

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
**MANGALORE UNIVERSITY**  
(Accredited by NAAC Grade)

ಕ್ರಮಾಂಕ/No. : MU/ACC/CR.5/2024-25/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar  
Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 05.02.2025

**NOTIFICATION**

Sub: Revised syllabus of M.A. in Journalism and Mass Communication programme.

Ref: Academic Council approval vide agenda

No.: ಎಸಿಸಿ:ಶೈ.ಮ.ಸಾ.ಸ.3:3 (2024-25) dtd 08.01.2025.

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The Revised syllabus of M.A. in Journalism and Mass Communication programme which is approved by the Academic Council at its meeting held on 08.01.2025 is hereby notified for implementation with effect from the academic year 2024-25 and onwards.

Copy of the Syllabus shall be downloaded from the University Website ([www.mangaloreuniversity.ac.in](http://www.mangaloreuniversity.ac.in))

  
REGISTRAR

To,

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, Dept. of Mass Communication & Journalism, Mangalore University.
3. The Chairman, PG BOS in Mass Communication & Journalism, Dept. of Mass Communication & Journalism, Mangalore University.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the website.
7. Guard File.

**MANGLORE UNIVERSITY**  
**Journalism and Mass Communication**  
**Mangalagangothri-574199**

**Revised Scheme of Examination for Choice Based Credit System**

**Master of Arts (Journalism and Mass Communication)**  
**(Effective from 2024-25)**  
**First Semester**

Sem	Paper	Paper Code	Paper Title	Marks		Total Marks	Credit Pattern			Credits
				Theory	Int. assess		Lecture	Tutorial	Practical	
First Sem	Hard core	JMH401	Communication Theories	70	30	100	4	1	0	5
		JMH402	Advanced Reporting & Editing	70	30	100	4	1	0	5
		JMH403	Photography & Photo Journalism	70	30	100	4	1	0	5
	Soft Core (any two)	JMS404	Introduction to Comm. & Journalism	70	30	100	3	1	0	3
		JMS405	Crime Reporting	70	30	100	3	1	0	3
		JMS406	Political Communication	70	30	100	3	1	0	3
				350	150	500	21	6	0	21

**Second Semester**

Sem	Paper	Paper	Paper	Marks	Total	Credit Pattern	Credits
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		Code	Title	Theory	Int. assess	Marks				
							Lecture	Tutorial	Practical	
Second Sem	Hard core	JMH451	Communication Research Methods	70	30	100	4	1	0	5
		JMH452	Media Law and Ethics	70	30	100	4	1	0	5
		JMH453	Development of Communication	70	30	100	4	1	0	5
	Soft Core (any two)	JMS454	Development of Print Media	70	30	100	3	1	0	3
		JMS455	Artificial Intelligence in Media	70	30	100	3	1	0	3
		JMS456	Kannada Journalism	70	30	100	3	1	0	3
	OE (any one)	JME457	Writing for Media or	70	30	100	3	1	0	3
		JME458	Advertising and PR	70	30	100	3	1	0	3
				420	180	600	21	6	0	24

Sem	Paper	Paper Code	Paper Title	Marks		Total Marks	Credit Pattern			Credits
				Theory	Int. assess		Lecture	Tutorial	Practical	

Third Sem	Hard core	JMH501	Feature Writing and Freelancing	70	30	100	4	1	0	5
		JMH502	Media Management and Economics	70	30	100	4	1	0	5
	Soft Core (any three)	SMS 503	Advertising and Corporate Communication	70	30	100	3	1	0	3
		JMS504	Inter Cultural Communication	70	30	100	3	1	0	3
		JMS505	Social Media Communication	70	30	100	3	1	0	3
		JMS506	Science Communication	70	30	100	3	1	0	3
	OE	JME507	Film Appreciation	70	30	100	3	1	0	3
				420	180	600	21	6	0	22

### Fourth Semester

Sem	Paper	Paper Code	Paper Title	Marks		Total Marks	Credit Pattern			Credits
				Theory	Int. assess		Lecture	Tutorial	Practical	
Fourth Sem	Hard core	JMH551	Radio and TV Programme Production	70	30	100	4	1	0	5

		JMH552	New Media Technology	70	30	100	4	1	0	5
	Project	JMP553	Dissertation Work	70	30	100	4	1	0	5
	Soft Core (any two)	JMS554	Environmental Communication	70	30	100	3	1	0	3
		JMS555	Folk Media	70	30	100	3	1	0	3
		JMS556	Film Studies	70	30	100	3	1	0	3
				350	150	500	21	6	0	21

**First Semester**  
**JMH 401: Communication Theories**

**Course Objectives:**

This course provides a comprehensive exposure of communication theories and their application within the fields of journalism and mass communication. Students will explore various theoretical frameworks, understand their historical development, and analyze their relevance in contemporary mediascapes. The course aims to equip students with a sound theoretical foundation to critically evaluate and apply communication theories in their professional practice.

**Unit –1**

Definition and importance of communication theories – Historical evolution of communication theory –Key concepts and paradigms in communication studies. Classical Theories of Communication – Aristotle's Rhetoric – Shannon and Weaver's Model of Communication – Lasswell's Communication Model. Media Effects Theories – Hypodermic Needle Theory - Two-Step Flow Theory –Uses and Gratifications Theory.

### **Unit –2**

Theories of Mass Communication: Agenda-Setting Theory –Development and key concepts of agenda-setting –Role of media in shaping public opinion –Case studies and applications. Framing Theory –Definition and principles of framing –Techniques and strategies in media framing – Analyzing news frames and their impact.

Cultivation Theory – Media's role in shaping perceptions of reality –Long-term effects of media exposure.

### **Unit –3**

Critical and Cultural Theories: Critical Theory and the Frankfurt School – Origins and key figures of Critical Theory –Concepts of Ideology, Hegemony, and Cultural Industry – Critical perspectives on media and society. Cultural Studies and Media –The Birmingham School and media audience research –Analyzing media texts and audience interpretations. Feminist Media Theory – Key concepts and developments in feminist media theory

### **Unit –4**

Emerging Theories and Future Directions: Network Society and Digital Communication Theories – Castells' theory of the Network Society – The impact of digital media on communication practices – Theories of Online communication and Social Media. Theories of Media Convergence and Trans media – Understanding media convergence – Jenkins' concept of transmedia storytelling – Analyzing cross-media narratives and audience engagement. Future Trends in Communication Theories – Emerging trends and challenges in communication theory

### **Learning Outcomes:**

Students will be eloquent in using the key terms and concepts of theories of mass communication and media institutions in relation to society; they will be able to apply theoretical frameworks to analyze media content and its impact on society; they will be able to critically assess media practices and their implications.

### **RECOMMENDED READING:**

- McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE Publications.
- Severin, W. J., & Tankard, J. W. (2014). *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Addison Wesley Longman.
- Baran, S. J., & Davis, D. K. (2015). *Mass Communication Theory: Foundations, Ferment, and Future*. Cengage Learning.
- Fiske, J. (2010). *Introduction to Communication Studies*. Routledge.

### **JMH 402: Advanced Reporting and Editing**

### **Course Objectives:**

This advanced course focuses on honing the skills necessary for high-level reporting and editing in journalism and mass communication. Students will engage with techniques of complex reporting, in-depth journalism and sophisticated editing practices. The course is designed to enhance students' ability to produce, analyze, and refine high-quality journalistic content focusing on advanced information sources and gaining a sound foothold in ethical and legal considerations in the digital realm.

### **Unit –1**

Advanced Reporting Techniques: Investigative Journalism: Fundamentals of investigative reporting-Techniques for uncovering hidden information-Case studies of significant investigative journalism.  
Data-Driven Reporting: Introduction to data journalism-Tools and methods for data collection and analysis-Crafting stories from data insights.

### **Unit –2**

Specialized Reporting: Political Reporting: Understanding the political landscape-Techniques for covering political events and issues-Ethics and challenges in political reporting.  
Business and Financial Reporting: Fundamentals of business journalism-Analyzing financial statements and reports-Covering economic trends and corporate news.  
Science and Environmental Reporting: Importance of science and environmental journalism-Techniques for simplifying complex scientific information-Reporting on environmental issues and sustainability.

### **Unit –3**

Advanced Editing Skills: Editorial Decision-Making-Roles and responsibilities of an editor-Decision-making processes in newsrooms-Balancing editorial judgement and audience needs.  
Copy Editing and Proofreading-Techniques for effective copy editing-Common grammar, style, and usage errors-Proofreading strategies and tools.  
Headline Writing and SEO: Crafting compelling headlines-Importance of SEO in digital journalism-Techniques for writing SEO-friendly headlines and content.

### **Unit –4**

Emerging Trends in Journalism: Impact of digital transformation on journalism-New tools and technologies for reporters and editors-Future directions in journalism and mass communication.

### **Learning Outcomes:**

Students will update themselves in current practices of journalistic reporting and editing; they will learn the techniques and tools of gathering complex information and synthesising and summarising them; they will demonstrate an understanding of the different editorial roles necessary in different media industries and institutional settings; they learn to practice journalism in different legal, ethical and regulatory contexts.

### **RECOMMENDED READING:**

1. Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.
2. Houston, B. (2009). The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques. Bedford/St. Martin's.
3. Harrower, T. (2012). Inside Reporting: A Practical Guide to the Craft of Journalism. McGraw-Hill Education.
4. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2014). News Reporting and Writing. Bedford/St. Martin's.

### **JMH 403 : Photography and Photojournalism**

### **Course Objectives:**

This paper helps students in two dimensions: to be informed in basics of photography, its essential features with particular details about the features of an average modern camera equipment; and then with the fundamental theoretical and functional knowledge of using photography in the context of journalism. This paper intends to equip the students with the basic skills to photograph compelling and informative images that convey the events and news stories effectively. It helps students to gain understanding of ethical consideration in photojournalism in responsible image and visual creations.

### **Unit-1**

Fundamentals of Photography - Nature and Scope of Photography: Photography as an art form and a medium of communication, its evolution, and its role in society. Camera Components and Mechanics: Analog vs. digital cameras - lens types, and functions. The Photographic Process: Basic understanding of camera optics, exposure triangle (aperture, shutter speed, ISO), and metering. Light and Color: Properties of light, color theory, and their impact on photography. Composition: Basic compositional principles, and their application in different photographic genres. Digital Image Capture: Sensors, image formats, and file management. Post-Production: Introduction to image editing software, basic editing techniques, and digital workflow.

