

JMC

Employability

FIRST SEMESTER
Paper JM - H - 1.1: Introductions to Communication

Unit-I

Definition, nature, elements, process, functions and scope of communication, Communication Barriers, Types and characteristics of communication- Intrapersonal, Interpersonal, Group, Mass Communication and their characteristics, verbal and non-verbal communication

Unit-II

Basic models of communication - Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Osgood, Schramm, DeFleur, Gerbner and New Combs.

Unit-III

Normative media theories- The origin of normative theories of press- development of media theory- democratic participatory theory. Uses and Gratification theory, Cultivation Theory, Agenda Setting Theory.

Unit -IV

Effects of mass communication- Violence and obscenity in media- Media and children- impact of media on cognition, attitudes and behavioral changes- Reception analysis, Convergence of media and fragmented audience.

Books for study and Reference:

1. Mass Communication Theory- Denis Macquail
2. Theories of Communication - Armand Mhelart & Michele Mhelart
3. Mass Communication theory - Stanly S. Baran & Dennis K. Davis
4. Theories of Political Economy - Capraso J & Leven D
5. Communication Theories - Severin W & Tankard J.
6. ಸಮೂಹ ಸಂವಹನ ಪರಿಚಯ- ಪ್ರೊ.ಎಚ್.ಎಸ್.ಈಶ್ವರ

Employability
New Syllabus
New Courses
Added

10/03
JMc

FIRST SEMESTER
Paper JM – H – 1.2 Reporting for Media

Unit-I

News- concept- definitions- news values- elements- news writing techniques- lead- types of leads- body. Organization of reporting section in a newspaper- Qualifications, duties and responsibilities of a reporter and chief reporter- News sources and maintaining confidentiality.

Unit-II

Reporting- crime, accidents, disaster, riots, Political reporting, election, legislature/local bodies, judiciary - weather, city life, press conferences, speeches, seminars, workshops, science & technology, health, agriculture, commerce, environmental issues, sports, economic development, gender, and allied areas

Unit-III

Meaning and philosophy of investigative journalism. Techniques and problems of investigative journalism - Different stages of investigative reporting-- Sources

Unit-IV

Interview techniques- Types of interviews- On the spot- Planned- On Phone- Preparations for conducting interviews.

Practical Submission:

Press notes- 5; Speech Reporting- 5, crime-5, Protest-5, accidents-5, Obituary-5, disaster-2, riots-2, Political reporting-5, election-2, legislature-2, Parliament-2 , local bodies-2, judiciary-2 weather-5, press conferences-5, seminars/ workshops-5, science & technology-2 commerce-2 environmental issues-2, sports-5, Suicide-2, Women Issues-5, Interview-2, Health-2, Agriculture-2,

Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination

Books for study and Reference:

1. Handbook of Reporting and Editing - Ravindran
2. Here is The News! Reporting for the Media - R Parthasarath
3. News Reporting and Editing - KM. Srivatsava
4. News Writing and Reporting for Today's Media - Itule and Anderson
5. Reporting (Kannada) - Padmaraj Dandavathi
6. Journalism Made Simple - David Wainwright
7. Professional Journalism - M. V. Kamath
8. Basic News Writing - Melvin Mencher

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FIRST SEMESTER

JM – H – 1.3: DIGITAL MEDIA

Unit - 1

Digital media- Introduction, characteristics, Digital media devices- Computer: types and components, Tablet and Smartphones, Digital Storage devices- Hard discs, Memory cards, USB Flash drives and Compact discs, Online and Cloud storage, Digital media content and its formats – Text, Image Audio, Video and animations

Unit – 2

Digital media platforms- Websites and its types, Blogs, News portals, E-papers, Social media and its features- Facebook, Twitter, Instagram, Youtube, LinkedIn, WhatsApp and other Messengers. Web browsers and search engines, Web Journalism- collecting, editing, updating and distribution of news contents

Unit – 3 (Practical)

- Create a Facebook page and connect your cause to facebook community.
- Open a Youtube Channel and upload videos-2

Unit – 4 (Practical)

- Create a Blog and upload different digital media contents
- Analyze the contents of any five non mainstream news portals and write a report on it.

Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination

References:

1. The Complete reference – Web design by Thomas A Powell
2. Digital Media by T. K. Ganesh
3. Internet for Everyone by Alexis Leon and Mathews Leon
4. Computer Networks by Uyles Black
5. Electronic Journalism by Aditya Sengupta

FIRST SEMESTER

Paper JM – S – 1.4 Development of Mass Media

Unit-I

History of Printing Technology, National and International History of Print Media
Role of Print Media in Freedom Movement and Post Independence, The Status of
Print Media in the Era of Globalization, Growth and Development of Kannada
Press, Contribution of Christian Missionaries to Kannada Press, the Role of Kannada
Press in Freedom Movement, Eminent Journalists of Kannada Press and their
Contributions and Present status of Kannada Press.

