

Contemporary issues in international communication: globalization, Hegemony – Propaganda - Cultural autonomy- Political Rights – Counter-flow - Social justice.

Unit – V

Applications of international communication - diplomacy and conflict resolution - Civil society - public sphere.

Books recommended:

1. Sean Mac Bride: Many Voices, One World
2. Keval J. Kumar: Mass Communication in India
3. Denis Mc Quail: Mass Communication Theory
4. D.R. Mankekar: Non – aligned News Pool
5. UNESCO: Monographs on New International Information Order
6. UNESCO: Communication & Society
7. Noam Chomski: Manufacturing Consent
8. David Page: Television over South Asia
9. Shelton Gunaratne: Mass Media in Asia
10. Simon Haykin , Michael Moher: Communication Systems
11. Fred E. Jandt: An Introduction to Intercultural Communication
12. Kathryn Sorrells, Sachi Sekimoto: Globalizing Intercultural Communication

MC 503: Film Studies

Unit – I

Introduction to cinema, film as an art form, aesthetics of film, the language of cinema, sociology of films.

Unit – II

Elements of films – Camera, Lighting, sound, colour, editing.

Unit – III

Major theories of cinema: Munsterberg, Arnhein, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage. Film Movements: Expressionism, Neo-realism, French new wave, Avante Garde, Cinema verite, Film noir. Major film Directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, Bergman, Majid Majidi, Girish Kasaravalli

Unit – IV

Major genres of cinema, documentary, social crusades, animation film, feature film, popular films, cinema and society.

Unit – V

Film Criticism in India, promoting film culture in India- FTII, NFAI, NFDC Films Division, Directorate of Film Festivals, film awards, Film society movement, film appreciation.

Books recommended:

1. Garth Jowett and James M. Lintou: Movies as Mass Communication
2. John L. Fell: An Introduction to film
3. Ray, satyajit: Our Films, and their Films
4. Vaidyanathan T.G.: Hours in the dark
5. Mast and Cohen: Film theory and Criticism
6. Thoraval Vyas: Cinemas of India
7. Levitan E.L: An Alphabetical Guide to Motion Picture, Television and video Tape production.
8. Manaco, James: How to read a film
9. Prasad: Ideology of Indian Cinema
10. Azmi: The Politics of Conventional Cinema in India
11. Gokulsing M. and Dissanayake W: Indian Popular Cinema
12. Rajadhyakasha: Encyclopaedia of Indian Cinema.

MC 504: Radio Broadcasting

Unit –I

Radio broadcasting, broadcast models: American, British, State-owned. Types of radio services: Home service, external service and commercial service. AM, FM, DAB, narrowcasting, community radio, educational broadcasting, FM stations, radio jockeys, Private Radio stations.

Unit –II

Broadcasting techniques, sound recording, audition techniques. Types of microphones, audio editing procedures, editing of voice reports, audio editing softwares.

Unit –III

Principles of writing for radio programmes, news writing techniques, structure and types of news and current affairs programmes, radio play, radio commercials. Translation, reporting for radio, actuality tape inserts.

Unit –IV

Radio formats: spoken word programmes, radio talks, features, discussion, and interviews and musical programmes, special audience programmes - rural, youth, women and children. Public service programmes on health, educational, environment, scientific programmes, phone – in programmes.

Unit –V

Commercial broadcasting in India, AIR and private channels, Vividh Bharathi Service, listenership studies and evaluation.

Books recommended:

1. Robert Hillard: Radio Broadcasting
2. LMC William Cavitt: Broadcasting Around the world
3. Donald Miles: Broadcast – News Hand Book
4. Paul Sureya: Broadcast News Writing: Radio – The Fifth Estate
5. Mehra Masani: Broadcasting and the people
6. H.S. Krishnaswamy Iyengar: 'Banuli Baravanige' (Kan), AIR
7. Paul Maeseneer (Ed.): Here's the News
8. Peter B. Orlik: Broadcast / Cable Copywriting
9. Philip T. Rosen.: International Handbook of Broadcasting Systems
10. Martin L. Gibson: Editing in the Electronic Era
11. Bhatt S.C.: Broadcast Journalism
12. Simran Kohli : The Radio Jockey Hand Book

MC 505: Corporate Communication and PR

Unit – I

Corporate communication: definition, nature, scope, principles and functions of corporate communication. Corporate culture, corporate social responsibility. Structure and characteristics of an organization, factors influencing communication, flow of communication in an organization - Bottom-up, top down, vertical and horizontal, barriers to communication.

Unit – II

Evolution of PR, PR in India, organization of a PR department, PR firms, Role of public Relations Practitioner.

Unit – III

PR process – fact finding, planning, implementation, Evaluation, internal and external publics.

Unit – IV

PR tools – press agentry, media conference, press release, house journals, annual reports, interviews, speeches, persuasion, propaganda publicity and public opinion.

