



**AKKAMAHADEVI WOMEN'S
UNIVERSITY VIJAYAPURA**

**DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION**

SYLLABUS

2018-19

AKKAMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

REGULATIONS FOR P G, P G DIPLOMA AND ADVANCE PG DIPLOMA COURSES IN JOURNALISM AND MASS COMMUNICATION UNDER CBCS & CAGP

(In conformity with the Common Regulations of the University)

1 Definition

1.1 Program: A program in Journalism and Mass Communication is a level of Education consisting of a set of courses leading to the award of Master's degree / Bachelor's Honors' degree / P.G. Diploma / Diploma/ Certificate offered under a semester pattern, for a specified duration in Journalism and Mass Communication.

1.2 Semester: A semester is duration of four consecutive months with a minimum of 90 working days.

1.3 Blank Semester: A semester is said to be a blank semester for a candidate if she does not enroll for that semester.

1.4 Credit: A credit is a unit of study of a fixed duration. In terms of credits, every one hour session of L amounts to 1 credit and a minimum of two hour session of T or P amounts to 1 credit.

1.5 Course: A course is a study specified by the **Board** of studies in Journalism and Mass Communication for the purpose of teaching, learning and evaluation during a particular semester.

A course will have a minimum of two credits and maximum of four credits. Every course offered will have three components associated with the teaching-learning process of the course, namely L, T, and P.

Where,

L stands for Lecture session, T stands for Tutorial session and P stand for Practical/Practice session.

1.6 Tutorial: A Tutorial is supplementary practice to any teaching – learning process that may consist of participatory discussion / self study / desk work / seminar presentation by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the lecture classes. Seminars, Case Study, Discussion Sessions etc., are part of Tutorial.

1.7 Practical / Practice: A practical / practice is a method of imparting education that consists of hands on experience / laboratory experiments / field studies / study tour etc., that equip students to acquire the required skill component.

1.8 Hard Core Course: A hard core course is a course that is fundamental and compulsory in requirement for a subject of study in a particular program. The hard core course prescribed for study in a program shall not be replaced by studying any

other course(s). Essential Field work, Term work etc., leading to report writing and project / dissertation of the main program of study shall be treated as hard core course.

1.9 Soft Core Course: A soft core course is a course chosen from the pool of courses in the main discipline / related discipline supporting the main discipline. Each soft core course has a specified pre-requisite as decided by the Board of Studies.

1.10 Open Elective Course: An Open Elective is a course chosen from the courses offered **for the purpose**, by any Department of Studies other than the parent department in the University / College with an intention to seek exposure to students of other discipline(s). Students of same discipline need not enroll in such open electives.

1.11 Self Study: An elective course designed to acquire a special / advanced knowledge, such as supplement study / support study to a project work, and a candidate studies such a course on her own with an advisory support by a teacher is called a **Self Study**.

1.12 Project Work: A project work is a special course involving application of knowledge in solving / analyzing / exploring a real life situation / difficult problem. A project work up to 4 credits is called Minor Project work. A project work of 6 to 8 credits is called Major Project work.

2. Programs offered by the Department

No	Course	Duration
1	M.A. IN JMC	2 years/ 4 semesters
2	B.A IN JMC	1 Year/ 2 Semester
3	Add on Diploma/Proficiency Course in Translation and Print Production	4 Semesters
4	Add on Advance Diploma / Proficiency Course in Electronic Media Production	4 Semesters
5	Diploma Course in Translation and Print Production	12 credits- any one semester
6	Advance Diploma / Proficiency Course in Electronic Media Production	18 credits- any one semester

3 Duration of the Course:

3.1 A candidate can avail a maximum of eight semesters – four years (in one stretch) to complete Master of Arts degree in Journalism and Mass Communication of four semesters – two years (including blank semesters, if any). For Diploma programs of three semester the maximum duration shall be six semesters at a stretch.

3.2 A candidate has to earn a minimum of 76 credits, for successful completion of two years Master of Arts in JMC degree. The 76 credits shall be earned by the candidate by studying hard core, soft core and open elective course as specified in the PG program of JMC.

However, upon completion of 40 credits by a candidate, the University shall have the provision to issue a Bachelor's Honor's degree in

respective discipline/subject, if the Candidate does not wish to continue her studies.

- 3.3 A candidate has to earn a minimum of 40 credits, for successful completion of one year BJMC of two semesters. The 40 credits shall be earned by the candidate by studying course as specified by P G - BOS in Journalism and Mass Communication.
- 3.4 Unless and otherwise provided, a candidate has to earn a minimum of 20 credits, for successful completion of Certificate course of one semester. The 20 credits shall be earned by the candidate by studying course as specified in the respective Certificate program.
- 3.5 A candidate has a provision to go with a normal pace of 18 credits per semester. however, she may opt to go with a slow pace less than 18 credits per semester or with an accelerated pace of as high as 24 credits per semester with the approval of the Department Council in case of University Departments / Principal of respective College.
- 3.6 In addition to the minimum of 76 credits at two years Master's degree program, a candidate can opt for Certificate/ Diploma / Advanced Diploma Add-on courses in their respective subject or Proficiency Certificate in other disciplines provided he / she earns the extra credits as under:

Sl. No.	Add-on Program	No. of extra credits to be earned within the discipline	No. of extra credits to be earned outside the discipline
1	Certificate	08 credits	----
2	Proficiency	----	08 credits
3	Diploma	12 credits	----
4	Advanced Diploma	18 credits	----

- 3.7 A candidate admitted to a two years Master program can exercise an option to exit with Bachelor Honors degree after earning 40 credits (covering at least 16 credits in hard core courses) successfully within two years from the date of admission to that program.

4. Eligibility for admission:

- a. A female candidate who has passed any of the bachelor's degree examination of this University or any other University recognized as equivalent there to securing not less than 50% (40% in case of SC/ST & cat I and 45% for OBC category candidates) of aggregate marks in the qualifying examination shall be eligible for admission to first semester of Master of Arts in JMC course.
- b. A candidate should possess any bachelor's degree with 50% marks in aggregate ((40% in case of SC/ST & Cat I and 45% for OBC candidates) obtained from any recognized University for admission to first semester of BJMC course.