Unit -II

Evolution of Radio – World and Indian History of Radio, History of Radio in
Karnataka, Introduction of FM Stations and its Impact, Community Radio and its
Contribution in the Community Development. Present status of Radio in India and
Karnataka..

Unit-III

Origin and Development of Television in World and India, History of Television in
Karnataka and Contribution of Television in the Process of National Development,
Educational Experiments and Television. Present Status of TV in India and
Karnataka.

Unit-IV

The Origin and Growth of World Cinema. History of Indian and Kannada Cinema,
Various genre of Indian Cinema, Cinema as a Medium of Mass Communication and
Entertainment and Recent Trends, Evolution of online Journalism and Present statu
of online journalism in Kannada. Media Convergence.

Books for reference

1. Indian Journalism - Nadig Krishnamurthy
2. Vruttapathrike - D. V. Gundappa
3. Mass Communication in India - Keval J. Kumar
4. Journalism in India - R. Parthasarathy
5. Indian Journalism - R. Natarajan
6. Multimedia Journalism - Dr. R. C. Ramanujam
7. Multimedia Journalism - Dr.R.C.Ramanujam

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SECOND SEMESTER
Paper JM – H – 2.1 Development Communication

Unit-I

Concepts and definitions of Development and Human Development, Development vision, Aim and Problems of development, indicators of Human Development, Role of UNDP in Human Development, Karnataka Human Development Reports in India and Karnatak.

Unit-II

Development communication- Concepts and definitions, Evolution of development Journalism. Role of Journalism in development process. development issues for Journalists to write. Indian media and development communication; Development and Press, Radio, Television, Cinema and ICT in development.

Unit-III

Social Change: Its meaning, nature, direction and process; Theories of social change, factors of social change; .Role of communication in social change; Diffusion of innovation.

Unit-IV

Case studies in agriculture- population and environment- Communication experiments in India and other developing countries on development projects and communication strategies.

PRACTICAL SUBMISION:

1. Collect any 10 Features articles on development issues published in Newspapers and Magazines.
2. Collect any 10 development news published in Newspapers.
3. Collect any five editorials on development issues published in Newspapers.
4. Write any 2 feature articles on development issues.

Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination

Books for study and Reference

1. Communication for Development in the 3rd World -.Melkote. H. Leslie Steeves
2. Theory and Practice for Empowerment – N. Jayaweera & S. Jayaweera, Anaunu Gama
3. Participatory Comm: Working for Change and Development- White, Nair, Ascroft
4. Mass Media & National Development - Wilbur Schramm
5. Media and Human Development- Onkar Kakade

SECOND SEMISTER
JM-H- 2.2 Radio and Television

Unit – 1

Introduction to Radio, characteristics and types, Radio Programme Formats - News, Regional News (Pradesh Samachar) Jingles, Drama, Features, Talks, Discussion, Phone-in-Programme, Special Audience Programmes – Women, Children, Youth, Farmers. Writing for Radio programmes- Commercials, News and Features,

Unit – 2

Radio Programme production team- Producer, Script Writer, Voice Over artist, Radio Jockey, Audio recording and mixing equipments - Microphones – types and usage, Audio editing softwares and techniques

Unit – 3

Characteristics of television, Genres of Television programmes- News bulletin, Panel Discussions, Interviews, Documentaries, Talk shows, Reality Shows, Serials, Phone in Programmes, Television Production Stages- Pre production, setup and rehearsal, production and Post production. Television news formats, TV script and its components- Anchor, Voice over, Visual flow, bytes.

Unit -4

TV production team, Television Studio setup- Lighting, video cameras, Basic camera operations, Framing and balance, teleprompter, Video and Audio mixers, Graphics and special effects, Types of camera shots, Outdoor Broadcasting, Non-linear editing techniques and softwares, Satellite Tv.

Reference:

1. Audio Visual Journalism by B. N. Ahuja
2. Television Production Handbook by H. Zettel
3. Television Production by Gerald Millerson
4. Broadcasting Journalism Techniques of Radio and Television by Andrew Boyd
5. Visual Media Communication - P.Mandav
6. Introduction to TV Journalism - S.Kaushik

SECOND SEMISTER
Paper JM – H – 2.3 Gender and Media

Unit-I

Historical status of women in society and culture- Women's issues in India- Women Development, Women Empowerment, The Constitutional Provisions for women development and Women related laws.