Unit – V

PR in government, crises PR, Community Relations, Consumer Relations, PR for the public sector, PR for tourism, PR for philanthropic organizations. Event management, ethics in PR, PR and new media.

Books recommended:

1. Balan K.R.: Lectures on applied Public Relations.
2. Dennis L. Wilcox, Philip H. Ault & Warren K. Agee: Public Relations strategies and tactics.
3. Mehta D.S.: Handbook of Public Relations in India.
4. Scott M. Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.
5. Philip Lesley: Lesley's Public Relations Handbook.
6. Kaul K.M.: Public relations in India.
7. Frank Jefkins: Planned Public Relations.
8. Sam Black: The role of Public Relations in Management.
9. Sandra Oliver: A Handbook of Corporate Communication and Public Relations
10. Paul Argenti: Corporate Communication
11. John Cass: Strategies and Tools for Corporate Blogging
12. Joep P Cornelissen: Corporate Communications: Theory and Practice

MC 552: Television Programme Production

Unit – I

Characteristics of television, Stages of TV programmes– pre-production, rehearsal and set –up budgeting, actual production and post-production, graphics – CG and VG, animation, ENG – DSNG and OB broadcasting.

Unit - II

Fundamentals of TV production techniques, TV telecasting modes, principles of video / TV camera, components of camera lens, basic shots and its composition, sound and lighting and its types, special effects, type of editing, analog and non – linear type softwares.

Unit – III

TV formats – TV telecasting types – terrestrial and satellite, community antenna TV, pay TV, CCTV, Cable TV, tele text and videotext, DTH services, DSNG.

Unit - IV

Writing for television: script writing, genres of TV programmes: news, documentary, talk shows, panel discussion, quiz, current affairs sports, musical and dance programmes, live programmes, TV anchoring. Special audience programmes: women, children, youth.

Unit – V

Education TV programmes (E TV) in India – Consortia for Educational communication– Gyan Darshan. Commercialization of TV, Reality shows, audience research.

Books Recommended:

1. Allan Wurtzel: Television Production
2. Gerald Millerson: The Technique of Television Production
3. Hartwig, Robert: Basic TV Technology, Digital and Analog
4. Joseph R. Downick: Broadcasting cable and beyond.
5. Robert Hellard: writing for television and Radio
6. Chatteji P.C: Broadcasting in India
7. Ted Whiteet all: Broadcast news
8. Norman Desmarais: Multi-media on the P.C.
9. John Watkinson An introduction to Digital Video
10. Sam Kauffman: Avid Editing
11. Norman Desmarais: An Introduction to Digital Audio
12. Fang L.F.: Television News

MC 553: Media Management

Unit – I

Principles of management –application of management principles to media organizations. Structure and characteristics of media organizations : Newspapers, Magazines, Radio, Television, Cinema - Ownership patterns in Media Industries.

Unit – II

Economics of newspaper - Advertising vs circulation - Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity.

Unit – III

Economics of electronic media - Market driven media, public and private channels - Social commitment vs profit making.

Unit – IV

Economics of film Industry - creativity, production, marketing, distribution, exhibition, ownership vs piracy. Multiplexes and the audience. Satellite distribution.

Unit – V

Ownership and organization structures of news agencies and Syndicates: - Committees on various media in India: Chanda, Verghese, Joshi, Varadan, Mahalik, Ramaiah .

Books recommended:

1. Aggarwal S.K.: Press At the Crossroads in India.
2. William and Rucker: Newspaper Organization and Management
3. Sarkar R.C.: The Press in India
4. Noorani A.G.: Freedom of Press in India
5. Frank Thayer: Newspaper Management
6. Gulab Kothari: Newspaper Management in India
7. Reports of the enquiry committees appointed by the Ministry of Information and Broadcasting.
8. Nadig Krishnamurthy: Indian Journalism.
9. John Prescott Thomas: Media management manual: a handbook for television and radio practitioners in countries-in-transition
10. Conrad C. Fink: Strategic Newspaper Management
11. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth: Handbook of Media Management and Economics
12. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth: Handbook of Media Management and Economics

MC 554: Environmental Communication

Unit – I

Environmental consciousness, environmental movements, environmental movement in India and Karnataka. Development Vs environment debate.

Unit – II

Ecosystems and biodiversity, renewable and non-renewable resources, international initiatives for environmental conservation. Earth summits, Kyoto protocol, agreements on climate change, Montreal protocol, UNEP, Environmental (Protection) Act, Forest (conservation) Act 1980.

Unit – III

Major global, regional and local environmental issues, global warming, e-waste, big dams, water and air pollution, waste management. Special Economic Zones, Environmental campaigns. Environmental impact assessment.

Unit – IV

Environmental communication- Reporting environment for print, electronic and new media. Environmental news sources. Environmental movements and the media. Objectivity and advocacy in environmental reporting.

Unit – V

Organizations of Environmental journalists, Code of ethics for environmental news coverage. Case studies in environmental reporting.