### **Unit-2**

Visual Perception and Aesthetics – The Human Eye and Photography: Perception of light, colour, and depth. Visual Language: Elements and principles of design, visual storytelling, and creating impact through imagery. Photography Genres and their Characteristics - Mobile Photography: Introduction to Smartphone photography, applications, and accessories.

### **Unit-3**

Photojournalism: Theory and Practice. Definition and History of Photojournalism: The role of photojournalism in society, its evolution, and its impact. Ethics in Photojournalism: Privacy, Decency, Image distortion and defamation, accuracy in photojournalism. Photojournalistic Techniques: Storytelling through images, photo essays, and feature photography. Photography for Daily Newspapers, Magazines, Scientific and Academic journals, and Digital media outlets. Photo Editing and Caption Writing: Importance of effective captions, and ethical considerations in image editing.

### **Unit -4**

Photojournalism Genres: Sports, fashion, wildlife, war, and documentary photography. Photo Agencies and Distribution: Role of photo agencies, stock photography, and copyright. Photojournalists and Their Work: Case studies of renowned photojournalists and their impact - Visual Journalism in the Digital Age: Challenges and opportunities in the digital landscape. Photography and Social Change: The role of photography in documenting social issues and driving change.

Photography as a teaching tool and its role in education.

### **Learning Outcomes:**

Students will learn the basics of handling a modern photo camera particularly in the profession of journalism; they will understand the photojournalism as an essential part of mass media functioning; they will be skilful in capturing compelling and informative images that conveys news stories and events effectively.

### **RECOMMENDED READING:**

1. Frances Jones, (1983) *The Hanlyn Basic Guide to Photography*.
2. Rothsteline, (1974) *Photo Journalism*.
3. Milten Feinberg – *Techniques of Photo Journalism*.

Harold Evans,(1997) *Pictures on a Page: Photo Journalism, Graphic and Picture Editing*.

### **JMS 404: Introduction to Communication and Journalism**

### **Course Objectives:**

This is a paper designed to enable the students who come from Non-Journalism degrees to acquaint with basics of Journalism and Mass Communication. To equip them understand larger academic studying of mass media processes and institutions along with introducing to them the basic professional tools and techniques of reporting and editing. It helps to understand the journalism and



mass media and their recent variants in the historical and present day context. It is an overall showcase for the Master's programme in Journalism and Mass Communication.

#### **Unit –1**

Foundations of Communication: Concept, Nature, Process, and Development of Human Communication - The 7C's of Communication - Functions of Communication - Barriers to Communication - Verbal and Nonverbal Communication - Levels of Communication: Intrapersonal, Interpersonal, Group, Public, and Mass Communication - Information and knowledge societies. Types of Mass Communication – Print-Radio-TV, Cinema and Digital media.

#### **Unit –2**

Communication Models - Scope, Functions, and Limitations of Communication Models - Major Communication Models: Aristotle's Model, SMCR Model, Shannon-Weaver Model, Lasswell's Model, Osgood-Schramm Model, Berlo's Model, Gerbner's Model, Newcomb's Model, Convergent Model.

#### **Unit –3**

Definition, Nature, Scope, Principles, Importance, Functions, and Significance of Journalism - Journalistic Terminology and Mass Media: Nature and Characteristics of different mass media. Theories of the Press - Role of the Press in a Democracy - Media's role in formulation of states of India - Current Trends in Journalism - Qualities of a Journalist and Professionalism in Journalism - Career Opportunities in Journalism - Professional Ethics in Journalism: Journalism as Mission, Profession and Business.

#### **Unit –4**

Media Criticism and Media Literacy - Status of Journalism and Media Education in India - Media Policies of the Government of India Since Independence - Indian Communication: A Historical Perspective from the Ancient to Contemporary Times - Western and Eastern philosophical, ethical and aesthetic perceptions of communication - Greek, Vedic, Buddhist, and Islamic traditions.

#### **Learning Outcomes:**

Students will be in a position to understand mass media ecology compressively; They will know the meaning and nature of human communication; they will understand the history, development of various media institutions and their present day nature functioning and practices.

#### **RECOMMENDED READING:**

1. *Theory and Practice of Journalism* – B. N. Ahuja
2. *Professional Journalist* – John Hohenberg
3. *Mass Communication* – Wilbur Schram
4. *Theories of Mass Communication* – Melvin L DeFluer and Sandra J Ball, Longman Publications
5. *Journalism in India*- Nadig Krishnamurthy, Mysore University Press.
6. *Media Law*- D.D Basu
7. *Mass Communication*-Keval J. Kumar

#### **JMS 405: Crime Reporting**

#### **Course Objectives:**

This paper enables the students to examine the principles and practice of journalistic reporting of crime. It gives an historical understanding of the vocation of reporting crime and prompts the students to overcome the banality of perception of crime in the present day journalism. It intends to develop skills in investigative journalism and reporting on crime and related burning crime issues of the present times. It seeks to inculcate the urgency of dealing with social crimes like violence committed on women and fake caste certificates which have been

responsible for large scale social injustice in India. It provides a transdisciplinary approach for interrogating crime and understanding crime journalism.

#### **Unit – 1**

Crime Reporting and Investigative Journalism: Definition, nature, scope and importance - A history recap: Muckrakers, Yellow journalism. Uncovering State crimes: the Original Vocation of Fourth Estate: Omission and Commission. Understanding the Anthropology of Crime and Social Psychology of deviant behavior – Indian Society. Qualities of a good Crime Journalist. Typology of Crime - Personal crimes, Property crimes, Inchoate crimes. State Crimes - Financial Crimes: Fake Certificates of caste, passports, marks cards, age proof, personal identity and bio-metrics. Crime against the State: Elite crimes, Celebrity crimes, godmen and women, political goons, corporate crimes. Symbiosis of Business, Politics and Crime.

#### **Unit – 2**

Urban and Rural Crimes and the interlap: City Riots, mobstering, gangsterism, underworld crime syndicates, smuggling, drugs, liquor, Havala, extortion, supari killings, abductions, loan and interest rackets, human trafficking, child labour forced prostitution. theft and robberies, chain snatching and pick pocketing, sexual harassment at workplaces, eve teasing.

Physical violence, Atrocities on women, children, Dalits and Adivasis, cattle and harvest theft, destruction of crops and harvests, encroaching lands, honor killings, caste conflicts, bonded labor, manual scavenging etc. Rural reporting and overcoming GVL syndrome. Understanding rural psyche.

#### **Unit – 3**

Building Sources of Information: police, courts, advocates, NCRB, hospitals, victims, eyewitnesses, and offenders / accused, Police informants, media, Police, Traffic, and Exercise beats. Journalistic styles of Crime Reporting - Episodic and Thematic Reporting. Writing for diverse formats - Print, Electronics, Multimedia Platforms, Academic and Scientific Journals. Private investigation and freelancing.

#### **Unit – 4**

Media and Crime: Crime Fiction, Literature and Movies. Bias, prejudices and stereotypic portrayals. Ethical dilemmas in Crime Reporting: Trial by media. Sensitivity to cases involving children, women, Dalits, Adivasis and religious minorities. Sensationalism, impartiality, accuracy and privacy factors in crime journalism; Presumption of Guilt or Innocence. Bystander Intervention.

#### **Learning Outcomes:**

Students will understand the importance of journalistic reporting of crime both in episodic and thematic aspects; they will gain knowledge of the techniques and challenges of crime journalism; they will develop skills in writing in depth crime stories and investigative journalism.

#### **RECOMMENDED READING:**

1. D.Kumar (2019) *Crime Journalism*, R.K Publishers, Delhi.
2. D. Rajnish (2008) *Crime Reporting and the Journalism*, Sumit Enterprises, Delhi.
3. Ravi Kumar Jain (2000) *Cyber Forensics: Tools and Practices*, ICFAI University Press, Delhi.
4. Bethany Usher (2024) *Journalism and Crime*, Routledge, UK.
5. Yvonne Jewker (2010) *Media and Crime*, Sage Publications.
6. Wilhelm Roepke and Richard Quinney (2001), *the Social Reality of Crime*, Routledge, USA.
7. Kshamata Chauhan and Pramod Gaikwad (2023), *Crime Reporting*, Himalaya Publishing House, Nagpur.
8. Richard J Herrnstein and James Q Wilson (1998), *Crime and Human Nature*, Free Press, USA.

### **JMS 406: Political Communication**

#### **Course Objectives:**

This course delves into the dynamics of political communication within the context of journalism and mass media. Students will explore the interplay between media, politics, and public opinion, gaining insights into the strategies, practices, and impacts of political communication. The course emphasizes

both theoretical foundations and practical applications in understanding and reporting the democratic nature of state functioning and the formation of genuine public opinion regarding the latter.

#### **Unit –1**

Foundations of Political Communication: Introduction to Political Communication – Definition and scope of political communication – Historical evolution and significance – Key concepts and theories. Media and Politics – Role of media in political processes – Influence of media on political campaigns and elections – Media systems and their impact on political communication.

#### **Unit –2**

Political Campaigns and Media Strategies: Election Campaigns and Media – Structure and strategies of political campaigns – Role of media in election coverage –Impact of televised debates and political advertising. Social Media and Political Campaigns – Use of social media in modern political campaigns – Strategies for engaging voters online – Case studies of successful social media campaigns. Political Advertising and Persuasion – Techniques of political advertising – Psychological principles of persuasion – Analysis of political ads and their effectiveness.

#### **Unit –3**

Media, Public Opinion, and State functioning: Media Influence on Public Opinion: Mechanisms of media influence on public opinion – Case studies of media-driven public opinion shifts. Public Relations in Politics – Role of public relations in political communication –Strategies for managing political crises – Crafting and delivering political messages. Media and Policy Making – Interaction between media and policymakers – Watchdog role of Fourth Estate: Muckrakers –Case studies of media influence on policy decisions.

#### **Unit –4**

Ethics, Law, and Global Perspectives: Ethics in Political Communication – Ethical considerations in political reporting – Addressing bias, misinformation, and propaganda – Case studies of ethical dilemmas in political communication. Legal Frameworks and Regulations – Media laws and regulations affecting political communication – Understanding defamation, libel, and electoral laws – Legal challenges in political reporting. Global Perspectives on Political Communication – Comparative analysis of political communication systems – Impact of globalization on political communication – Future trends and challenges in the field

#### **Learning Outcomes:**

Students will understand the socio-economic dynamics of political communication; they will be able to critically analyze media content and media coverage of political processes and events; they will gain insights into the function and practices of mainstream media organizations in shaping political discourses for the advancement of Democracy.