Unit-II

Gender practices in the Contemporary media, Need for understanding women's issues in media- Representation of Women in Media- Media coverage of women and Women's Issues in News papers and their supplements, Magazines, TV, Radio and Cinema, Media and women empowerment.

Unit-III

Women's question in Media, Women images in media- Stereotyped portrayal of Women in the media. Gender bias, Roles and model images of women in media such as newspapers, magazines, television, Radio, Cinema, Advertising. Women Beauty and Body, Women as Sexual Objects, pornography and violence, commercialization of women's body, Indecent representation of women (prohibition) Act 1986. Images of Women created and reinforced by male dominated media-Impact on Society and individuals.

Unit-IV

Status of women journalists in India- Women in print media, Radio, Television, Cinema, Advertising Agencies and online Journalism- Attitudes towards Women Journalists- Perceived obstacles- appropriate jobs- Advantages and disadvantages of women in media- Invisible barriers, Challenges and opportunities in Media for Women.

Books for study and Reference

1. Women and Society- Desai Neera and Krishnaraj
2. Indian Women- Change and challenges- Ptel V. and Desai Neera.
3. Indian Women in Media- A collections of Essays.
4. Whose news – Ammu Joseph and Kalpana Sharma.
5. Whose Media- A Women's Space- Manju Kak
6. ಮಹಿಳೆ ಮತ್ತು ಮಾಧ್ಯಮ- ಡಾ.ಕೆ.ಸರೋಜಾ
7. 10. ನಾರಿ-ದಾರಿ-ದಿಗಂತ- ಡಾ.ವಿಜಯಾ ದಬ್ಬೆ
8. 11. ಮಹಿಳಾ ಸಂಸ್ಕೃತಿ- ಡಾ.ಆರ್.ಸುನಂದಮ್ಮ
9. 12. ಮಹಿಳಾ ಸಬಲೀಕರಣ ಮತ್ತು ಕನ್ನಡ ದಿನಪತ್ರಿಕೆಗಳು- ಡಾ.ಓಂಕಾರ ಕಾಕಡೆ

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SECOND SEMISTER

Paper J M – S – 2.4 LANGUAGE SKILLS FOR MEDIA

Unit-I

Basic Language Skills – Grammar and Usage
Vocabulary – Journalistic Vocabulary and Usage
Sentence Formation – Both Print and Visual Media
Usages of Jargons – Definitions with Examples

Unit-II

Reading Skills – Critical Reading, Reading Strategies
Critical Thinking
Aesthetics of Writing – Definition and Concept
Analysis – Definition and Concepts of Analysis, Elements and Methods of Analysis
Persuasive Writing – Definition and Concepts, Methods of Persuasive

Unit-III

Descriptive Writing
Writing for Self Expression
Writing for Formal and Spoken Words
Writing Research Report

Unit-IV

Understanding Visual Media
Writing for Visual Media
Listening Skills
Language usage for Radio

Practical: Sentences formation, Journalistic words writing, Mistakes Corrections.

Note: Each student shall compulsorily maintain practical record and submit the same at the time of practical examination

THIRD SEMESTER
Paper JM – H – 3.1 Media Research Methodology

Unit-I

Definition and elements of research - scientific approach - research and communication theories- role, function, scope and importance of communication research - basic and applied research-Research design components experimental, quasi-experimental, bench mark, longitudinal studies - simulation - panel studies – correlation designs.

Unit-II

Methods of communication research- census, survey, and observation - clinical studies - case studies - content analysis- Tools of data collection- sources, media source, books- Questionnaire and schedules- people meter, diary method, field studies, telephone surveys, online polls. Random sampling methods: Representativeness of the samples, sampling errors and distributions in the findings.

Unit-III

Media research; evaluation, feedback - feed forward - media habits - public opinion surveys - pre-election studies and exit polls.

Unit-IV

Data analysis techniques - coding and tabulation - non statistical methods - descriptive - historical - statistical analysis - parametric and nonparametric tests - tests of significance. Levels of measurement; central tendency - tests of reliability and validity - SPSS and other statistical packages. Preparation of research reports, project reports, Dissertations, and theses-Ethical perspectives of media research.