Books recommended

1. Lester R. Brown: Eco – economy: Building An Economy of the Earth
2. Michael Frome: Green Ink: An Introduction to Environmental Journalism.
3. Ramachandra Guha: Environmentalism: A Global History
4. Madhava Gadgil and Ramachandra Guha: Ecology and Equity
5. Chapman and others: Environmentalism and Mass Media
6. John Bellamy Foster: The Vulnerable Planet
7. Madhava Gangil and Ramachandra Guha The Fissures Land: and Ecological History of India.
8. G.N. Khanna: Global Environmental Crisis and Management.
9. T.N. Khoshoo: Environmental Concerns and strategies.
10. S. Krishna: Environmental Politics.
11. Kiran B. Chhokar, Mamata Pandya and Meena Ragunathan (Eds). 1999. Understanding environment, New Delhi Sage Publication.
12. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001 New Delhi. Sage Publications

MC 555: New Media Technology

Unit – I

Emergence of new communication technologies, characteristics, global village and globalization, satellite television.

Unit – II

ARPANET, internet, Search engines, web radio and TV, technological convergence, ICT and information society - factors influencing information society, theories of information society, WSIS summit on information society.

Unit – III

Electronic governance- issues and priorities, Bhoomi and Sakal project, information super-highway, leap-frogging, digital divide. ICT grass-roots initiatives, case studies.

Unit – IV

Web journalism, journalists and the internet, electronic publishing, virtual reality, Information technology Act 2000. Social media: facebook, twitter, youtube, pinterest, google+, WhatsApp,

Unit - V

Web-designing, HTML, multimedia, animation. Softwares for page designing: Page Maker, QuarkExpress, *In*design, Photo Shop

Books recommended:

1. Public service Broadcasting in Asia – AMIC.
2. Mass Communication Theory: Denis Macquail
3. F.E. Davis, J.A. Barrry – L.W. Hall: Newsletter Publishing with Page Maker.
4. Rogers Cadenhead: Frontpage.
5. Orbicom: New Partnership in Communications for the 21st century: Orbicom.
6. Rick Altman: Quark Express for windows.
7. Chetan Srivastava: Introduction to Information Technology
8. Santhosh Choubey, Ramprasad: An Introduction to Information Technology and Computer Fundamental.
9. Leah A Lievrouw, Sonia Livingstone**:** Handbook of New Media
10. John Pavlik: New Media Technology
11. Brian Winston: Media Technology and Society**:** A History: from the Telegraph to the Internet
12. Paul Bradshaw: The Online Journalism Handbook: Skills to survive and thrive in the digital age

Mangalore University
Master of Communication and Journalism (MCJ) Course under CBCS

Academic Obligations

1. **Theory Papers**

   The MCJ programme consists of five theory papers in each semester except in the **Fourth semester** which includes a Paper **MC 551-Dissertation** in lieu of 1 theory paper. Out of five hours of theory for each paper, one hour will be devoted to Seminar/Tutorial/ Field Visit/ Practical Assignment/ Group Discussion.

2. **CBCS Electives**

   The Non-MCJ students will be offered CBCS paper **Communication Skills** (MC 501) carrying 5 credits in the **Third semester**.

3. **Dissertation**

   Students of MCJ studying in the fourth semester are required to work on a dissertation related to Communication and allied subjects.

   The allotment of guides to the students shall be made by the chairman in consultation with the Department Council through lottery method in the presence of the students. The allotment shall be made within three weeks of the commencement of Third semester.

   The research proposal by the students shall be submitted to the chairman within 30 days from the date of allocation of guides. The students should submit their dissertations duly approved by their research guides on or before the last working day of the **Fourth semester**.

4. Internship

Every student of MCJ programme shall undergo an internship of six weeks in any of the recognized mass media institutions such as newspapers, magazines, radio stations, television stations, advertising and public relations agencies after the completion of fourth semester examination. The result of the student shall be declared only after the satisfactory completion of the internship.

5. Internal Assessment

IA: Marks

The internal Assessment (IA) for component for each paper is as follows:

a) Test – 10 marks

b) Assignment / Practical Assignment – 20 marks

Total: 30 Marks

6. Practical Work

The practical work in media skills and practice such as news writing, editing, design, production of print and electronic media contents etc, as decided by the department including **Campus Courier/Practice Journal –"Madhyama Mangala" / "MCJ Round Up"-Video News Magazine** shall form an integral part of the programme and shall be continuously assessed throughout the semesters.

MCJ (CBCS)

Theory Question Paper Pattern (Revised)

Max Marks: 70

Answer any **Six** question including **Q.9 which is compulsory**.

1.

2.

3.

4.

5.

6.

7.

8. **(Answer any five out of eight questions).** **(10x5=50)**

9. (Write notes on any four out of six). **(5x4=20)**

A.

B.

C.

D.

E.

F.

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