5. **Provision for Transfer:** There shall not be any transfer of admissions of candidates within the university jurisdiction. However, in extraordinary circumstances, the transfer shall be permitted, with the mutual consent of both the Universities and on payment of fees as per the norms and fulfillment of admission criteria of the admitting university, only in respect of the candidates coming from other universities within the State, provided there is vacancy for the program concerned.
6. **Intake:** Intake for any program shall be as decided by the University.
7. **Medium of instruction:** The medium of instruction shall be English. However, a candidate will be permitted to write the examinations either in English or in Kannada.
8. **Attendance:**
 - a. Each semester shall be taken as a unit for the purposes of calculating attendance. a student shall be considered to have put in the required attendance for the Semester, if she has attended not less than 75% of the number of working hours/ periods in each semester.
 - b. Shortage of attendance up to 15% (i.e. 60% or more but less than 75%) may be condoned by the Vice – Chancellor on the recommendation of the Chairman of the P G Department/ Principal of the P G College on payment of Fee prescribed by the university. There shall be no condemnation if attendance is below 60% during any semester, for any reason.
 - c. A candidate who does not satisfy the requirement or attendance shall not be eligible to take examination of the concerned semester, nor is eligible to get admission to the next semester.
 - d. A candidate who fails to satisfy the requirement of attendance in a semester shall repeat that semester when offered in the immediate subsequent year. This facility shall be available only for TWO times in the entire course.
 - e. In the case of a candidate who represents her Institution/University, Karnataka State/Nation in Sports/NCC/ NSS/Cultural or any official activities shortage of attendance up to maximum of 15 days in a Semester may be condoned, based on the recommendation by the Chairman of the P G Department/ Principal of the P G College and prior permission of the University.
9. **Registration of Credit Matrix by Students**
 - a. It is mandatory for every student, to register officially the courses opted under CBCS system in a Registration Card which contains details of hardcore, softcore and Open Elective selected for a semester. All details like attendance, course completion particulars, and dates of testes attended by the student are entered in this card. The card is prepared in duplicate. One card will be with the department and one card will be with the Registrar (Evaluation) of the University. Students

are allowed to make a photocopy of this at the end of the semester for their records.

- b. Registration cards form the basis for a student to undergo sessional test and semester-end examination. Application forms for examinations are to be filled up based on the choices indicated in this card and submitted to the concerned University along with the prescribed examination fee.
- c. There will be a Coordinating office for CBCS in the main campus of the University. One of the Senior Professors who is conversant with the CBCS be nominated as CBCS Coordinating Officer and the Coordinating Officer be assisted by a team consisting of 4 to 5 faculty members appointed by the Vice Chancellor for a period of two years. Proper inter-departmental linkages will be done by the Coordinating office located in the main campus of the concerned University. Circulars and notices will be issued by the Coordinating office in the main campus, whenever needed. In addition, they may also be scrolled in the respective University web-site.
- d. There will be no individual correspondence made by the University unless otherwise required for a specific reason.

10. Scheme of Instruction

- a. There shall be three components of study, viz., i) Lecture, ii) Tutorial and iii) Practical / Practice in a given course.
- b. A course shall have lecture component or Practical / Practice component or the combination of either of any two components or all the three components.

That means a course may have only Lecture component, or only Practical / component or combination of Lecture and Practical / Practice, Lecture and Tutorial, Practical / Practice and Tutorial or Lecture, Tutorial and Practical / Practice components.

- c. The credit pattern of the course is indicated as L: T: P. The credit value of the course shall be the sum of the credits allotted for L, T, and P components.

Example: If a course is of 4 credits then the different credit distribution patterns in L: T: P format could be

L: T: P	L: T: P	L: T: P	L: T: P	L: T: P
4: 0: 0	1: 2: 1	1: 1: 2	1: 0: 3	2: 1: 1
2: 2: 0	2: 0: 2	3: 1: 0	3: 0: 1	0: 2: 2
0: 0: 4	0: 1: 3			

- 11.4 The concerned Board of Studies will choose the convenient credit pattern for every course based on the requirement. However, generally, a course shall have a minimum of 2 and a maximum of 8 credits.

12 Components of a Program:

12.1 Each Program shall consist of the following courses:

A: Hard core course

B: Soft core course

C: Open Elective course.

12.2 Credits for Hard Core Courses:

12.2.1 The number of credits allotted to each hard core course shall be in the range of minimum 4 credits and maximum 8 credits. However, for dissertation the credits shall range between 10 and 12.

12.2.2 In each semester there shall be one hard core course or more hard core courses. However, the minimum number of credits either for one or for all hard core courses put together shall be 8 credits.

12.2.3 The total credits to be allotted for hard core course for the entire program shall be a minimum of 42 credits.

12.3 Credits for Soft Core Courses:

12.3.1 The number of credits allotted to each soft core course shall be in the range of minimum 2 credits and maximum 6 credits.

12.3.2 In each semester there shall be one soft core course or more softcore courses. However, the minimum number of credits either for one or for all soft core courses put together shall be 4 credits.

12.3.3 The total credits to be allotted for soft core courses for the entire program shall be a minimum of 16 credits.

12.4 Open Elective Courses:

12.4.1 The number of credits allotted to each open elective course shall be in the range of minimum 2 credits and maximum 4 credits.

12.4.2 In each semester there shall be one or more open elective course(s). However, the minimum number of credits for open elective courses shall be 2.

12.4.3 The total credit to be allotted for open elective course for the entire program shall be minimum 8 credits.

13 CREDITS (MINIMUM) MATRIX FOR A TWO YEARS MASTER'S PROGRAM

No.	Papers	Sem. I (No. of credits)	Sem. II (No. of credits)	Sem. III (No. of credits)	Sem. IV (No. of credits)	Minimum No. of credits
1	Hard core	8	8	8	8	42*
2	Soft core	4	4	4	4	16
3	Open Elective	2	2	2	2	08*

Note: 1) A student shall secure a minimum of 76 credits to be declared successful in the respective P.G. Program

* 2) These totals are not necessarily equal to the sum of respective rows.