Books for study and Reference :

1. Mass Media Research - Wimmer & Dominick
2. Communication Research Methods - Bowers & Courtight
3. Foundations of Behavioral Research - Curlinger
4. Communication Research Methods - Hsia
5. Research Methods and New Media- Rice & Rogers
9. Research Methods in Mass Communication - Stemple and Westley
10. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನಗಳು

THIRD SEMESTER
J M – S – 3.2 MEDIA MANAGEMENT, LAWS AND ETHICS

Unit-I

Concept and Scope of Media Management
Principles of Media Management
Media Organizational Structure and Management
Media Ownership
Recent Trends in Media Management

Unit-II

Indian Constitution and Media – Fundamental Rights and Duties, Freedom of Speech and Expression, Freedom of Press, Right to Privacy
Defamation
Contempt of court and Legislature
Official Secret Act 1923
Press and Books Registrations Act 1867

Unit-III

Copy right Act 1957 – Intellectual Property Act – Patent
Cinematography Act 1952, CBFC , Obscenity, Sedition.
Working Journalist Act 1955
Information Technology Act 2000 and Cyber Laws
Right to Information Act 2005

Unit-IV

Cable TV Network Regulation Act 1995
Prasara Bharathi, Press Commission and Press Council
FDI in Media
Code of conduct for Journalists by Press Council and ASCI Code of ethics for Ad
Concept of Self – Regulation

BOOKS FOR REFERENCE

- | | |
|---|---|
| 1. Law of the Press | D. D Basu |
| 2. TV and the Public Interest | Blumer J.G |
| 3. Press and Democracy | Kaushal N |
| 4. Mass Media Laws and Regulations in India | K.S Venkateshwaran |
| 5. Journalism and Ethics | Phijip Seib and Kathy Fitzpatrick |
| 6. Cyber Laws | Justice Yatindara Singh |
| 7. Media and the Law | Martha A Fireman and Matha T
Mecluskey |
| 8. Mass Communication in India | Keval J. Kumar |

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THIRD SEMESTER
J M – H – 3.3 PHOTO JOURNALISM

Unit:1 photography growth, lenses and Camera Development, Camera Design and Component, Types lenses and Range, Types of Camera – Analog, Digital, Still, Video and Movie Cameras. Photojournalism_ Defination, Importance, Scope, News photography and Sources. Types of Photojournalism.

Unit: 2 Techniques of Photography, Composition, Light, Lighting Sources, Light as an Art in photojournalism. Use of Filters, Tripod- Types of Tripods, Usages of Tripod and Camera control Devices. Photographic Style and Attitude, Studio Equipments and Technonology-Scanning, Printing,and Producing.

Unit: 3 Films- Types of Films, Usage of Films and Negatives Protect. Editing Techniques, production of photo features and Slide show, Caption Writing, Editing and post production Techniques and Effects.

Unit: 4 Digital Photography, Memory Card, Types of Memory Cards and Protection, Photo Library and Hidden Camera. Special Effects in photojournalism. Legal Issues – Copy rights and other Laws and Ethics.

Practical: At the end of the semester every student should submit 48 different News /Feature Article photos with suitable captions in the form of Project. (All the photos should be own photos. And compile 24 Different photos already published in the Newspaper/Magazines which you have considered the best.)

References:

1. Hand Book of Journalism- M.S.Sharma.
2. Photo Journalism – B.K.Desh Pandey.
3. Visual Communication and Photo Journalism – P.K.Chandra.
4. Modern Methods of Journalism – R.P.Yadav.
5. Visual Communication – Arun Bhatia.

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THIRD SEMESTER

PAPER - JM - S - 3.4 - SHORT FILM PRODUCTION

Short film production:

Introduction to short films

Formats of Short Films

Short Film competition and Awards

Social Awareness through short films

Production crew and their functions- Equipments required for film shooting.

Short Film production – Pre-Production –Budget - One line story – Story – Screenplay– Dialogues and Lyrics – Music – Location- Artists – Set up

Production –Direction - Shooting – Lighting – Camera angles –Shots –Costume - Makeup- Editing report – Action continuity –Costume Continuity –Other Continuity

Post Production –Editing – Dubbing- Re recording – Graphics and titles – Sound effects – Background Source

Submission:

Produce a 10 to 15 minute short film in DVD with script

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FOURTH SEMESTER

Paper JM – H – 4.1 Contemporary media trends and Current affairs

Note: Content Analysis of Print media – All the news in Kannada and English newspapers should be discussed, analysed and documented.

FOURTH SEMESTER

Paper JM – H – 4.2 Public Relations and Advertising

Unit-I

Definition, Nature and Scope of Public Relations, Elements of Public Relations: Publicity and Propaganda, Tools of Public Relations, House Journals, Publics-Internal and External, Qualities of a Public Relations Officer (PRO), Ethics of Public Relations Officer, Public Relations Career for Women., Press Conference, ethics in PR, PRSI code. Image building, PR and corporate advertising, Crisis Management, Ways of tackling Crisis, Corporate Social Responsibility (CSR).

