

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. *Communication Theories – Severin W & Tankard J.*

SECOND SEMISTER
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

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 supplyments, 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

SECOND SEMISTER
Paper J M – S – 4.5 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: Theme Writing and Descriptive Writing about any Community

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

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 Carnage Learning.
- McMurry, J. H. (2002). The etiquette advantage: personal skills for social success. Wilmington, NC: Stellar Publications.

Open Elective
I and III rd Semester
Paper JM – O – 1.7 Women and Media
Paper JM – O – 3.7 Women and Media

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.

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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. Vruttapatrike - 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. ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಸಮಾನತೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.
10. ಲೇಖನಿ - ಸಂವತ್ಸರ - ಕೆ.ಎ.ಎ.ಎ.ಎ.
11. ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಸಮಾನತೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.
12. ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಸಮಾನತೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.

FOURTH SEMESTER
Paper JM – O – 4.7 Media Literacy

Unit-I

Introduction and Overview
Functions and uses of media
Notions of literacy
Media literacy, democracy and freedom of expression

Unit-II

Types of media literacy – News literacy, computer literacy, Internet literacy, Digital literacy, Cinema literacy, Games literacy, TV literacy and Ad literacy
Information sources and system of storage and organisation
Mediation is the message – theories, models and approaches
Media convergence and what media do to us.

Unit-III

Visual literacy
Construction of Images and concepts
Strategies to interpret media texts representations, misrepresentations and lack of representation in media and information texts

Unit-IV

User generated content
Self expression and Democratic participation
Concept of editorial independency
Media ethics and Info ethics

Books for Study and Reference:

6. Mass Communication in India - Keval J. Kumar
7. Journalism in India - R. Parthasarathy
8. Women and Society - Desai Neera and Krishnaraj
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FIRST SEMESTER
Paper JM – S – 1.5 Technical Writing

Unit-I

What is technical writing? Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers.

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

Unit-II

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

Unit-III

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

Unit-IV

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

Books for Reference

1. Alred Gerald J., Brusaw Charles T. & Oliu Walter E. (2008). Handbook of technical writing. New Delhi: Sage
2. Bosley, D., & Collins, E. (1995). Technical Writing: Contexts, Audiences, and CommUNITies. Boston: Allyn & Bacon
3. Harty, Kevin, J. (2007). Strategies for business and technical writing (2nd ed). New York. Pearson Education.
4. Ingre, David. (2003). Technical writing: essentials for the successful professional. New York: Thomson.
5. Lannon, John M. (1993). Technical writing (6th ed). New York. HarperCollins College Publishers