#### **RECOMMENDED READING:**

1. Graber, D. A., & Dunaway, J. (2017). *Mass Media and American Politics*. CQ Press.
2. McNair, B. (2018). *An Introduction to Political Communication*. Routledge.
3. Semetko, H. A., & Scammell, M. (2012). *The SAGE Handbook of Political Communication*. SAGE Publications.
4. Luntz, F. I. (2008). *Words That Work: It's Not What You Say, It's What People Hear*. Hyperion.

### **Second Semester JMH 451:Communication Research Methods**

#### **Course Objectives:**

To provide an understanding of the need of scientific research into the mass communication institutions, functions and processes. To equip the students with basic concepts and technologies involved in media research. To equip them with knowledge of methodologies of research in mediascape generally and with tools and techniques of carrying out research on the ground particularly.

#### **Unit –1**

Introduction to research: elements of scientific research; Concepts, Constructs, Variables. Basic and applied research. Meaning, Nature and Scope of Communication research. Foundations of Communication Research: Science and Scientific Method. Studying the objective reality. Theory building through scientific research.

#### **Unit – 2**

Research procedure and approaches: Steps in research. Qualitative and quantitative approaches. Focus group, case studies, field observation, intensive interviews, ethnography, semiotic analysis, rhetorical analysis, discourse analysis. Survey research, Content analysis; Experimental research, longitudinal studies. Sampling techniques.

#### **Unit –3**

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 – 4**

Media Research: newspaper and magazine research. Types - readership research, circulation research, newspaper management research, readability research, website usability research. Research in Electronic media. Types - Ratings and non ratings research. Advertising research. media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC – general entertainment content. Report Writing: Writing research proposals; Styles of presenting research findings, essential aspects of thesis/ dissertation, citation styles, ethics in research. Plagiarism.

#### **Learning Outcomes:**

Students will realize the importance and scope of research in the development of Social Sciences in general and mass media in particular; they will be able to identify the factors that influence mass media content and its impact on society; they will be able to look critically at contemporary media practices and conduct research in independently.

#### **RECOMMENDED READING:**

1. Berger, Arthur Asa (2014). *Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches*. New Delhi: Sage
2. Hansen, A., & Machin, D. (2019). *Media and communication research methods*. London: Red Globe Press.
3. Merrigan, G. & Huston, C.L. (2019). *Communication research methods*. Oxford. Oxford University Press.
4. Ruddock, A. (2017). *Exploring media research: Theories, practice and purpose*. New Delhi: Sage.
5. Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- An Introduction*. Singapore: Thompson Wadsworth.
6. Sathish Kumar (2021). *Samoocha Madhyama Samshodhane (Mass Media Research)*. Bangalore: Sneha Enterprises.

#### **JMH 452: Media Law and Ethics**

#### **Course Objectives:**

To facilitate an in-depth discernment of laws and ethics of mass media in the backdrop of Indian Constitution. To provide an insight into the correlation between the freedom of expression and existing media law. To evaluate key laws impacting the media, such as defamation, copyright, official secrets, sedition etc. To evaluate how media laws vary across platforms and media. To know code of Journalistic Ethics. To learn about Press Council Act, right to information and Intellectual Property Right. To know about the media regulatory institutions, Press Commissions & public service broadcasting.

#### **Unit – 1**

Introduction to Indian Constitution: Salient features, Directive Principles of State Policy, Fundamental rights and duties. Human rights. Universal Declaration of Human Rights. 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 –2**

Law of Defamation - Libel, Slander. Sedition, Obscenity. Cinematograph Act 1952 and film certification. Official Secrets Act 1923, Copyright and Copy Left, Video piracy, Contempt of Court. Legislative privileges and media, Contempt of Legislature, Drugs and Magic Remedies (Objectionable Advertisements) Act 1954, Indecent Representation of Women (Prohibition) Act 1986. Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Some Landmark cases involving journalists and news media organizations.

#### **Unit –3**

Press and Registration of Books Act 1867. Working Journalists Act 1955, Wage Boards for journalists, Prasar Bharati Act 1990, Cable Television Network (Regulation) Act 1995, Cable Television Network (Regulation) Act 1995, Information Technology Act 2000 and Cyber laws. Cyber laws: Information Technology Act 2000– relevant amendments.

#### **Unit –4**

Press Council of India. Structure and composition; functions, responsibilities and procedures. Media ethical issues: Right to Privacy, Right to Reply, Communal Writing, Sensational and Yellow Journalism, Paid News, Fake News. Social Media and Data poisoning. Media Ombudsman.

#### **Learning Outcomes:**

Students will comprehensively understand the key terms and jargons related law and ethics in the field of mass media and journalism; they will understand the constitutional foundation for the freedom of the press and mass media and reasonable restrictions imposed thereupon; they will understand the operations of legal frameworks as well as ethical considerations in real-world situations while doing media professions.

#### **RECOMMENDED READING:**

1. Basu, Durga Das. (2010). *Law of the press*. New Delhi: Prentice Hall of India.
2. Creech, Kenneth C. (2013). *Electronic media laws and regulation*. London: Routledge.
3. Mhiripiri, Nhamo & Chari, Tendai. (2017). *Media Law, Ethics & Policy in the Digital Age*. Pennsylvania: IGI Global.
4. Neelamalar, M. (2009). *Media Law and Ethics*. Delhi: PHI.
5. Rayudu, C.S. & Rao, Nageshwara S.B. (2014). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.
6. Sathish Kumar (2018). *Bharathiya Madhyama Kanoonugalu mattu Neethi Samhite (Indian Media Laws and Ethics)*, Bangalore: Sneha Publishing House.

**Course Objectives:**

To enable students to understand the various factors of national development. To enable them to learn the problems of underdevelopment and required measures to overcome them. To introduce students to development issues in India and coverage of media on these issues. To explain the role of folk media in development communication. To inculcate the idea of social responsibility and create awareness of state and central government welfare measures. To train the students on various media programme formats of development communication.

**Unit –1**

Understanding development: Development Communication – Definition and basic concepts; Evolution of Development Communication; Role and relevance of Development Communication; Historical and conceptual overview of Development Communication. Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development dominant and alternative paradigms and theories; Cultural model, Participatory model.

**Unit –2**

Development Communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk media and ICT in development. Question of Development of What and Whom – Strategies for participatory communication; Ethical perspective, Need for alternative communication. Paradigms in Development Communication, Modernization paradigm, Dependency paradigm, Alternative development, Telecommunication for development; Sustainability and development communication; Sustainable strategies in Development Communication.

**Unit –3**

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

**Unit –4**

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

**Learning Outcomes:**

Students will understand the role of mass communication in bringing social change, community development and addressing social challenges; they will develop practical skills to formulate and implement development projects, campaigns and interventions for promoting sustainable development in Indian socio-economic and cultural settings.

**RECOMMENDED READING:**

1. *Communication for development in third world* – Srinivas R. Melkata.
2. *India's information revolution* – M. Rogers and Ana Aravind Singhlal.
3. *Interdependent development* – Naoold Brookfield.
4. *Diffusion of Innovations* – Everest M Roger.
5. *Folk Media for Development* – N. Usharani.
6. *Everybody loves a good drought* – P. Sainath.
7. *Applied Development Communication* – B.P Mahesh Chandra Guru.
8. *Grassroots: Development Communication* – B.P Mahesh Chandra Guru, Sarup, 2011.

### **Course Objectives:**

This paper enables the students to appreciate the communication forms and media in human society from the beginning of civilization to the present times. It helps the students to understand the impact the Printing machine left on the forms of mass media like newspapers and electronic communication revolutions. It provides a sound grounding in the enduring relevance of print medium in the age of Internet and Cyber communication and the impending wave of Artificial Intelligence and their overall implications particularly for journalism and media professions and human civilization at large.

### **Unit –1**

Origin and Development of Human Communication – Sapiens’ Communication through Ages: Gutenberg’s Machine – Print Revolution – Pamphlets, Books and Print Capitalism – Emergence of Reading Public – Early Newspapers, Magazines, Scientific Journals and Periodicals.

### **Unit –2**

Nineteenth century advances in printing technology and paper production: Growth of Newspapers and Magazines in the US and Europe - Rise of Modern Journalism: Photography, Typewriter, Shorthand, Telecommunication, Paperback and Electronics. Era of Mass Circulation: Penny Press, Black Press and Women’s Journalism – Muckrakers – Printing in Asia, Africa and Latin America: Revolt in Colonies.

### **Unit –3**

Understanding Print Culture in India – Discovery of Ancient India by European Missionaries & EIC. British Journalism. *Hickys Gazette*: Open to All, Influenced by None. Raja Ramohun-Roy: *Brahmanical Magazine*, *Bengal Gazette* & *Sambad Kaumudi* – Birth of Indian Language Newspapers. Battle for Social Reforms. Tilak’s *Kesari*: Reaction to Social Reforms – Nationalist Press in Freedom Movement: Mahatma Gandhi’s newspapers, Annie Besant, *Al-Hilal*, Bombay Chronicle – Gita Press: Causes and Consequences.

### **Unit –4**

Subaltern Print Culture- Newspapers in Social Transformation Movement –Mahatma Phule’s Sathyashodhak and *Dheenbandu* – *Suryodayam*, *Tamilan*, *Kudiarasu*– Siddhartha Printing Press – *Mook Nayak*, Contemporary Media and Ambedkar Era: Regaining Reason and Rescuing of Enlightenment.

Women in Print: *Aamar Jiban* – Women’s journalism in India from *Ladies Magazine* to *Lehar Khabharia*, the first all women newsroom. Homai Vyrawala. Mainstream journalism after Independence – End of Honeymoon – Press during Emergency-1975. Alternative Journalism: *The Oppressed Indian*, *Dalit Voice*, *Mungaru* – Political Economy of Indian Newspapers in the Post-LPG era: Digital advancements: challenges and prospects.

### **Learning Outcomes:**

Students will be able to understand the origin and development of communication in human society with a special emphasis on Print medium; they will appreciate the impact of print in various interrelated aspects of human progress viz economic, social, cultural and political; they will be eloquent in key concepts that shaped and still shaping technological developments in human communication with special emphasis on mass media.