Unit-II

Case Studies of Firms which underwent Crisis, Writing Press Notes, and Preparing PR Plan for a Firm, Public Relations Writing and Campaign.

Unit-III

Advertising – Meaning, Nature and Scope, Types of Advertisements. Role of Advertisements in Society. Advertisement and Ethics. Advertising agency, Functions of Advertising agency., Role of Advertising as marketing communication, Advertising standards council of India and other organization in advertising. Advertising and social and cultural change; Impact of ads on children, Women, etc; Advertising and Consumerism, Gender Inequality in Advertisements, Understanding Consumer Behavior, Impact of Globalization on Advertising.

Unit-IV

Copy writing, Slogan writing, , Writing advertisement copies for Print media, Radio, Television- Visualization-Layout, Illustration, color-Elements of advertisement copy-Headlines, Sub-headlines, Text, Slogan, Logo and Trademark, Radio Jingle (10sec) and Television Commercials (20sec)

References:

Lesly, Philip, Lesly's Handbook of Public Relations and Communication Jaico Publications, New Delhi , 1992

Edward I. Ralinson; Public Relations and Survey Research, New York, Appletion, Century – Crafts. 1969

H. Frazier Moore, Frank B, Public Relations, Principles, Cases and Problems; Kalupa Surieet Publication; 1985

FOURTH SEMESTER

Paper JM – H – 4.2 Public Relations and Advertising

Unit-I

Definition, Nature and Scope of Public Relations, Elements of Public Relations: Publicity and Propaganda, Tools of Public Relations, House Journals, Publics-Internal and External, Qualities of a Public Relations Officer (PRO), Ethics of Public Relations Officer, Public Relations Career for Women., Press Conference, ethics in PR, PRSI code. Image building, PR and corporate advertising, Crisis Management, Ways of tackling Crisis, Corporate Social Responsibility (CSR).

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Unit-IV

Copy writing, Slogan writing, , Writing advertisement copies for Print media, Radio, Television- Visualization-Layout, Illustration, color-Elements of advertisement copy-Headlines, Sub-headlines, Text, Slogan, Logo and Trademark, Radio Jingle (10sec) and Television Commercials (20sec)

References:

Lesly, Philip, Lesly's Handbook of Public Relations and Communication Jaico Publications, New Delhi , 1992

Edward I. Ralinson; Public Relations and Survey Research, New York, Appleton, Century – Crafts. 1969

H. Frazier Moore, Frank B, Public Relations, Principles, Cases and Problems; Kalupa Surieet Publication; 1985

Prof. K.R. Balan. Corporate Public Relations, Sterling Publishers Pvt. Ltd. New Delhi , 1992

Sam Black. Practical Public Relation, Universal Book stall, Ansari Road, New Delhi

FOURTH SEMESTER

JM-H-4.3 Personality Development and Communications Skills

Unit 1:

- Understanding self – ‘Know yourself’.
- Personality types – Four temperaments and personality. MBTI.
- Understanding personal strengths and weaknesses.
- Emotional Intelligence and competence.
- Stress management. Time management.

Unit 2:

- Communication skills
- Effective speaking. Improving vocabulary and grammar. Elements of effective speaking.
- Types of speaking – Briefing, teaching, lectures, speeches and others.
- Stages in the preparation - understanding the audience, audience analysis, subject, gathering materials, evaluating materials, presenting a talk, and other processes .
Non-verbal communication and body language

Unit 3:

- Writing skills. Principles of presentation of ideas. Techniques, skills and tools for effective writing.

Unit 4

- Work and organisation psychology. Leadership and working in teams.
- Working collaboratively. Working and sharing knowledge and experience. Team development.
- Meetings and negotiation skills. Different types of meetings including video conferencing, conference calls. Conducting a meeting. Getting the best out of negotiation. Negotiation strategies.

References

- Gladis, S. D. (1993). Write type, personality types and writing styles. Amherst, Mass.: Human Resource Development Press.
- Gupta, S. (2009). Personality development and communication skills. Jaipur, India: Book Enclave.
- Karten, N. (2010). Presentation skills for technical professionals achieving excellence.. Ely: IT Governance Publications.
- Masters, L. A., Wallace, H. R., & Harwood, L. (2011). Personal development for life and work (10th ed.). Australia: South-Western Cengage Learning.
- McMurry, J. H. (2002). The etiquette advantage: personal skills for social success. Wilmington, NC: Stellar Publications.