14 Assessment and Evaluation:

- 14.1 Assessment and evaluation processes happen in a continuous mode. However, for reporting purposes, a semester is divided into 3 discrete components identified as C₁, C₂, and C₃.
- 14.2 The evaluation of the candidate shall be based on continuous assessment. The structure for evaluation is as follows.
- 14.3 The performance of a candidate in a course of 4 Credits shall be assessed for a maximum of 100 marks as explained below.
- 14.4 The first component (C₁), of assessment is for 15 marks. This will be based on test, assignment, seminar, case study, filed work, project work etc. This assessment and score process should be completed after completing 50 percent of syllabus of the course/s and within 45 days of semester program.
- 14.5 The second component (C₂), of assessment is for 15 marks. This will be based on test, assignment, seminar, case study, field work, project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.
- 14.6 Thus **Total Marks for each course shall be, Continuous Assessments,**

Conduct of Examinations

Total Marks for each course of 4 Credits= 100

- Continuous assessment (C₁) = 15 marks
- Continuous assessment (C₂) = 15 marks
- Semester end Examination (C₃) = 70 marks

- 14.7 During the 18th – 20th week of the semester, a semester – end examination of 3 hours duration shall be conducted by the University for each course. This forms the third / final component of assessment (C₃) and the maximum marks for the final component will be 70.
- 14.8 In case of a student who has failed to attend the C₁ or C₂ on a scheduled date it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reason, such a candidate may appeal to the Program Coordinator and the Program Coordinator in consultation with the concerned Chairperson of the P G Department/ Principal of the P G College with the concerned course teacher shall decide about the genuinity of the case and decide for conduct of special test to such candidate on the date suitable to the concerned teacher but before commencement of the concerned semester end examinations.
- 14.9 The consolidated marks statement of C₁ & C₂ be submitted to the Registrar (Evaluation) at least 15 days prior to the commencement of semester end examination.
- 14.10 For assignments, tests case study analysis etc., of C₁ & C₂, the students should bring their own answer scripts (of prescribed size), graph sheets etc., required for such test / assignments and these be stamped by the concerned department using their department seal at the time of conducting tests / assignment / work etc.

14.11 The outline for continuous assessment activities for Component – I (C₁) and Component – II (C₂) of a course shall be as under.

Outline for continuous assessment activities for C₁ and C₂

Activities	C ₁	C ₂	Total Marks
Session Test	10 Marks	10 Marks	20
*Case study/ Assignment / Field work / Project work etc.	05 Marks	05 Marks	10
Total	15 Marks	15 Marks	30

* For practical course of full credits, total 20 marks shall be awarded for Practical Record Maintenance and 5+5= 10 Marks shall be awarded for C₁ and C₂ tests.

* Conduct of Seminar, Case Study / Assignment, etc., can be either in C₁ or in C₂ component at the convenience of the concerned teacher

14.12 The teachers concerned shall conduct test / seminar /case study, etc. The students should be informed about the modalities well in advance. The evaluated courses / assignments during component I (C₁) and component II (C₂) of assessment are immediately provided to the candidates after obtaining acknowledgement in the register by the concerned teacher(s) and maintained by the Chairman in case of a University Post-Graduate Department and the Principal / Director in case of Institutions. Before commencement of the semester end examination, the evaluated test, assignment etc. of C₁ and C₂ shall be obtained back to maintain the same till the announcement of the examination results of the concerned semester.

14.13 In case of a course with only practical component a practical examination will be conducted with both internal and external examiners. The practical work of the candidate will be assessed on the basis of Knowledge of relevant processes, Skills, observations and operations involved, and Results / products including calculation and reporting.

14.14 If external examiner does not turn up then both the examiners will be internal examiners.

14.15 The duration for semester – end practical examination shall be decided by the concerned Board of Studies.

14.16 If a course has both theory and practical components with credit pattern L: T: P:, then as parts of (C₃), the theory and practical examinations shall be conducted for 70 marks each. The final (C₃) component marks shall be decided based on the marks secured by the candidate in these two examinations with weightage factors of L+T and P respectively for theory and practical examinations. Suppose X and Y are the marks secured by a candidate out of 70 respectively in theory and practical examinations in course of credit distribution L:T:P, then the final marks M in C₃ is decided by

$$M = ((L+T)*X+P*Y)/(L+T+P)$$

That is for example,

a.If a course is of credit pattern 2:1:1 with credit value 4, and the marks obtained by a candidate in theory examination is 36 out of 70 and in

practical examination 48 out of 70, then the final marks M of C3 component is calculated as $M = ((2+1)*36+1*48)/4 = 156/4=39$.

- b. If a course is of credit pattern 2:0:1 (with missing tutorial component) with credit value 3, and the marks obtained by a candidate in theory examination is 36 out of 70 and in practical examination 48 out of 70, then the final marks M of C3 component is calculated as $M = ((2)*36+1*48)/3=(72+48)/3=120/3=40$.

14.17 The details of continuous assessment are summarized in the following Table.

Component	Syllabus in a course	Weightage in percentage points	Period of continuous assessment
C ₁	First 50%	15	First half of the semester. To be consolidated by 8 th week
C ₂	Remaining 50%	15	Second half of the semester. To be consolidated by 16 th week
C ₃	Entire syllabus of the course. (Semester-end examination)	70	To be completed during 18 th – 20 th week
Final grades to be announced latest by 24th week			

14.18 A candidate's performance from all 3 components shall be in terms of scores, and the sum of all three scores shall be 100 percentage points.

14.19 Finally, awarding the grades shall be completed latest by 24th week of the Semester by the Registrar (Evaluation)

14.20 Upon successful completion of Bachelros Honors / Masters degree a final grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).

14.21 The grade and the grade point earned by the candidate in the subject will be as given below:

P	G	GP = V x G
90 – 100	9 (A++)	V x 9
80 – 89	8 (A+)	V x 8
70 – 79	7 (A)	V x 7
60 – 69	6 (B+)	V x 6
50 – 59	5 (B)	V x 5
0 – 49	0 (C)	V X 0

Here, P is the percentage of marks secured by a candidate in a course which is rounded to nearest integer. V is the credit value of the course. G is

the grade and GP is the grade point.