### **RECOMMENDED READING:**

1. A.K Priolkar (1958) *Printing Press in India*, Marathi Samsodhana Mandala, Bombay.
2. Asa Briggs and Peter Burke (2005) *A Social History of the Media: From Guttenberg to the Internet*, Polity Press, UK.
3. J. Natarajan (2010) *History of Journalism*, Ministry of Information and Braodcasting New Delhi.
4. Elizabeth L. Eisentain (2012) *The Printing Revolution in Early Modern Europe* Cambridge University Press.(Recent Edition).
5. J. Bheemaiah (2016) *Counter-Writing: Dalits and other Subalterns*, Prestige Books International, New Delhi.
6. Akshaya Mukul (2017) *Gita Press and the Making of Hindu India -*, Harper Collins India, New Delhi.
7. Leonard Dickens (2021) *Caste-Less Tamils and Early Print Public Sphere: Remembering Iyothee Thass (1845-1914)*, Journal of South Asia Research, Vol.41 Issue 3.
8. J. Balasubramanian (2020) *Dalit Journals in Colonial Madras-(1869-1943)*, Economic and Political Weekly, Vol-55(42) Issue-34-9.

**Course Objectives:**

This paper equips the journalism students with the theoretical principles, practical tools and techniques of working with Artificial Intelligence in mass media. It provides a sound understanding of the need to adopt to the upcoming technological environment of Fourth Industrial Revolution. It enables the journalism students with basic concepts of in the realism of Artificial Intelligence. It enables them to find new professional avenues in media industry as well to build capacities to partner with the judiciary organizations engaged in the information, news and knowledge industries. It enables them train up (themselves) for not only their career advancement but also to the progress, peace and prosperity of larger human society.

**Unit –1**

Understanding ‘Human Intelligence’ - Distinguishing Human Intelligence and Artificial Intelligence. Antecedents and evolution of Artificial Intelligence.

AI in Media Journalism: definition, nature, scope and importance. Key concepts in AI : Machine Learning, Singularity and General AI, Symbolic AI, Perception and Conditioning, MNIST Data Set, Deep Learning : larger and weights, Back Propagation, Narrow or Weak AI, Cycles of AI : Winter and Spring.

**Unit –2**

AI in Journalism and news media organizations: Its evolution: Natural Language Processing, Detection of Information Trends, and Automated Production of Texts. Platforms Companies using AI for News. Publishers reliance on Platform Companies.

Recent tools of News Gathering: Data Mining, Sentiment Analysis, and News Monitoring, Combating information disorder: AI tools and Algorithm for Fact-Checking.

**Unit –3**

Content Generation by Automation: Text–Image - Multimedia–Advantages and disadvantages. Automated Visualization and Data analysis-Advantages and disadvantages.

Promoting Crime and Investigative and Crime Journalism - Data analysis for excavating hidden patterns.

News Delivery Systems: AI Tools and techniques for personalized product delivery, subscription gathering and audience engagement: recommendation system, subscribers tracking and user analytics for journalism.

Media Journalists using AI-Automation and Augmented Journalism-Digital Conceptual Journalism - News and Storytelling in Digitalscape.

**Unit –4**

AI powered Media Industry Organizations – formal and niche.

Legal and Ethical issues: Copyright, Fairness, Bias, Prejudice, Security, Privacy and Governance.

AI Powered Media and Society: Recasting Fourth Estate for Democracy and Justice,

Future of AI: Cognitive Anarchy, - Controlling Bias - Content Moderation, Automation Anxiety. Transitional Disruption. MUL and preventing Data Poisoning.

**Learning Outcomes:**

Students will be able to understand the key concepts and terms associated with the Artificial Intelligence in general and its nexus with the Mass Media in particular; they will be able to use AI in the practicing the profession of journalism and running the media organizations; they learn the skills and strategies of working independently and in partnership with big and small media entities.

**RECOMMENDED READING:**

1. Melanie Mitchell, (2019) *Artificial Intelligence: A Guide for Thinking Humans*, Farrar, Straus and Giroux, USA.
2. The Associated Press (2022) *Leveraging AI to advance the power of facts: Artificial Intelligence at the Associated Press*  
<https://www.ap.org/discover/artificial-intelligence>
3. FELIX M. SIMON (2024) *Artificial Intelligence in the News: How AI Retools, Rationalizes, and Reshapes Journalism and the Public Arena*, Columbia Journalism Review, New York.
4. B.S. Nayak and Nigel Walton (2024) *Political Economy of Artificial Intelligence*, Palgrave Mac Millan, U.K.



**Course Objectives:**

To emancipate the journalism nuances to the pupils from rural background. To enlighten the pupils about the role of Kannada journalism in pre & post independence. To enlighten the pupils about the problems and prospects of Kannada journalism in the midst of digital era. To train & nourish them as finest journalism professionals. To extend the facilities of learning technological interventions in media. To enable them to report & document the valid information of indigenous & subaltern life styles, culture & other related issues.

**Unit – 1**

History of Kannada Journalism- Contribution of Christian missionaries, Mangalura Samachara, Role of kannada press during pre and post independent period.

**Unit - 2**

Contributions of leading Kannada Journalists : M. Venkatakrishnaiah, D.V Gundappa, Tirumala Tatacharya Sharma, P.R. Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Nanjangudu Tirumalamba, T.S.Ramachandra Rao, Khadri Shamanna, Y N Krishnamurthy, P. Lankesh.

**Unit – 3**

Origin and development of Kannada Newspapers – Prajavani, Samyuktha Karnataka, Kannada Prabha, Udayavani, Vijaya Karnataka, Vijayavani, Popular Kannada Tabloids – Lankesh Pathrike, Hai Bengaluru.

**Unit – 4**

Leading Kannada Magazines – Sudha. Taranga, Roopathara, Tushara, Grihashobha, Karmaveera, Kasturi, Mayura, Mallige – Specialized magazines, agriculture, film. Contemporary issues in Kannada Journalism, recent trends in Kannada press, news portals in Kannada, Kannada online newspapers.

**Learning Outcomes:**

Enabled to deliver the Journalistic responsibilities; Fine-tuned skills of journalistic writing and narratives in Kannada; Able to detect design & to deliver the journalistic contents through multimedia platforms; to be the seasoned professionals of the era of convergent media ecology.

**RECOMMENDED READING:**

1. Ahuja B. N (1988). History of Indian Press – Growth of Newspaper in India, Surjith Publications, New Delhi.
2. Motilal Bhargava (1987). Role of Press in the Freedom Movement, Reliance, New Delhi.
3. Chalapati Rao M (1974). The Press in India, National Book Trust, New Delhi.
4. Nadig Krishnamurthy (1966). Indian Journalism, Prasara, Mysore University, Mysore.
5. Niranjana Vanalli (2001). Kannadadalli Kale – Sahitya Pathirikegalu. (Art and Literacy Magazines in Kannada) Dr.Shivarama Karantha Adhyayana Kendra, Puttur.
6. 'Karnataka Patrika Ethihasa' (History of Karnataka Press) Vol. I, II, III, IV - Karnataka Press Academy
7. Usha Rani N (2010). Kannada Patrikodyama, Karnataka State Open University, Mysore.
8. Nadiga Krishnamurthy (1966). Indian Journalism: Origin, Growth and Development of Indian journalism from Asoka to Nehru, Prasara, University of Mysore, Mysore
9. ರಂಗನಾಥ ರಾವ್ ಜಿ.ಎನ್ (2005). ಪತ್ರಿಕೋದ್ಯಮ (ವರದಿಗಾರಿಕೆ ಮತ್ತು ಸುದ್ದಿ ಪರಿಷ್ಕರಣ), ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು.
10. ಪದ್ಮರಾಜ ದಂಡಾವತಿ (2011). ಪತ್ರಿಕಾ ಭಾಷೆ, ಪ್ರೆಸ್ ಕ್ಲಬ್ ಪ್ರಕಾಶನ ಕಬ್ಬನ್ ಉದ್ಯಾನ, ಬೆಂಗಳೂರು.
11. ಅರ್ಜುನ್ ದೇವ ಎನ್ (2003). ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
12. ಜೋಶಿ ಸಿ.ಟಿ (2004). ಪತ್ರಿಕಾ ನೀತಿ ಸಂಹಿತೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

**Course Objectives:**

To develop the writing skills of students and enable them to deliver content for different media outlets. This paper is designed particularly to enable the students with non- journalism background to develop skills and techniques of becoming journalists. Enlightening the pupils to develop a comprehensive understanding of the theories and practice of language use. Empowering the pupils to demonstrate advanced critical thinking skills, inclusive of information literacy across a range of print and electronic genres.

**Unit –1**

Writing journalistic Reports for Newspapers and magazines - Straight news, features, editorials, columns etc. Short and simple methods to become good journalists and specialized writers.

**Unit –2**

Writing for Radio - Becoming radio news readers and Radio Jockeys. Television anchoring, interviewing and leading panel discussions - Writing TV news, scripts and news capsules.

**Unit –3**

Writing for Films: story writing, Script writing, dialogue writing, song writing, etc. Making money by making films. Writing film reviews and criticisms. critical understanding films.

**Unit –4**

Writing media advertisements - print, and electronic - Display and classified ads. Attracting audience attention to ads. Writing on screen - promoting Scientific spirit and awareness among citizens. Reporting calamities and disasters - natural and human. Defending social change and Resisting climate change.

**Learning Outcomes:**

Students will be enthused to write for mass media; they will employ different writing approaches for different media and for different purposes; they will learn print and multimedia content creation and become freelance writers.

**RECOMMENDED READING:**

1. Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press.
2. Houston, B. (2009). The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques. Bedford/St. Martin's.
3. Harrower, T. (2012). Inside Reporting: A Practical Guide to the Craft of Journalism. McGraw-Hill Education.
4. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2014). News Reporting and Writing. Bedford/St. Martin's.

**Course Objectives:**

Providing an end to end understanding of the whole gamut of advertising & its intricacies; Facilitating an exposure to understand the role of advertising, Ad campaign and brand promotion and brand positioning; Facilitating to understand the structure of the advertising industry and the economic effects of advertising; To make the students to be able to identify, analyze, and understand the advertising environment; To make the students to be able to prepare the advertising message and fully integrate the creative process; Understand the importance of placing the message in conventional and new media.

**Unit – 1**

Advertising – definition, nature and scope, evolution of advertising in India, Advertising Agency.