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FOURTH SEMESTER
JM-H- 4.4: INTERNSHIP

- **Internship:** There shall be an Internship for a period of Two months immediately after the completion of fourth semester examination. Each student shall undergo internship in any one of the reputed Media House or Media Department in the State or Central Govt. approved by BOS in Journalism and Mass Communication (PG). On completion of Internship the students have to submit a report contains details of work done along with published Print or online/telecasted/Broadcasted stories/news/articles etc., during the internship period which will be valued for 50 marks. Internship completion certificate in this respect from the concerned Head of the Media House/ Dept. shall be produced by the candidate.

FOURTH SEMESTER
JM-S-4.5 Dissertation/ Project Work

Each student has to work on a research topic/Project Work under the supervision of a supervisor and submit the report in the form of a dissertation fifteen days before the start of the IV semester examination or date fixed by the Department Council.

Open Elective
IV and III rd Semester
Paper JM - O - 3.7 Women and Media
~~Paper JM - O - 43 Media Literacy~~

Unit-I

Early growth of Indian Press- Press and Freedom movement, Press after 1947- Current status of Indian journalism. Growth and development of Kannada Press- Press and freedom struggle in Karnataka- Current status of Kannada press. Evolution and growth of Radio in India and Karnataka- Current status of Radio. Development of Television, Evolution and present status of telecasting in India and Karnataka. The origin and growth of Indian Cinema- History and growth of Kannada Cinema.

Unit-II

Gender practices in the Contemporary media, Need for understanding women's issues in media- Representation of Women in Media- Media coverage of women and Women's Issues in News papers and their supplements, Magazines, TV, Radio and Cinema, Media and women empowerment.

Unit-III

Women's question in Media, Women images in media- Stereotyped portrayal of Women in the media. Gender bias, Roles and model images of women in media such as newspapers, magazines, television, Radio, Cinema, Advertising.

Unit-IV

Media and Women Beauty and Body, Women as Sexual Objects, pornography and violence, commercialization of women's body, Indecent representation of women (prohibition) Act 1986. Images of Women created and reinforced by male dominated media-Impact on Society and individuals. Status of women journalists in India and Karnataka. Challenges and opportunities in Media for Women.

Books for Study and Reference:

1. Indian Journalism - Nadig Krishnamurthy
2. Vrutttapatrike - D.V.Gundappa
3. Mass Communication in India - Keval J. Kumar
4. Journalism in India - R. Parthasarathy
5. Women and Society - Desai Neera and Krishnaraj
6. Indian Women- Change and challenges- Patel V. and Desai Neera.
7. Whose news- Ammu Joseph and Kalpana Sharma.
8. Whose Media- A Women's Space- Manju Kak.
9. ಮಹಿಳೆ ಮತ್ತು ಮಾಧ್ಯಮ- ಡಾ.ಕೆ.ಸರೋಜಾ
10. ನಾರಿ-ದಾರಿ-ದಿಗಂತ- ಡಾ.ವಿಜಯಾ ದಬ್ಬೆ
11. ಮಹಿಳಾ ಸಂಸ್ಕೃತಿ- ಡಾ.ಆರ್.ಸುನಂದಮ್ಮ
12. ಮಹಿಳಾ ಸಬಲೀಕರಣ ಮತ್ತು ಕನ್ನಡ ದಿನಪತ್ರಿಕೆಗಳು- ಡಾ.ಬಂಕಾರ ಕಾಕಡೆ

**VALUE ADDED DIPLOMA/ PROFICIENCY COURSE IN
TRANSLATION AND PRINT PRODUCTION**

First Semester

Paper JM – DP – 1.1 Basic Translations

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Unit-I

Definition of Translation and Translation as an science, The need for Translation, Scope of Translation, Skills needed for translation, Types of translation, Techniques of translation, Art of translating news, Translation of Ads.

Unit-II

Press notes, Speech reports, Crime, Accidents, Obituary, Local bodies' news, Weather, Political news, commerce, science and technology, Press Conferences, Seminars/Workshops

Submission – Translation of different types of News

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Second Semester

Paper JM – DP – 2.1 Newspaper Production and Advance Translations

Unit-I

Principles of Layouts, Types of Layouts, Design concepts, Design aesthetics, Usage of Adode Indesign, Photoshop and Coral draw for designing – Front page, Special pages, Inside pages, Editorial page, Supplements. Tools of Adobe Indesign, Photoshop

Submission – 4 page A3 size newspaper for 12 weeks = 48 pages newspaper has to be submitted at the end of the semester. Date of submission will be decided by the Dept. Council.

Unit-II

Advance Translations: Translation of different types of News

Value Added PGD

Third Semester

Paper JM – DP – 3.1 Magazine Production and Specialized Translations

Unit-I

Styles of Magazines, Types of Magazine layouts and designs, Indian, International and Special magazine , Designing specialized magazines and in house journals, National and International magazine trends, Usage of Adobe Indesign, Photoshop and Coral draw for designing Magazine pages

Submission – A/4 size 72 page magazine.