If G = 0 (C), (GP=0) then the candidate is assumed to have automatically dropped the course. He / she is not said to have failed in the course.

- 14.22 Overall cumulative grade point average (CGPA) of a candidate after successful completion the required number of credits (76) is given by the ratio of the cumulative sum of the grade points earned by the candidate during all the semesters to the cumulative sum of the credits specified for the entire program.

$$CGPA = \frac{\sum GP}{\sum V}$$

Where,

G_{Pi} denotes the grade points earned in the course

V_i denotes the credit value specified for the course.

- 14.23 Final Grade Point (FGP) shall be awarded on the basis of CGPA of the candidate.

CGPA	FGP
8 ≤ CGPA < 10	1
6 ≤ CGPA < 8	2
5 ≤ CGPA < 6	3

15 Moderation of Continuous Assessment Marks:

- 15.1 For each program, there shall be Board of Moderators for moderating continuous Assessment marks awarded to candidates. The Board shall be constituted by the Registrar (Evaluation) on approval by the Vice – Chancellor and shall comprise the following:

- The Chairman Board of Studies / The Chairman Board of Examiners / Senior Faculty – (Chairman)
- Two Teachers of the concerned program - (Members)

- 15.2 The Chairman in case of PG Department of Studies OR the Principal in case of Colleges / Institutions shall submit the consolidated list of Continuous Assessment marks of the candidate of the program to the Office of the Registrar (Evaluation) before the commencement of Semester end examination (Theory).

- 15.3 The Registrar (Evaluation) shall send all consolidated list of a given program to the Chairman of the Moderation Committee.

- 15.4 The Boards shall verify all the consolidated lists of Continuous Assessment Marks provided by the Registrar (Evaluation)

- 15.5 The Board if felt necessary based on the facts can visit the departments / colleges to verify the records (Test Papers, Seminar / Assignment / Field work / Case study reports / practical records, attendance records and moderate the Continuous Assessment marks which shall be final.

16 Provision for Appeal

16.1 If a candidate is not satisfied with the evaluation of C1 and C2 components, she can approach the **grievance cell** with the written submission together with all facts, the assignments, test papers etc, which were evaluated. She can do so before the commencement of semester – end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary / corrective action on an evaluator if she is found guilty. The decision taken by the grievance cell is final.

16.2 For every program there will be one grievance cell. The composition of the grievance cell is as follows.

- The Registrar (Evaluation) as Ex-officio Chairman
- Dean of the concerned faculty as Ex-officio Convener.
- One senior faculty member (other than those concerned with the evaluation of the course concerned) drawn from the department / discipline and / or from the sister departments / sister disciplines.
- One senior faculty member / subject expert drawn from outside the University department.

17 Setting Question Papers and Evaluation of Answer Scripts.

17.1 There shall be two sets of question papers for each course, of which at least one should be set by an external examiner.

17.2 Whenever there are no sufficient internal examiners, the Chairman BoE shall get the question papers set by external examiners.

17.3 The Board of examiners shall scrutinize and approve the question papers and scheme of valuation.

17.4 There shall be double valuation for all theory papers, dissertation, project / field works. The average of the marks awarded by the internal and external examiners shall be taken as the final marks (subject to 17.5) for that **Particular course**.

17.5 In case of 20% or more difference in the marks awarded in the theory papers by the internal and external valuers, the script shall be referred to the third valuer and the average of the nearest two shall be considered for the final award of marks.

18 Submission and Evaluation of Project/Dissertation:

18.1 The candidate has to submit the project / dissertation before 15 days of the commencement of respective semester end examination or date announced by the dept.

18.2 The responsibility of allocating the project work including the topic of the project, duration and the time for the field work etc., shall be decided by the Departmental Council either at the end of the previous semester or in the beginning of the commencement of the semester.

18.3 Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present her progress in the form

of seminars in addition to the regular discussion with the Supervisor. Components of evaluation of the Project / Dissertation are as follows.

- 18.4** Component – I (C₁): Periodic Progress of the project work (15%)
Component – II (C₂): Results of Work and Draft Report (15%)
Component – III (C₃): Final viva – voce and evaluation of the report (70%).
The report evaluation is for 50% and the viva voce examination is 20%
- 18.5 The (C₃) (component – III) for the project work shall be evaluated by panel of two members consisting of the guide and an external examiner.

19 Challenge Valuation

- 19.1** A student who desires to apply for challenge valuation of theory marks shall obtain a Xerox Copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. She can challenge the grade awarded to him / her by submitting an application along with the prescribed fee to the Registrar (Evaluation) through the proper channel within 15 days after the announcement of the results.
- 19.2 This challenge valuation shall be applicable only for C₃ Component of theory papers only and shall not be applicable to Practice/Practicals/ Project Work.
- 19.3** The candidate has to surrender the grade card if issued earlier to him / her before announcement of the results of the challenge valuation.
- 19.4** The answer scripts for which challenge valuation is sought for shall be sent to another external examiner. The marks awarded in the challenge valuation shall be the final.

20 Discard Policy of Answer Sheets:

- 20.1 Such of the answer script of tests, assignments etc., relating to component I & II that are valued shall be maintained in the Department / College / Institution by the Chairman / Principal / Head of Institution till completion of the one year duration and the commencement of the ensuing semester end examination and there after these evaluated scripts of tests, assignment etc. be discarded immediately by the concerned Chairman / Principal / Head of the Institution.
- 20.2 The answer scripts of C₃ examination conducted by the University maintained by the Registrar (Evaluation) for a period of one year after announcement of the results of the concerned semester and all the answer scripts be discarded soon after completion of the one year duration after announcement of the results and no complaints what so ever about the marks awarded to courses relating to these scripts be entertained.

21 Option for pending or dropping the course:

- 21.1** In case a candidate secures less than 09 percentage points out of 30 percentage points prescribed for C₁ and C₂ put together, the candidate is said to have DROPPED the course, and such a candidate is not allowed to appear for C₃. This shall be declared by the Chairperson of the Department before the commencement of C₃ examination. However, in case of hard core, the candidate has to repeat the same course and in other case (soft core and open elective) the candidate may choose the course other than the one she had dropped.