**Unit – 2**

Elements of Advertising – Headlines, Copy, Illustration, slogan and colour. Types of Advertising– classified – display –corporate – political - public service advertising.

**Unit – 3**

Advertising media – newspaper, magazines, radio, television, outdoor and web advertising.

**Unit – 4**

Public relations – definition – nature, scope – Evolution of PR in India –responsibilities of a PR practitioner, corporate communication.

**Unit – 5**

PR Tools– house journal, press release, media conference and media kits. Types of Public Relations – community relations, Corporate Social Responsibility, Crisis PR, PR for Government and Event Management.

**Learning Outcomes:**

Analyze the expanding environment of media and communication techniques; Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns; Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program; Developing creative strategies for advertising; Plan media strategy, scheduling, and vehicle selection; Empowering the students to be the perfect Ad Professionals

**RECOMMENDED READING:**

1. Rathor B.S. (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner(1986). Advertising Procedure, Prentice - Hall, United States.
7. [Frank William Jefkins](#) (1982). Introduction to Marketing, Advertising and Public Relations, Macmillan Education, London
8. [Scott M. Cutlip](#), [Allen H. Center](#)& [Glen M. Broom](#) (1985). Effective Public Relations, Prentice - Hall, United States.
9. [Jolly Mohan Kaul](#) (1976). Public Relation in India, Naya Prokash, Calcutta.
10. [C.K. Sardana](#) (2007). The Challenge of Public Relations, Har Anand Publications, New Delhi.
11. [John Brown](#), [Pat Gaudin](#)&[Wendy Moran](#) (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. [Reddi C.V.N](#) (2013). Effective Public Relations and Media Strategy, Prentice Hall India Learning Private Limited, New Delhi.

## **JMH 501: Feature Writing and Freelancing**

### **Course Objectives:**

This course explores the art and craft of feature writing and the business of freelance writing in journalism and mass communication. Students will learn to develop engaging feature stories, understand the nuances of various feature types, and navigate the freelance writing market. The course combines theoretical knowledge with practical applications to prepare students for successful careers in feature and freelance writing.

### **Unit –1**

Introduction to Feature Writing: Definition and characteristics of feature writing – Differences between news writing and feature writing –Finding and Developing Story Ideas – Identifying and brainstorming feature ideas – Researching and developing a story angle – Sources and interviews for feature stories. Structure and Style of Feature Writing –Narrative techniques in feature writing –Structuring a feature – lead, body, and conclusion – Writing compelling leads and engaging content.

### **Unit –2**

Types of Feature: Profiles and Human Interest Stories – Writing effective profiles – Techniques for capturing human interest - Ethical considerations in profiling. Travel and Lifestyle Features - Elements of travel writing - Crafting engaging lifestyle features - Incorporating personal experiences and observations – Investigative feature writing techniques –Structuring in-depth articles –Balancing factual reporting with storytelling.

### **Unit –3**

Freelancing Journalism: Understanding the Freelance Market – Overview of the freelance writing industry – Types of freelance writing opportunities - Building a freelance writing portfolio. Pitching and Querying – Writing effective query letters and pitches – Identifying potential markets and editors – Tips for successful pitching. Managing Freelance Writing as a Business – Setting rates and negotiating contracts –Time management and productivity tips for freelancers – Legal and financial considerations –contracts, taxes, copyright.

### **Unit –4**

Digital Tools for Writers –Essential digital tools for research, writing, and editing -Using social media for self-promotion and networking – Online platforms for publishing and selling work. Ethics and Challenges in Freelance Writing – Ethical considerations in freelancing – Dealing with plagiarism, accuracy, and bias – Navigating the challenges of freelance writing –rejections, revisions, client relations – Emerging trends in the freelance writing market –The impact of digital media on feature writing – Preparing for future opportunities in writing and journalism.

### **Learning Outcomes:**

Students will understand the basics of the art and craft of writing journalistic features for various mass media outlets including digital platforms; they learn the techniques of using language to produce stories which are noteworthy and interesting; they gain the skills of informing the audience about peoples behaviour, situations, events and achievements and other non-opinion pieces in high quality and entertaining styles.

### **RECOMMENDED READING:**

1. Kramer, M., & Call, W. (2007). *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. Plume.
2. Blundell, W. E. (1988). *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. Plume.
3. Burrell, J. (2014). *The Freelancer's Bible: Everything You Need to Know to Have the Career of Your Dreams—On Your Terms*. Workman Publishing Company.
4. Franklin, J., & Bly, R. (2010). *The Everything Guide to Writing Nonfiction: All You Need to Write and Sell Exceptional Articles, Essays, Travel Writing, and Memoir*. Adams Media.

## **JMH 502:Media Management and Economics**

**Course Objectives:**

Facilitating an in-depth knowledge about the organizational and economic structures of the major electronic, print and new media industries. Enlightening the pupil about revenue generating methods and strategies used in media industries in the backdrop of national and global economics. Enlightening the students about the purposes and activities of most aspects of media organizations including advertising, production and programming. Facilitating an in-depth knowledge about the convergence, new technologies, and their impact on the conventional media landscape. To create a media ecology in pursuit of social justice and global peace.

**Unit – 1**

Principles of management –application of management principles to media organizations. Structure and characteristics of media organizations : Newspapers, Magazines, Radio, Television, Cinema – Digital and Social Media platforms - Ownership patterns in Media Industries – Ownership and organization structures of news agencies and Syndicates: - Committees on various media in India: Chanda, Verghese, Joshi, Varadan, Mahalik, Ramaiah.

**Unit – 2**

Nature and Scope of Media Economics – Characteristics of Media market. 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: Managing diversity and inclusion in media operations.

**Unit – 3**

Economics of Electronic Media – Market driven media, public and private channels – Social commitment vs profit making. Ethics and corporate Social Responsibility. Ethical Principles in media management. Economics of Film Industry – creativity, production, marketing, distribution, exhibition, ownership vs piracy. Multiplexes and the Audience. Satellite Distribution, OTT and other online streams.

**Unit – 4**

New Business models and revolution streams in media. Future challenges and opportunities in media management. Managing Daily operations in MOs – Production Work flows and Scheduling. Technology and innovation in Media Operations. Impact of Digital transformation and AI on Media Management and Economics.

**Learning Outcomes:**

Students will understand the key terms and concepts in media economics; they will be eloquent in political economy dimensions of mass media; they learn to analyze industry trends and develop strategies for sustainable media business; they gain practical experience in media planning, budgeting and resource management.

**RECOMMENDED READING:**

1. [Chaturvedi](#) B. K. (2009). *Media Management*, Global Vision Pub House, New Delhi.
2. James Redmond and Robert Trager (2004). *Media Organization Management* Dreamtech Press, New Delhi.
3. John Prescott Thomas (2009). *Media management manual: A Handbook for Television and Radio Practitioners in Countries-in-Transition*, Communication and Information Sector, UNESCO.
4. Alan B. Albarran, Sylvia M. Chan-Olmsted & Michael O Wirth (2006). *Handbook of Media Management and Economics*, Lawrence Erlbaum Associates, Publishers, London.
5. [Oommen M.A. And Joseph K.V](#) (1981). **Economics of Film Industry in India**, Academic Press, Gurgaon, India.

## **JMS 503: Advertising and Corporate Communication**

### **Course Objectives:**

This course provides a comprehensive understanding of Advertising and Corporate Communication within the context of journalism and mass communication. Students will learn the principles, strategies, and techniques involved in creating effective advertising campaigns and managing corporate communication. The course emphasizes practical skills, critical analysis, and the integration of traditional and digital media in public relations and advertising.

### **Unit –1**

Fundamentals of Advertising: Introduction to Advertising – Definition and scope of advertising – Historical development of advertising – The role of advertising in marketing and media. Advertising Theories and Models – The AIDA model (Attention, Interest, Desire, Action) – Hierarchy of effects model – The Elaboration Likelihood Model (ELM). Types of Advertising and Media – Print, broadcast, and digital advertising – Social media and influencer marketing –Emerging trends and technologies in advertising.

### **Unit –2**

Advertising Campaign Development: Market Research and Consumer Behaviour – Understanding target audiences – Techniques for market research – Analyzing consumer behaviour and psychology. Creative Strategy and Copywriting – Developing a creative brief – Crafting persuasive messages and slogans – Visual and verbal elements of advertising. Media Planning and Buying – Media planning process and strategies – Budgeting and media buying –Evaluating media effectiveness and ROI.

### **Unit –3**

Corporate Communication Essentials: Introduction to Corporate Communication – Definition and scope of corporate communication – The role of corporate communication in organizations – Key concepts: branding, identity, and reputation. Public Relations and Crisis Communication – Principles of public relations – Strategies for managing corporate reputation – Crisis communication planning and execution. Internal Communication and Employee Engagement – Importance of internal communication – Techniques for effective employee communication – Building a culture of engagement and transparency.

### **Unit –4**

Integrated Communication Strategies: Integrated Marketing Communications (IMC) – Definition and principles of IMC – Strategies for integrating advertising, PR, and marketing – Case studies of successful IMC campaigns. Digital Communication and Social Media – The role of digital media in corporate communication – Strategies for social media engagement and management – Measuring and analyzing digital communication effectiveness. Ethics, Law, and Future Trends – Ethical considerations in advertising and corporate communication – Legal issues: advertising standards, copyright, and privacy – Future trends in advertising and corporate communication.

### **Learning Outcomes:**

Students will gain in-depth understanding of the key concepts of Advertising and Corporate Communication; they will learn effective Advertising campaigns targeting specific audiences; they will learn strategic plans and media relations for enhancing the prospects of corporate companies; they will gain practical experiences in crisis communication and stakeholder engagement.

### **RECOMMENDED READING:**

1. Belch, G. E., & Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
2. Argenti, P. A. (2015). *Corporate Communication*. McGraw-Hill Education.
3. Clow, K. E., & Baack, D. E. (2015). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.
4. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics*. Pearson.

## **JMS 504: Intercultural Communication**

### **Course Objectives:**

This course explores the dynamics of Intercultural Communication within the context of journalism and mass communication. Students will gain insights into cultural differences, communication styles, and the impact of culture on media practices. The course emphasizes theoretical foundations, practical skills, and the importance of cultural sensitivity and competence in national and global communication.