Unit-II- Specialized Translations

FOURTH SEMESTER

JM-DP-4.1 Translations in Public Relations and Advertising

1. Prepare a Copy for a new product to be launched – Kannada to English or English to Kannada
2. Collect 10 different types of ads and translate in Kannada to English or English to Kannada.
3. Write 5 ad copy and design.
4. Prepare any two press note on the event held at your organization in Kannada to English or English to Kannada
5. Collect 10 slogans of different products ads and translate in Kannada to English or English to Kannada.
6. Collect 25 Advertisements and write same content.

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**VALUE ADDED ADVANCE DIPLOMA/ PROFICIENCY COURSE IN ELECTRONIC MEDIA
PRODUCTION**

First Semester

Paper JM – ADE – 1.1 Writing for Electronic Media

Unit-I

Aesthetics of writing , Formats for Radio programmes, Different radio programme Scripts – News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

Unit-II

Day parts of Television, Formats for TV programmes

Unit-III

Different TV programme Scripts - News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

Submission:

- 1) Write script for 10 radio news bulletin
- 2) Write script for any two radio feature story
- 3) Write script for any 10 different TV news stories
- 4) Write script for any two TV package stories

Second Semester

Paper JM – DE – 2.1 Editing for Electronic Media

Unit-I

Online and Offline recording, Audio mixing and monitoring

Unit-II

Editing softwares – Adobe audition and Sound both, Producing News bulletins, Discussion, Interviews, talk shows, features,

Unit-III

Production - Multi camera and single camera production, Video Editing – Online and Offline editing, Adobe Premiere Pro, Production and editing News bulletins, Discussion, Interviews, talk shows, features, drama, music programmes

Unit-IV

Lighting concepts, Working with different types of filters and lights

Submission:

- 1) Produce five radio news bulletins (5 minute each)
- 2) Produce a five minute radio interview of person of your choice
- 3) Produce a three minute radio feature story



- 4) Produce a 20 minute TV news bulletin. It should include all the different formats of news stories (AV, AVB, AG, Package) along with an interview or chitchat.

Third Semester

Paper JM – ADE – 3.1 Documentary Production

✓ 1.1.3

Television documentary making on any selected topic. The selection of the topics will be decided in Departmental Council meeting.

Submission-

Television documentary

✓ 1.1.3

FOURTH SEMESTER

Paper JM – ADE – 4.1 Translation in Electronic Media

- Translation- AV News in Television
- Translation- Radio News Bulletins
- Translation- Package News in Television
- General News Translation for Radio and TV
- Political News Translation for Radio and TV
- Sports News Translation for Radio and TV
- Business News Translation for Radio and TV
- Science and Technology News Translation for Radio and TV
- Crime News Translation for Radio and TV
- Entertainment News Translation for Radio and TV

10/03

CERTIFICATE COURSE IN GRAPHICS DESIGN

INTRODUCTION:

The Short Term Graphic Design Course at the Dept. of Journalism and Mass Communication, KSAWU Vijayapura is a designed process of opening up ones mind towards appreciating and creating effective works of visual design. This is a crucial part of a larger field known as communication/Graphics design. A graphic designer may use a combination of typography, images, drawings, colours, photographs and page layout techniques to produce great 'visual communication'. A creative & curious mind thriving with original ideas, good judgement, observation and patience makes perfect raw material for this course. Software skills to convert ones ideas into reality are imparted simultaneously as the course progresses.

Objective of the Course:

Introduction to graphic design using multimedia elements like Text, Images and Graphics with special emphasis on illustration and layout and optimization of content for printing, vector tools, Image editing etc.

ELIGINILTY:

A candidate should possess a Bachelors degree in any discipline from a recognized university.

INTAKE:

30 + 10 (Payment seats)

DURATION:

A student who has registered for CERTIFICATE COURSE IN GRAPHICS DESIGN has to study this course in **One Semester**.

Learning Outcomes:

On completion of the course the student will be able to take up digital graphics design jobs for the graphics print industry.

CURRICULUM

This one semester course in Creative Graphic Design lays emphasis on: Understanding of Graphic Design Basics, Typography & Type Design, Elements of design & composition, Understanding of use and role of colours, Developing Graphic products like Logo + Identity Design Package, Understanding of grids + layout techniques using type and images, Page layouts for graphic collaterals like posters/book covers/catalogues, Learning to use industry recognised softwares for photo editing, vector based drawings and book design.