21.2 In case a candidate secures less than 21 percentage points out of 70 percentage points in C₃ or secures more than 21 percentage points out of 70 percentage points in C₃ but less than 50 percentage points out of 100 percentage points C₁, C₂ and C₃ put together, the candidate is said to have not completed the course and she may either opt to DROP the course or to utilize PENDING option. The candidate has to give it in writing to the Chairperson of the Department within one week of announcement of results of C₃ component. The candidate with pending option shall complete C₃ component of that course and she carries the same marks awarded in C₁ and C₂.

21.3 The tentative / provisional grade card will be issued by the Registrar (Evaluation) at the end of every Semester indicating the courses completed successfully. This statement will not contain the list of PENDING or DROPPED courses.

22 Issuance of Marks Certificate:

On successful completion of a given program, the University shall issue to the student consolidated marks statement, with details of CGPA score and the actual percentage of aggregate marks secured in all courses of the program on payment of the prescribed fee by the student.

23 Provision for Improvement of the Results:

A candidate has an option to withdraw a course or courses of any semester within seven days after the announcement of final results of the P.G. degree program; if she feels that she can improve her results in terms of grade. The withdrawal of a course can be only for C₃ components except practical / project work / dissertation / viva-voce. The candidate has to reappear for only C₃ component to improve, carrying the marks of C₁ and C₂ components of the chosen course.

24 Classification of Results

Class shall be awarded to a candidate based the Final Grade Point (FGP) awarded to the candidate as stated below.

FGP	Class awarded
1	First Class with Distinction
2	First Class
3	Second Class

25 Award of Ranks, Medals and Prizes

Only such candidates who successfully earn 76 credits in four successive semester shall be considered for award of ranks, medals, and prizes.

26 Eligibility for Applying Fellowship, Scholarships, Free-ships

Eligibility for applying fellowship, scholarships, free-ships shall be as prescribed by the University from time to time.

27 DISCIPLINE

- a. The final authority responsible for maintenance of discipline among the students of the University shall be the Vice Chancellor. His/her directions shall be carried out by the P G Department/ P G College.
- b. Not withstanding anything contained in sub section ;-

- i) The punishment of debarring a student shall lie with the Vice Chancellor
and
- ii) The punishment of rustication from the University shall be imposed by the heads of P G departments/ P G College concerned from time to time
- c. No resolution of any authority or body of the university shall be deemed invalid on account of any irregularity in the service of notice upon any members; provided that the proceedings of such authority or body shall not be prejudicially affected by such irregularity

28 REMOVAL OF DIFFICULTIES

This is as per the common regulations in force from time to time.

**SYLLABUS FOR MASTER OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

Sem ester	Paper No	Title of the paper	L	T	P
1	Hardcore				
	JM –H – 1.1	Introduction to Communication	3	1	0
	JM –H – 1.2	Reporting for Media	2	0	2
	JM –H – 1.3	Digital Media	2	0	2
	Soft Core (Students have to choose any one of the following)				
	JM –S – 1.4	Development of Mass Media	3	1	0
	JM –S – 1.5	Technical writing	3	1	0
	JM –S – 1.6	Feature writing and Magazine journalism	3	1	0
	Mandatory Course				
	MND*	Course “Feminine Jurisprudence” as prescribed by the PG BOS in Women’s Studies			
2	Hardcore				
	JM–H– 2.1	Development Communication	2	0	2
	JM–H– 2.2	Radio and Television	3	1	0
	JM–H– 2.3	Gender and Media	3	1	0
	Soft Core (Students have to choose any one of the following)				
	JM–S – 2.4	Language Skills for Media	2	0	2
	JM–S – 2.5	Political Communication	3	1	0
	JM–S – 2.6	Science and Technology Communication	3	1	0
	Mandatory Course				
	MND*	Course “Women and Health” as prescribed by the PG BOS in Women’s Studies			
3	Hardcore				
	JM–H– 3.1	Media Research Methodology	3	1	0
	JM–H– 3.2	Media Management, Laws and Ethics	3	1	0
	JM–H– 3.3	Photo Journalism	2	0	2
	Soft Core (Students have to choose any one of the following)				
	JM –S– 3.4	Folk Media	3	1	0
	JM –S– 3.5	Sports Journalism	3	1	0
	JM –S– 3.6	Cinema	3	1	0
	Open Elective				
	OPT	One elective paper among the pool of papers as prescribed by the University from time to time.			
4	Hardcore				
	JM–H– 4.1	Contemporary media trends and Current affairs	0	0	4
	JM–H– 4.2	Public Relations and Advertising	2	0	2

	JM-H- 4.3	Personality Development and Communication Skills	2	0	0
	JM-H- 4.4	Study Tour and Internship	0	0	2
Soft Core					
	JM -S- 4.5	Dissertation/Project Work/Viva Voce	0	0	4
	JM -S- 4.6	Inter Cultural Communication	3	1	0
	JM -S- 4.7	Graphics and Animation	3	1	0
Open Elective					
	OPT	One elective paper among the pool of papers as prescribed by the University from time to time.			

The university has identified various optional subjects to be studied at different semesters. The students shall study one paper in every semester of which “Gender and Law/ Women and Health” is a compulsory subject in one of the semesters and that the “Project” is also compulsory during fourth semester.

**COMPONENTS OF OPEN ELECTIVE COURSES OFFERED BY THE
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
(UNDER CBSC & CAGP SCHEME)**

Semester	Paper No	Title of the paper	L	T	P
I AND III	JM-O-3.7	Women and Media	3	1	0
IV	JM-O-4.7	Media Literacy	3	1	0

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

A student who has registered for value added Diploma course in TRANSLATION AND PRINT PRODUCTION has to study this course in I, II,III AND IVth Semesters for total 12 credits.