### **Unit –1**

Foundations of Intercultural Communication: Introduction – Definition and scope of intercultural communication – Importance of intercultural communication in journalism and mass communication – Key concepts: culture, communication, and identity. Theories of Intercultural Communication – Hofstede's cultural dimensions theory – Hall's high-context and low-context cultures – The anxiety/uncertainty management (AUM) theory. Culture and Communication Styles – Verbal and non-verbal communication across cultures – direct vs. indirect, formal vs. informal – Barriers to effective intercultural communication.

### **Unit –2**

Intercultural Competence and Sensitivity: Developing Intercultural Competence – Components of intercultural competence: knowledge, skills, attitudes – Strategies for developing cultural awareness and sensitivity – The role of empathy and active listening in intercultural interactions. Cross-Cultural Adaptation and Adjustment – The process of cross-cultural adaptation – Challenges and strategies for adapting to new cultures – The role of media in facilitating or hindering adaptation. Intercultural Conflict and Resolution – Sources of intercultural conflict – Strategies for managing and resolving intercultural conflicts – The role of mediation and negotiation in intercultural settings.

### **Unit –3**

Intercultural Communication in Media: Representation of Culture in Media – Analysis of cultural representation in print, broadcast, and digital media – Stereotyping and its impact on intercultural communication – The role of media in shaping cultural perceptions. Globalization and Media – The impact of globalization on intercultural communication – The role of international media in promoting intercultural understanding – Case studies of global media organizations and their approaches to intercultural communication. Media Ethics and Intercultural Communication – Ethical considerations in reporting on intercultural issues – Balancing objectivity and cultural sensitivity in journalism – Case studies of ethical dilemmas in intercultural reporting.

### **Unit –4**

Intercultural Communication in Practice: Intercultural Communication in the Workplace – The importance of intercultural communication in global media organizations – Strategies for effective intercultural communication in professional settings – The role of leadership in fostering intercultural competence. Digital Media and Intercultural Communication – The role of social media in intercultural communication – Digital storytelling and cross-cultural narratives – Challenges and opportunities in digital intercultural communication. Future Trends in Intercultural Communication – Emerging trends in intercultural communication – The impact of technology on intercultural interactions –Preparing for future challenges in intercultural communication

### **Learning Outcomes:**

Students will be able to appreciate the complexities of cultural interactions across various human groups and national boundaries; they will learn to recognize and respect cultural differences in communication norms and styles; they will develop skills in communicating and collaborating across diverse cultural contexts effectively for social understanding and wellbeing within national and on global levels.

### **RECOMMENDED READING:**

1. Martin, J. N., & Nakayama, T. K. (2017). *Intercultural Communication in Contexts*. McGraw-Hill Education.
2. Ting-Toomey, S., & Chung, L. C. (2012). *Understanding Intercultural Communication*. Oxford University Press.
3. Lustig, M. W., & Koester, J. (2012). *Intercultural Competence: Interpersonal Communication across Cultures*. Pearson.
4. Sorrells, K. (2015). *Intercultural Communication: Globalization and Social Justice*. SAGE Publications.

## **JMS 505: Social Media Communication**

### **Course Objectives:**

This paper enables the students to explore the principles and practices of engaging with Social Media related to journalism. It equips the students with basic tools and techniques of handling Social Media for the cause of profession, mission and business of journalism and mass communication. It helps the students to understand and analyze the historical disruptions caused by the new digital technologies and at the same time appreciate and visualize the Positive potential of these technologies in the cause of overall wellbeing of the human society by learning to combat the negative aspects of these new technologies in the future. It intends to develop skills and capacities for creating the Social Media content and managing the channelizing of that content.

### **Unit –1**

Understanding the ‘Social’ and ‘Communication Power’ – Origin of Human Networks and Network Society. Social Media: Definition, nature, scope and importance. Emergence and evolution; technological foundations of Social Media communication – types of Social Media networks. Social media networks in India and their socio-economic and political impacts; Demography, Psychography and regional dimensions of Social Media. Digital Media and Participatory Culture, Hypermediation; Multi media – functionality; Interactivity and Creativity; New media and diversification of mass audience; Public and Private Sphere, Virtual Identity and Virtual Reality.

### **Unit –2**

Social Media in Journalism: Broad Usages: News Construction, News Dissemination and Branding. Writing for Society: Strategic Social Media presence: projects, programmes and campaigns. Content Strategy on violence, injustice and tyranny – Crisis of Democracy: Net-work State in Network Society – Bandwagon. Journalistic role in restoring public trust: Mobilizing through Social Media against State corruption, scandals, discrimination, nepotism and violation of human rights. Mobile Journalism, Going Live on Social Media Platforms, Podcast, Tools for MOJO, Fact Checking Methods.

Some cases: Arab Spring, Occupy Wall Street, Black Lives Matter.

### **Unit –3**

Darkweb and its dark side: Cyber bullying, trolling, crime on women, children and other vulnerable groups. Crippling education across classes and age groups; Rising attention and learning disorders in children; deepening digital divide, silencing the marginalized. Bright side of Social media: Resurgence of public sphere– Interconnectedness and solidarity of plebeians across the globe – Free flow information among the underprivileged – Advances in civilizational ethos: tolerance, openness, creativity, leisure and spirituality – Environmental protection and harnessing the evil forces.

### **Unit –4**

Understanding the Social Media Platforms–Social media for personal use; Individual needs and prioritizing the social media platforms; Characteristics of content for Social Media Platforms – Facebook, X, Instagram and You-tube; Integrating Social Media platforms.

Speed and Visualization- Visualization types: Motivation: self and organization-

Prevalence: sporadic and prevalent – Disruption: disruption and normalization.

Convergence, Creative Audience and Global Digital Village.

### **Learning Outcomes:**

Students will be eloquent in fundamentals of Social Media communication and its key terms and concepts; they will be able to understand and analyze the impact of Social Media on various aspects of human communication different levels; they will learn strategies of creating content for Social Media and managing the same in the cause of overall social well being and democracy.

### **RECOMMENDED READING:**

1. J. Burgess, A. Marwick and Poell. T (2018) *The Sage Handbook of Social Media*, New Delhi.
2. Manuel Castells (2010) *The Rise of Network Society*, Wiley Blackwell Publishers, UK.
3. Manuel Castells (2009) *Communication Power*, Oxford University Press, U.K.
4. Joseph P.Mazer (2019) *Communication and Social Media*, OUP, UK.
5. Bu Zhong (2021) *Social Media Communication: Trends and Theories*, Blackwell Publishers, USA.
6. Jeremy Harris Lipschultz (2023) *Social Media Communication: Concepts, Practices, Data, Law and Ethics*, Routledge, USA.



## **JMS 506:Science Communication**

### **Course Objectives:**

To encourage the pupils to develop the skills of intellectual analysis and independent investigation, and prepare them for a wide range of professional science communication careers. To prepare the pupils for a wide range of professional science communication careers in print, broadcast and new media journalism, science policy, public relations, and exhibition and design work. To encourage the pupils to attend talks and seminars on a wide range of scientific and technical topics in the various academic departments of the campus. Facilitating the opportunities by arranging lectures and discussions by diverse science experts and industry professionals.

### **Unit – 1**

Origin and growth of science and scientific temper. Contributions of scientists to modern science: Aristotle, Galileo, Plato, Immanuel Kant, David Hume, Freud. Evolution of scientific methods: Different schools of thought on scientific methods. Science and rational thinking. Science and superstition, goals and assumptions of science.

### **Unit – 2**

Recent trends in science and technology; genetics, robotics, nanotechnology, nuclear science, artificial intelligence. Major science and technology institutions: NASA, ISRO, CSIR, Jawaharlal Nehru Centre for Advance Scientific Research. Science and technology policy in India. Science communication: History of science communication, goals and motivation. Process of science communication, factors determining science communication.

### **Unit – 3**

Communicating scientific innovation, perception of scientists and audience. Reporting science and technology: Accuracy in S&T reporting, sources and techniques to gather S&T data. Coverage of S&T in different media: Print, radio, television, web and OTT. Problems of technical terminologies in science communication.

### **Unit – 4**

S&T Publications in English and regional languages, overview of their content patterns. Science for social change. Efforts of government and voluntary agencies in popularizing science. Problems and prospects. Science writing for news media, popular magazines and specialized journals. Scripting for radio, television and digital media.

### **Course Outcomes:**

Students will develop their own creative and imaginative abilities, and to produce ideas and undertake work that will communicate science, technology and medicine in fresh and more effective ways through both academic and practical courses. They will be conveyant and confident to defend science from attacks by reactionary elements in society.

### **RECOMMENDED READING:**

1. [Stuart Allan](#) (2005). Journalism: Critical Issues, Open University Press, United Kingdom.
2. [Martin W. Bauer](#) & [Massimiano Bucchi](#) ((2007). Journalism, Science and Society: Science Communication between News and Public Relations, Routledge, New York.
3. [Deborah Blum](#), [Mary Knudson](#) & [Robin Marantz Henig](#) (2003). A Field Guide for Science Writers, Oxford University Press, New Delhi.
4. [Peter Broks](#) (2006). Understanding Popular Science, Open University Press, United Kingdom.
5. [Massimiano Bucchi](#) (2002). Science and the Media: Alternative Routes to Scientific Communications, Routledge, New York.
6. [Tjempaka Sari Hartomo](#) & [Julian Cribb](#) (2002). Sharing Knowledge: A Guide to Effective Science Communication CSIRO Publishing, Collingwood.
7. [Joshua Schimel](#) (2011). Writing Science. Oxford University Press, New Delhi.
8. Nalini Rajan (2007). 21<sup>st</sup> Century Journalism in India, Sage Publication, New Delhi.
9. [Eileen Scanlon](#), [Elizabeth Whitelegg](#) & [Simeon Yates](#) (1999). Communication Science: Contexts and Channels, Routledge, New York.
10. [John V. Vilanilam](#) (1993). Science Communication and Development, Sage Publication, New Delhi.
11. [Anthony Wilson](#) (1998). Handbook of Science Communication, CRC Press, United States.
12. [David Lindsay](#) (2011). Scientific Writing - Thinking in Words, CSIRO Publishing, [Clayton, Victoria](#).

## **JME 507: Film Appreciations(OE)**

### **Course Objectives:**

This paper acquaints the students of non-Mass Communication and Journalism background with the ability to understand the significance of films and to appreciate them. It provides easy understanding of some basic concepts both thematic and technical – that are essential to appreciate the films. It also provides some elementary techniques to make films as well as methods of writing for films and also on films.