Paper No	Title of the paper	L	T	P
JM – CG – 1.1	Designing Basics	0	2	2
JM – CG – 1.2	Digital Illustrations and Layouting	0	2	2
JM – CG – 1.3	Advanced Layouting Techniques			
JM – CG – 1.4	Image Magic	0	2	2
JM – CG – 1.5	Project Work	0	2	2

JM – CG – 1.1: Designing Basics

In this section we will explore the structural foundations in layout designing, uses of unite text , pics, and all visual communication. In this module students will learn, how elements like margins, markers, modules, and flow lines help to unify a page or spread.

- Introduction to Adobe InDesign CS6
- Creating and Viewing Documents
- Understanding Your Workspace
- Pages
- Working with Type
- Working with Graphics
- Formatting Objects
- Working with Color
- Points and Paths
- Managing and Transforming Objects
- Character and Paragraph Formatting
- Using Styles
- Tables
- Long and Interactive Documents
- Packaging and Printing

Assignments:

Designing Logos, Design letter pad, Designing Visiting Card , Brochure , Poster, Wallpapers.

(At the end of the semester every student should submit all the assignments soft copy)

JM – CG – 1.2: Digital Illustrations, and Layouting

A Quick Tour of Adobe Illustrator CS6

- Getting to Know the Work Area
- Selecting and Aligning
- Creating and Editing Shape
- Transforming Objects
- Drawing with the Pen and Pencil Tools
- Color and Painting
- Working with Type
- Working with Layers

- Working with Perspective Drawing • Blending Colors and Shapes • Working with Brushes • Applying Effects • Applying Appearance Attributes and Graphic Styles • Working with Symbols

Assignments

- Designing Magazine Cover • Designing Invitation Card • Designing Leaflet • Designing Poster * CD Labels * Name Boards.

(At the end of the semester every student should submit all the assignments soft copy)

✓ 1.1.3

JM – CG – 1.3: Image Magic

This module will focus on advanced techniques of digital images and layouts, giving an overview of fundamental concepts in color, typography, and composition. Students will also learn how to enhance images like a pro by retouching, correction, and creating realistic or imaginative images by compositing or collage.

Getting Started with Photoshop • The Photoshop Environment • Creating Custom Workspaces • Opening Images • Using the file Browser • Undoing Mistakes • Making Measurements

Color Basics • Foreground and Background Colors • Using the Color Picker • Selecting Colors with Color Palette • Selecting Colors with Swatches Palette * Painting Tools • Brush Tool • Blending Modes • The Pencil Tools • The Eraser Tool • The Magic Eraser Tool • The Background Eraser Tool

. Making Selections • Selection Basics • The Marque Tools • The Lasso Tools • Magic Wand Tool, * Filling and Stroking • Applying Fills • Using Paint Bucket Tool • Using Gradient Tool • Using Patterns • Using the Pattern Maker • Stroking

Layers • Using Layer • Creating Layers • Linking Layers • Locking Layers • Merging and Flattening Layers, Advanced Layer Techniques • Creating paths • Applying Layer styles • Duplicating a Layer • Creating an Adjustment layer • Flattening a layered image

Assignments

Create a Text Effect • Change the Color of Vehicle • Change Black and White Photo to

Color • Change Background of the image • Combine Multiple Images into 1 file • Correct RAW Image

(At the end of the semester every student should submit all the assignments Soft Copy)

JM – CG – 1.4: Advanced Layouting Techniques

✓
1.1.3

Text • Text Basics • Entering Text • Selecting Text • Applying Effects to Type Layers • Using the Character Palette • Using Paragraph Palette

Manipulating Images • Changing the Canvas Size • Rotating and Flipping Images

• Cropping Images • The Free Transform Command • Blurring and Sharpening Images • Using the Dodge Tool and Burn Tool • The Clone Stamp Tool • The Pattern Stamp Tool • The Healing Brush Tool • The Patch Tool

Camera RAW • About Camera RAW • Processing camera Files • Correcting Photographs • Correcting Image Distorting

Assignments

• Design Magazine * Design Book Covers • Design a Flyer * Design Greeting Cards * Design Calendar * Design Banners

(At the end of the semester every student should submit all the assignments Soft Copy)

JM – CG – 1.5: Project Work

- Logos-5, A/4 Poster/ Wallpapers-10 Brochures- A/4 size (six pages) -5 Banners- (6x4)- 5 Calendars-1 CD Labels- 5 Raw Photo Editing- 10 Text Effects- 10 Invitations- 10 Greeting Cards- 10 Visiting Cards-10, Design a Magazine Cover-2, Book Cover-2, Design a Flyer/Leaflet-5