Diploma in Translation and Print Production

Semester	Paper No	Title of the paper	L	T	P
I	JM – DP – 1.1	Basic Translation	0	0	2
II	JM – DP – 1.2	Newspaper Production and Advance Translation		0	4
III	JM – DP – 1.3	Magazine Production and Technical Translation	0	0	4
IV	JM-DP-1.4	Translation in Public Relations and Advertising	0	0	2

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

A student who has registered for value added Diploma course In ELECTRONIC MEDIA PRODUCTION has to study this course in I, II, III and IVth Semesters for 18 credits.

Advance Diploma in Electronic Media Production

Semester	Paper No	Title of the paper	L	T	P
I	JM – ADE – 1.1	Writing for Electronic Media	0	0	4
II	JM – ADE – 1.2	Radio and TV News Bulletin Production	0	0	6
III	JM – ADE – 1.3	Documentary Production	0	0	4
IV	JM-ADE- 1.4	Translation in Electronic Media	0	0	4

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.*

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

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

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

FIRST SEMESTER

Paper JM – S – 1.6 Feature Writing and Magazine Journalism

Unit-I

Understanding Magazine: History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. (vii) literary Magazines. New trends like glossy magazines. Online and Web magazines.

Case studies- India Today, Outlook, The Reader's Digest, Time, National Geographic

Unit-II

Content Management: Understanding the target audience and positioning of the magazine. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas to articles. Cover Story. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, forecasting trends.

Unit-III

Writing for Magazines: What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, Writing brights, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

Editing a Magazine: Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Photos, illustrations and other graphics. Sub-editing (marking copy for type, strap lines, by-lines, house style), use, The post mortem after publication.

Unit-IV

Magazine Management: Structure of editorial department. Magazine Production-layout and design, Master pages and templates, Style sheet, special effects like bleed and trims. Economics: sales and subscription, production cost and pricing, distribution network, advertising, advertorials. Magazine Promotion and public relations through events, competitions etc. Assessing magazine Impact.

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
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 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

SECOND SEMISTER
Paper JM – S – 2.5 Political Communication

Unit-I

Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms.

Unit-II

Political Theories, Communitarian Theory, Modernism and Post Modernism, Multi-Culturalism, International Politics, Politics of Globalised Economy and its impact on Developed Countries, Globalisation. Mass media as political actors. Media as a fourth estate, media and democracy, public sphere, mediatisation, political socialization, political participation, public interest.

Unit-III

Issues of NWICO, Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.

Media and political conflict. Television as a campaign tool. Propaganda. International political communication. Media and national identity. Nation as an imagined entity and print capitalism.

Unit-IV

Using non-conventional media; micro-targeting. Blogs and social networking sites in shaping campaign strategy and news coverage. Online campaigns by major political parties. Political advertising: Positive and negative ads. Public relations as political communication. Case studies of political campaigns.

Reference:

1. McNair, B. (2003). An introduction to political communication. New York: Routledge
2. Negrine, Ralph (1996). The Communication of Politics. New Delhi: Sage,
3. Dahlgren, Peter. (1995). Television and the public sphere. New Delhi: Sage
4. Mosco, Vincent. (1996.) Political Economy of Communication. Sage
5. Bennett, W. Lance. (2009). News: The politics of illusion. New York: Pearson Longman.
6. Cook, Timothy. (2005). Governing with the news: The news media as a political institution (2nd Edition). Chicago: University of Chicago Press.
7. Hindman, Matthew. (2008). The Myth of Digital Democracy.
8. Rajagopal, Arvind.(2001). Politics after television: Religious nationalism and the reshaping of the Indian public. Cambridge: Cambridge University Press.
9. Anderson, Benedict. (2003). Imagined communities. London: Verso
10. Nandi, Aishwarya.(1994). The illegitimacy of nationalism. New Delhi: Oxford University

SECOND SEMISTER

Paper JM – S – 2.6 Science and Technology Communication

Unit-I

What is science? The method of science, scientific attitude, great ideas of science, development technology. Role of science and technology in human development. Recent trends in science and technology. Science establishments in India. Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact framing policies at national and international levels. Science communication for popularization of science, Careers in science journalism

Unit-II

Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science language, science writing skills, understanding basic concepts. How to write a basic science story? writing feature story on science and technology. Interviewing scientists, science communicators. Visits to science technology institutes. Attending science conferences and seminars, reading science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Domain of Science Journalism: Health: Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigation land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources, Conventional and non-conventional sources, controversies, regulatory authorities

Unit-IV

New research and technology: New research trends in various fields. Information communication technology: Computer, Internet, Mobile phones, i-pads, etc. Intellectual Property Rights.

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. *Áª ÆÁFPA Æ±ÆÁZÆÁ «ZÁEJWÆ*

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 and 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
Working Journalist Act 1955
Information Technology Act 2000 and Cyber Laws
Right to Information Act 2006

Unit-IV

Cable TV Network Regulation Act 1995
Prasara Bharathi, Press Commission and Press Council
Mac Bride Commission
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 |

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.

Unit: 5 Legal Issues – Copy rights and other Laws and Ethics.

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.

THIRD SEMESTER
Paper JM – S – 3.4 Folk Media

Unit-I

Origin and Meaning of the concept folk media
Characteristics of folk media
Relevance of folk media in modern society
Historical background of folk media
Classification of folk media forms

Unit -II

Use of folk art forms for meaningful communication
Use of folk media in cinema, television, internet and advertising
Impact of mass media on folk media
Communication through folk Media for Development

Unit-III

Popular folk arts in Karnataka
Popular folk arts of India

Unit-IV

Integrated use of folk media and mass media
Role of government agencies
Prominent Folk Artists

Books for reference

Boralingaih, H.C. (1996). *Janapada kalegala kosha*. Hampi: Prasaranga, Kannada University.
Chawla, N.L. (ed.). (1981). *Communication and Traditional Media*. New Delhi: IIMC.
Ranganath, H.K. (1980). *Folk Media and Communication*. Bangalore: Chaitanya Publications.
Ranganath, H.K. (2000). *Live Media for Development Communication*. Udupi: RRC.
Usharani, N. (1996). *Folk Media for Development: A study of Karnataka's traditional media*. Bangalore: Karnataka Book Publishers
Vijaya, N. (1988). *The role of traditional folk media in rural India*. Delhi: Gian Publishing House.