### **Unit 1**

Introduction to Film Appreciation - Understanding Films and Academic Studies of Films.  
Film as Art. Mechanics and Aesthetics of Films. Films and Society.

### **Unit 2**

Film language - Universality of Film Grammar, Birth and Evolution of Films, Pioneering Inventors and Entrepreneurs. Silent Era, Hollywood entertainments and Classics, Soviet Cinema, European cinema Third Cinema.

### **Unit 3**

Films and Popular culture - Indian Ocean of literary, song - musical talents.  
Major film movements – Film genres. Great thinkers on films. Masters and Masterpieces.

### **Unit 4**

Writing for movies: Film Story and Concept, Script and Screenplay, Dialogue.  
Making money by making films: Film Shooting and Film Editing.  
Making money by seeing films: Film Review and Film Criticism.

### **Learning Outcomes:**

Students will gain ability to understand and analyze films in their historical and theoretical contexts; they will understand the contributions of key film makers and thinkers for the purpose of critically evaluating film narratives, aesthetics and social significance of films; they will be able to apply the artistic, cultural and political concepts while producing films in the contemporary democratic needs.

### **RECOMMENDED READING:**

1. Armay Villarejeo, *Film Studies: The Basics* ( 2006) Rontle
2. Louis Giannette, *Understanding Movies* (2014) Peason
3. N.H Babu, Raja, Thakachan and Bivil Kumar. M.R *Introducing Film Studies* (2015) Mainsping Publishers.
4. Susan Hayward, *Cinema Studies: The key Concepts*, Routledg (1996)
5. Yves Thoraval, *The Cinema's of India*, 2000.
6. David Boardwell and Kristen Thompson (2004) *Film Art: An Introduction*.

## **JME 508: Science Communications(OE)**

### **Course Objectives:**

To encourage the pupils to develop the skills of intellectual analysis and independent investigation, and prepare them for a wide range of professional science communication careers. To prepare the pupils for a wide range of professional science communication careers in print, broadcast and new media journalism, science policy, public relations, and exhibition and design work. To encourage the pupils to develop their own creative and imaginative abilities, and to produce ideas and undertake work that will communicate science, technology and medicine in fresh and more effective ways through both academic and practical courses.

### **Unit – 1**

Science communication – definition and concept, science and society, science and social movements, science and popular culture. Techniques of science and technology writing – types of science writing, qualifications of science reporter, sources of science news, science education, promoting scientific temper through media.

### **Unit – 2**

Science and media –Science sections and supplements in Indian newspapers ; Science Magazines- Down to earth, Science Reporter ; Science Channels – Discovery, Animal Planet, National Geographic Channel, Internet and Science.

### **Unit – 3**

Science organizations: NCSTC, NCSM, NISCAIR, Vigyan Prasar- Department of Science and Technology, Indian Science Communication Society (ISCOS), ICMR.

### **Unit – 4**

Ethical aspects of science journalism, new trends in science journalism, status of science journalism, challenges of science journalism.

### **Learning Outcomes:**

The students will be able to be conversant in scientific concepts and Government's Science and Technology policies with reference to larger social relevance. They will be able to defend Science from attacks from various vested interests. They should be able to distinguish between Science and Pseudo-Science. They should be motivated to take-up the cause of Science, write and speak to eradicate un-scientific notions in society.

### **RECOMMENDED READING:**

1. [Stuart Allan](#) (2005). Journalism: Critical Issues, Open University Press, United Kingdom.
2. [Martin W. Bauer](#) & [Massimiano Bucchi](#) ((2007). Journalism, Science and Society: Science Communication between News and Public Relations, Routledge, New York.
3. [Deborah Blum](#), [Mary Knudson](#) & [Robin Marantz Henig](#) (2003). A Field Guide for Science Writers, Oxford University Press, New Delhi.
4. [Peter Broks](#) (2006). Understanding Popular Science, Open University Press, United Kingdom.
5. [Massimiano Bucchi](#) (2002). Science and the Media: Alternative Routes to Scientific Communications, Routledge, New York.
6. [Tjempaka Sari Hartomo](#) & [Julian Cribb](#) (2002). Sharing Knowledge: A Guide to Effective Science Communication CSIRO Publishing, Collingwood.
7. [Joshua Schimel](#) (2011). Writing Science. Oxford University Press, New Delhi.
8. Nalini Rajan (2007). 21<sup>st</sup> Century Journalism in India, Sage Publication, New Delhi.
9. [Eileen Scanlon](#), [Elizabeth Whitelegg](#) & [Simeon Yates](#) (1999). Communication Science: Contexts and Channels, Routledge, New York.
10. [John V. Vilanilam](#) (1993). Science Communication and Development, Sage Publication, New Delhi.
11. [Anthony Wilson](#) (1998). Handbook of Science Communication, CRC Press, United States.
12. [David Lindsay](#) (2011). Scientific Writing - Thinking in Words, CSIRO Publishing, [Clayton, Victoria](#).

## **Fourth Semester**

### **JMH 551: Radio and TV Programme Production**

#### **Course Objectives:**

This course provides an in-depth exploration of the techniques and processes involved in the production of radio and television programs. Students will learn about pre-production planning, production techniques, and post-production processes for both radio and television. The course emphasizes practical skills, creative thinking, and technical proficiency in producing high-quality audio and video content.

#### **Unit –1**

Introduction to Radio and TV Production: Overview of Radio and TV Production – Definition and scope of radio and TV production – Historical development of radio and television – Key roles and responsibilities in production teams. Pre-production Planning – Concept development and scripting – Storyboarding and shot planning – Budgeting and scheduling. Equipment and Technology – Overview of radio and TV production equipment – Audio recording and editing tools – Video cameras, lighting, and editing software.

#### **Unit –2**

Radio Programme Production: Writing for Radio – Crafting radio scripts: news, features, dramas – Writing for the ear: clarity, conciseness, and engagement – Techniques for effective storytelling in audio formats. Voice and Sound Techniques – Voice modulation and delivery – Sound effects and music in radio production –Recording and mixing techniques. Live and Pre-recorded Radio Shows – Planning and executing live broadcasts – Producing pre-recorded shows and segments – Techniques for interviews and discussions.

#### **Unit –3**

TV Programme Production: Writing for Television – Crafting TV scripts: news, features, dramas, and documentaries – Visual storytelling: integrating dialogue, visuals, and sound – Script formatting and storyboarding. Camera Techniques and Visual Composition – Basics of camera operation and shot composition – Principles of visual storytelling – Techniques for effective camera work and framing. Lighting and Sound in TV Production – Fundamentals of lighting for television - Techniques for creating different lighting moods and effects – Sound recording and mixing for television.

#### **Unit –4**

Post-production and Advanced Techniques: Editing for Radio and TV – Basics of audio and video editing – Techniques for continuity and pacing –Use of editing software and tools. Special Effects and Graphics – Introduction to special effects in TV production –Integrating graphics and animations – Techniques for enhancing visual appeal. Ethics, Legal Issues, and Future Trends – Ethical considerations in radio and TV production – Legal issues: copyright, defamation, privacy – Future trends in radio and TV production: digital media, streaming platforms, interactive content.

#### **Learning Outcomes:**

Students will be able to understand the techniques and processes involved in the production of Radio and TV Programmes; they will learn the skills for developing and processing scripts for various Radio and TV Programme formats; they will be able to shoot and edit Radio and TV Programmes using recent computer / digital applications.

#### **RECOMMENDED READING:**

1. Zettl, H. (2016). *Television Production Handbook*. Cengage Learning.
2. Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. (2015). *Modern Radio Production: Production, Programming, and Performance*. Cengage Learning.
3. Millerson, G., & Owens, J. (2008). *Television Production*. Focal Press.
4. McLeish, R., & Link, J. (2015). *Radio Production*. Focal Press.

## **JMH 552: New Media Technology**

### **Course Objectives:**

This course explores the impact of new media technologies on journalism and mass communication. Students will gain an understanding of the evolution of digital media, the tools and platforms available, and the techniques for creating and managing content in the digital age. The course emphasizes practical skills in using new media technologies, critical analysis of digital trends, and strategic thinking in digital communication.

### **Unit –1**

Introduction to New Media Technology: Definition and scope of new media – Historical evolution of digital media technologies – Characteristics of new media compared to traditional media. Major digital platforms: social media, blogs, websites, podcasts, and video streaming – Tools for content creation and distribution – Overview of content management systems (CMS). The Digital Media Landscape – The role of new media in modern journalism – Changing media consumption patterns – The impact of digital technology on media industries.

### **Unit –2**

Content Creation and Management: Writing for Digital Media – Techniques for writing for the web: blogs, social media, and websites – SEO and content optimization – Engaging audiences through digital storytelling. Multimedia Content Production – Basics of multimedia content: text, images, audio, and video – Tools and techniques for creating multimedia content –Integrating multimedia elements for enhanced storytelling. Social Media Strategy and Management – Developing a social media strategy – Content planning and scheduling – Measuring and analyzing social media performance.

### **Unit –3**

Interactive and Emerging Technologies: Interactive Media and User Experience (UX) – Principles of interactive media – Designing for user experience (UX) – Tools for creating interactive content. Mobile Journalism and Apps –The rise of mobile journalism (MoJo) – Tools and techniques for mobile content creation – The role of apps in journalism and mass communication. Emerging Technologies in Media – Virtual reality (VR) and augmented reality (AR) – Artificial intelligence (AI) in journalism – The impact of block chain technology on media.

### **Unit –4**

Ethics, Law, and Future Trends: Digital Media Ethics – Ethical considerations in digital journalism – Issues of privacy, copyright, and digital security – The role of transparency and accountability in digital media. Legal Issues in New Media – Overview of digital media laws and regulations – Copyright and intellectual property in the digital age – Legal challenges and opportunities in digital media. Future Trends in New Media Technology – Predictions and trends in digital media – The future of journalism in the digital age – Strategies for adapting to technological changes

### **Learning Outcomes:**

Students will gain knowledge about the nature and functions of New Media Technologies; they will acquire skills in managing digital media platforms and projects; they will learn strategic plans of digital content creation and digital media management.

### **RECOMMENDED READING:**

1. Pavlik, J. V., & McIntosh, S. (2019). *Converging Media: A New Introduction to Mass Communication*. Oxford University Press.
2. Siapera, E. (2017). *Understanding New Media*. SAGE Publications.
3. Bradshaw, P. (2018). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge.
4. Jenkins, H., Ford, S., & Green, J. (2018). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press.