THIRD SEMESTER
Paper JM – S – 3.5 Sports Journalism

Unit-I

Development of various sports, History of International Games: Olympic, Commonwealth, Asian, History of National Games and others, National and state sports awards like Arjun, Dronacharya, Shiv Chatrapati Puraskar, etc, Sports and Society, Importance of sport, Sports and public opinion, sports culture; National sports policy, Sports as a Diplomatic tool, Use of sports in international relations, Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities.

Unit-II

Traditional Indian sports- Kabaddi, Kho Kho, Wrestling, Malkhamb, Atya Patya, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc, Basic rules of some major sports, Need and scope for specialization; Sports at local and regional level.

Unit-III

Legacy of sports reporters and commentators- English, Hindi. Sports magazines in India, Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales, Career opportunities in Sports Journalism, Future of sports journalism, and Translation of sports stories.

Unit-IV

Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section, Sports columns by experts, players, syndicated columns; ghost writing for sports columns, Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

THIRD SEMESTER
PAPER - JM - S - 3.6 - CINEMA

Unit-I

Introduction to Cinema- Development of Cinema: Nature of Cinema - Current status of Indian Cinema.

Unit - II

Kinds of Cinema: Fiction, documentary, newsreels, educational and instructional films, Motivational and advertising films- Characteristic of animation films.

Unit- III

Production techniques of feature films- directing a feature Film- Production crew and their functions- Equipments required for film shooting.

Unit – IV

Cinema and the State- Various committees on cinema- Central and State Government's organizations on cinema- Film festival and film awards. Censorship: Certification of films in India; Film journalism in India- Impact of globalization on Indian cinema- Entry of MNC's in film production. Impact of Cinema on Society.

Books for study and Reference

1. Indian Film – Erik Barnoud and S. Krishnaswamy
2. Movies As mass Communication - Crarty Jowelt, James M Linton
3. The Asian Film Industry- John A Lent
4. The Essential Mystery: Major Film-Makers of Indian Art Cinema - John W. Hood
5. Through the Western Lens- Ananda Mitra
6. The Politics of Indian Conventional Cinema- Fareed Kazmi
7. The Ideology of the Hindi Film- M. Madhava Prasad
8. Audio Visual Journalism- B.N.Ahuja

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

FOURTH SEMESTER

JM-H- 4.4: STUDY TOUR AND INTERNSHIP

- **Study Tour:** There shall be an educational study tour to an identified place in the beginning of the Third or fourth semester for a period not exceeding Ten Days. The students have to visit different types of Media Houses and submit an Educational Tour Observation Report to be evaluated by the Tour Leader for a maximum of 10 Marks.
- **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 during the internship period which will be valued for 40 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.

FOURTH SEMESTER
Paper JM – S – 4.6 Inter Cultural Communication

Unit-I

Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspective. Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

Unit-II

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication.

Unit-III

Modern mass media as vehicles of inter-cultural communication – barriers in intercultural communication – religious, political and economic pressures; intercultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.

Unit-IV

Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of intercultural communication –

References

- 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.

FOURTH SEMESTER
Paper JM – S – 4.7 Graphics and Animation

Unit-I

Introduction to aesthetics and design
Graphics and major application areas of graphics
Principles of Raster and Vector graphics
Introduction to Animation
Animation techniques, objects, frames, scripts, masking, keying

Unit-II

Images and graphics
Principles of raster graphics
Digital Image representation and formats
Evolution of Multimedia
Structure and components of multimedia
Multimedia platforms and Application domains
Multimedia authoring tools and metaphor

Unit-III

Sound – Music and Noise
Digitalization of Sound – Recording formats and Standards
Video conversions

Unit-VI

Application of Animation
Entertainment, Educational Programmes, Advertising
World trends and Indian Animation

Books for Study and Reference:

1. Mass Communication in India - Keval J. Kumar
2. Journalism in India - R. Parthasarathy
3. Women and Society - Desai Neera and Krishnaraj
4. Indian Women- Change and challenges- Patel V. and Desai Neera.
5. Whose news – Ammu Joseph and Kalpana Sharma

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.

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. 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. ಅಭಿಮಾನಿಗಳ ಸಂಘಟನೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.ಎ.
10. ಲೇಖಕಿಗಳ ಸಂಘಟನೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.ಎ.
11. ಅಭಿಮಾನಿಗಳ ಸಂಘಟನೆ - ಕೆ.ಎ.ಎ.ಎ.ಎ.ಎ.
12. ಅಭಿಮಾನಿಗಳ ಸಂಘಟನೆ - ಕೆ.ಎ.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
9. Indian Women- Change and challenges- Patel V. and Desai Neera.
10. Whose news – Ammu Joseph and Kalpana Sharma.

VALUE ADDED DIPLOMA COURSE IN TRANSLATION AND PRODUCTION

A student who has registered for value added Diploma course in TRANSLATION AND PRINT PRODUCTION has to study this course in I, II,III AND IVth Semesters for total 12 credits.

Diploma in Translation and Print Production

Semester	Paper No	Title of the paper	L	T	P
I	JM – DP – 1.1	Basic Translations	0	0	2
II	JM – DP – 1.2	Newspaper Production and Advance Translations		0	4
III	JM – DP – 1.3	Magazine Production and Technical Translations	0	0	4
IV	JM-DP-1.4	Translations in Public Relations and Advertising	0	0	2

VALUE ADDED ADVANCE DIPLOMA COURSE IN ELECTRONIC MEDIA PRODUCTION

A student who has registered for value added Advance Diploma course In ELECTRONIC MEDIA PRODUCTION has to study this course in I, II, III and IVth Semesters for 18 credits.

Advance Diploma in Electronic Media Production

Sem ester	Paper No	Title of the paper	L	T	P
I	JM – ADE – 1.1	Writing for Electronic Media	0	0	4
II	JM – ADE – 1.2	Radio and TV News Bulletin Production	0	0	6
III	JM – ADE – 1.3	Documentary Production	0	0	4
IV	JM-ADE- 1.4	Translation in Electronic Media	0	0	4

First Semester

Paper JM – DP – 1.1 Basic Translations

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

Second Semester

Paper JM – DP – 1.2 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 and Coral draw

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:

Third Semester

Paper JM – DP – 1.3 Magazine Production and Technical 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 Adode Indesign, Photoshop and Coral draw for designing Magazine pages

Submission – A/4 size 72 page magazine.