## **JMP 553: Dissertation Work**

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

### **Minor/Major Project Evaluation**

Right from the stage of defining the problem, the candidate has to submit the progress report periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows.

Component – I (C): Periodic progress and progress reports (15%)

- Component – (C): Results of work and draft report (15%)
- Component – (C3): evaluation (70%)

The (C3) (Component-III) for both minor and major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner.

## **JMS 554: Environmental Communication**

### **Course Objectives:**

This course explores the role of communication in addressing environmental issues. It aims to provide students with the knowledge and skills necessary to effectively report on environmental topics, engage diverse audiences, and promote sustainable practices. The course covers theoretical foundations, practical techniques, and ethical considerations in environmental communication.

### **Unit –1**

Introduction to Environmental Communication: Fundamentals of Environmental Communication – Definition and scope of environmental communication–Historical evolution and significance–Key concepts and theories. Environmental Issues and Public Perception – Major environmental issues (climate change, pollution, biodiversity, etc.) –Public perception and awareness of environmental issues – Role of media in shaping environmental awareness. Theoretical Frameworks: Theories of environmental communication (Agenda Setting, Framing, Risk Communication) – Environmental rhetoric and discourse analysis – The role of science communication in environmental reporting.

### **Unit –2**

Reporting on Environmental Issues: Investigative Environmental Journalism – Techniques for investigating environmental issues – Case studies of significant environmental journalism – Challenges in reporting on environmental topics. Multimedia Storytelling – Using multimedia tools for environmental reporting – Creating compelling visual and audio content – Best practices for integrating multimedia into environmental stories. Data and Environmental Journalism – Importance of data in environmental reporting – Tools and methods for data collection and analysis – Crafting stories from environmental data.

### **Unit –3**

Engaging Audiences: Audience Analysis and Engagement – Identifying and understanding target audiences – Strategies for engaging diverse audiences – Tailoring messages for different audience segments. Social Media and Environmental Advocacy: Role of social media in environmental communication – Developing effective social media strategies –Case studies of successful environmental campaigns. Community and Grassroots Communication – Importance of community-based communication – Techniques for grassroots mobilization and advocacy –Collaborating with local organizations and stakeholders.

### **Unit –4**

Ethics, Policy, and Future Trends: Ethics in Environmental Communication – Ethical considerations in environmental journalism – Addressing bias, advocacy, and objectivity –Case studies of ethical dilemmas. Environmental Policy and Communication – Overview of key environmental policies and regulations – Communicating policy impacts and implications – Role of journalists in policy advocacy and education. Emerging Trends in Environmental Communication – Impact of digital transformation on environmental communication – New tools and technologies for environmental reporting –Future directions and challenges in the field.

### **Learning Outcomes:**

Students will understand the key concepts and challenges of Science and environment journalism; they will learn to effectively communicate scientific and environmental issues to the media audience; they will gain skills in researching scientific topics and ecological issues and reporting the same to the general public accurately and engagingly.

### **RECOMMENDED READING:**

1. Cox, R., &Pezzullo, P. (2015). *Environmental Communication and the Public Sphere*. SAGE Publications.
2. Anderson, A. (2014). *Media, Environment and the Network Society*. Palgrave Macmillan.
3. Boykoff, M. T. (2011). *Who Speaks for the Climate? Making Sense of Media Reporting on Climate Change*. Cambridge University Press.
4. Hansen, A., & Machin, D. (2013). *Media and Communication Research Methods*. Palgrave Macmillan.

## **JMS 555: Folk media**

### **Course Objectives:**

The main objectives of this paper is to understand the characteristics and relevance of folk media in the era of mass media, to know different folk art forms existed in India with special reference to Karnataka, to know role of folk media in development communication, to understand problems and prospects of folk artists and finally to know the role of government agencies in use of folk media for development communication.

### **Unit –1**

Origin and meaning of the concept of Folk Media- characteristics of folk media, relevance of folk media in modern society. Historical background of folk media study. Advantages of folk media, Introduction to traditional folk media, general characteristics of folk media, popular folk tradition of India.

### **Unit –2**

Classification of folk media forms: Important folk media forms in India – folk songs, folk dance, folk theatre, folk tales, folk games and street plays, folk proverbs and idioms use of folk media in cinema, television, Radio, Internet and advertising. Possibility of communicating development messages through folk theatre, folk songs and folk dances.

### **Unit –3**

Popular folk arts in Karnataka and their use in development communication : Yakshagana, Harikate, Bayalata, puppetry, GeeGee and religious folk songs Dollukunitha, Veeragase, Kamsale, Kambala, Bhoothakola, Bhootharaadane, Kolianka and Nagaradane, popular folk media forms of Goa, Maharastra, Andrapradesh, Tamilnadu and Kerala.

### **Unit –4**

Integrated use of folk media and mass media- role of government agencies like Song and Drama Division, Information and publicity department, Yakshagana and Bayalata Academy, Karnataka Janapada Academy, prominent folk artists.

### **Learning Outcomes:**

After successful completion of this course students will be able to explain the characteristics and relevance of folk media, to list out major folk forms of Karnataka and India, to explain the role of folk media as communication tool in development communication, to identify the problems faced by folk artists and to identify the role of government agencies in use of folk media for development communication.

### **RECOMMENDED READING:**

1. *Folk Media for Development* - N. Usha Rani
2. *Folk Media & Communication* – Ranganath H. K.
3. *Folk Arts and Social Communication* – Durgadas Mukhopadhyaya
4. *Role of Traditional Folk Media in Rural India* – N. Vijaya
5. *Folk Theatre in India* – Gargi Balawant
6. *Complete Book On Puppetry in India* – Cure D.
7. *The Passing of Traditional Society* – Daniel Lerner
8. *Traditional Folk Media in India* – Shyam Parmar



## **JMS 556: FILM STUDIES**

### **Course Objectives:**

Familiarizing the global development of films as an art and aesthetic narrative forms to enhance the visual literacy. Familiarizing global theories of films and various schools of thought. Critically interpret films and clearly express those interpretations orally and in writing. Demonstrate knowledge of the historical development and cultural impact of film as an art form. Demonstrate a familiarity with the collaborative processes through which films are constructed. Engage with questions of ethics and social justice through cinematic representations.

### **Unit –1**

Introduction to Film Studies: Meaning, Scope and Significance. Film as an Art. Film Aesthetics. Cinematic essence. Creativity, Technology and Industry, Criticism and Appreciation. Film Appreciation – Understanding films – reviews and criticism.

Film Language: Mise-en-scene-Cinematography, Basics of Editing-Universality of film grammar

Film History: Pioneering: Inventors and Entrepreneurs- Silent Era- Evolution of Sound- Golden Age- Rise and fall of Hollywood, Films in Asia, Africa, Latin America-Contemporary Cinema-OTT era.

### **Unit –2**

Film Theory: Munsterberg, Arnhiem, Kracauer, Bazin, Mitry, Metz, Mulvey, Jenkins, Dyer, Ettinger, Zizek, Fauer. Semiotics, Linguistics, Psycho-analysis, Critical-cultural theories-Frankfurt School, Feminist interventions- Dulac and Deulez, Films and Popular Culture. Apparatus, Auteur, Suture, Game theory. Postmodernism and Postcolonial subjectivity and Film audience.

### **Unit –3**

Film Movements: Silent Movies-Hollywood Entertainment and classics –Early Soviet Cinema, Expressionism, Neo-Realism, New Waves-French, British, Japanese, Asian, Third Cinema, and Indian Cinema: Lumiers show in Bombay,Phalke, R.V Naidu, Parsi Theatre-IPTA-Bollywood-Art Film Vs. Commercial Movies- Southern Stars and Matinee Idols: MGR, NTR, Dr. Rajkumar, Rajnikant and Mammootty.

### **Unit –4**

Indian Parallel Cinema. Mrinal Sen, Ray, Benegal, Adoor Gopala Krishnan, Girish Kasarvalli, Aparna Sen, Mira Nair. Indian Ocean of Song Music Lyrical talents. Representation of Gender, Race and Caste in Indian Cinema: Prakash Jha, Nagaraj Manjule, Pa. Ranjith, Vetrimaaran, Rajiv Ravi, J.K Cherian, P.T. Ratheena. – Masters and their Masterpieces in World Film – Major Genres in films.

### **Learning Outcomes:**

Students will gain ability to understand and analyze films in their historical and theoretical contexts; they will understand the contributions of key film makers and thinkers for the purpose of critically evaluating film narratives, aesthetics and social significance of films; they will be able to apply the artistic, cultural and political concepts while producing films in the contemporary democratic needs.

### **RECOMMENDED READING:**

1. Armay Villarejeo, (2006) *Film Studies: The Basics* Rontle.
2. Louis Giannette, (2014) *Understanding Movies* Peason.
3. N.H Babu, Raja, Thakachan and Bivil Kumar. (2015) *M.R Introducing Film Studies* Mainsping Publishers.
4. Susan Hayward, (1996) *Cinema Studies: The key Concepts*, Routledg.
5. Yves Thoraval, 2000 *The Cinemas of India*,
6. David Boardwell and Kristen Thompson (2004) *Film Art: An Introduction*.

**Mandatory Soft Core 4.1 - Media Internship Work**

It is mandatory for all the students of fourth semester to intern at any of the recognized media houses – print and electronic in both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of Six weeks (one and half month), after the examination of the fourth semester.

**The foreign national students shall also mandatorily do their internship within India only,** failing which their course will thereby remain incomplete and become ineligible to secure the degree. The students must mandatorily submit a letter of internship so carried out, which shall be evaluated by the **Department Council and external examiners** based on the nature, quality and quantity of work undertaken during the internship. Failure to complete the internship and submit the internship letter will render the candidate ineligible for the award of the degree

**(Dr. C. K. Puttaswamy)**

**Chairman, BoS**

**MANGALORE UNIVERSITY**  
**Journalism and Mass Communication**  
**Model Question paper**

**Time : 3 hrs**

**max. marks 70**

**Instructions: Answer questions from both Section A and Section B**

**Section – A**

**I) Answer any four of the following**

**4X5=20**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Section – B**

**II) Answer any five of the following**

**5X10=50**

- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

**(Dr. C. K. Puttaswamy)**

**Chairman, BoS**