Unit-II- Technical Translations

FOURTH SEMESTER

JM-DP-1.4 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. Prepare any two press note on the event held at your organization in Kannada to English or English to Kannada
4. Collect 10 slogans of different products ads and translate in Kannada to English or English to Kannada.

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 – 1.2 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 bulletin (1 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 – 1.3 Documentary Production**

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

Submission-

Television documentary

FOURTH SEMESTER**Paper JM – ADE – 1.4 Translation in Electronic Media**

QUESTION PAPER PATTERN

M.A. Degree Examination

Journalism and Mass Communication

Paper-

Title :

Time- 3 Hours

Maximum Marks- 70

Note: Answer any four questions from section "A" Each question carries 10 Marks

Write short Notes on any four from section "B" Each question carries 5 Marks

Section "A"

1)

2)

3)

4)

5)

6)

Section "B"

7)

8)

9)

10)

11)

12)

AKKAMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

PANEL OF EXAMINERS (2018-19)

Journalism and Mass Communication Examanation

No	Teacher's name and address	Teaching /Media Experience
1	Dr Onkar Kakade Professor & Chairman, Dept of Journalism and Mass Communication Akkamahadevi Women's University, Bijapur	10 years Teaching and 17 Years Media Experience
2	Prof.N.S.Ashokkumar Professor Dept.of Communication P.K Block, Palace Road Bangalore University, Bangalore-09	32 years
3	Prof.G.P.Shivram Professor Dept.of Journalism & Mass Communication Mangala gangothri, Mangalore University	32 years
4	Prof.Usha Rani Professor, Dept.of Journalism & Mass Communication Manasa gangothri, Mysore	31 years
5	Prof. D.S.Poornanda Professor Dept.of Journalism & Mass Communication Kuvempu University, Shankarghatta Shimoga	28 years
6	Prof. B.P. Maheschandra Guru <i>Professor , Department of J&MC Mysore University</i>	30 Years
7	Dr.B.K.Ravi Professor, Dept.of Communication P.K Block, Palace Road Bangalore University, Bangalore-09	28 Years
8	Dr.Narsimhamurthy Professor and Coordinator, Dept.of Electronic Media Old Exam Section Building JnanaBharati,	28 Years

	Bangalore University, Bangalore	
9	Dr.Waheeda Sulthana, Professor Dept.of Journalism & Mass Communication Mangala gangothri, Mangalore University, Mangalore.	28 Years
10	Dr.Nandini Lakshmikant Director School of Communication Manipal, University Manipal	15 Years
11	Dr.C.K.Puttaswamy, Associate Professor Dept.of Journalism & Mass Communication Manasa gangothri, Mysore	18 years
12	Dr.Sapna Nayak Associate Professor, Dept.of Journalism & Mass Communication Manasa gangothri, Mysore	12 Years
13	Dr.J.M.Chandunavar Associate Professor KUD	10 Years
14	Dr.Satish Aadinje Asst Professor Dept.of Journalism & Mass Communication Kuvempu University, Shankarghatta Shimoga	12 years
15	Dr.M.R.Sathya Prakash Asst Professor Dept.of Journalism & Mass Communication.Kuvempu University, Shankarghatta Shimoga	12 years
16	Dr.Sanjay Malagatti Asst Professor, Dept.of Mass Communication & Journalism,Karnataka University, Dharawad	10 years
17	Varadesh Hiregange. Asst Professor Dept.of Mass Communication & Journalism,Manipal University, Manipal	16 years
18	Smt. Rajeswari Asst. Professor, Dept. of Electronic Media	4 Years

	Bangalore University, Bangalore	
19	Smt. Vahini Aravinda Asst. Professor, Dept. of Electronic Media Bangalore University, Bangalore	10 Years
20	Dr. Mamata Asst. Professor Dept. of Journalism and Mass Communication Mysore University, Mysore.	10 Years
21	Dr.N.Sanjeev Raju Asst. Professor, Dept.of Communication P.K Block, Palace Road Bangalore University, Bangalore-09	13 Years
22	Dr.Shailashree Asst. Professor Dept.of Communication Old Exam Section Building JnanaBharati, Bangalore University, Bangalore	12 Years
23	Shri. T.Shripathy Asst. Professor, Bangalore University, Bangalore	10 Years
24	Dr. Muddesh B T Director, Siddhartha School of Media Tumakur University Tumakur	10 Years
	MEMBERS FROM MEDIA	
1	Shri.B.M.Haneef, Asst. Editor, Sudha, Bangalore.	20 years
2	Shri. Basavaraj Kambi Deputy Director, Dept. of Information, Govt. of Karnataka, Belgaum.	19 Years
3	N.Udayakumar Asst. Editor, Prajavani Bangalore	26 Years
4	Sri.Balakrishna Puttige , Chief Reporter Prajavani,# 75,MG Road, Bangalore-01	19 Years
5	Sri.Basavaraj Bhusare, Sr Reporter Udaya TV, Bangalore	17 Years

6	Dr.Sharabhendra Swami Programme Executive, All India radio Mangalore	26 Years
7	Dr.Shashidhar Narendra All India radio Dharawad	28 Years
8	Smt. Nutan Dosetti Programme Executive, All India radio Bangalore	24 Years
9	Shri. Mahesh Shatagar Chief Reporter ETV, Vijayapura	17 Years
10	Shri. Sangamesh Churi Correspondent Vijayakarnataka Vijayapura	12 Years
11	Dr.Bsavaraj (Raju) Vijapur Special Correspondent, Deccan Herald, Hubli.	20 Years
12	Dr.Bandu Kulkarni Resident Editor Vijay Karnataka, Bagalakote.	13 Years
13	Shri.Subhash Hugar Resident Editor, VK,Bangalore	13 Years
14	Shri. Ashok Yadahalli Correspondent, TV 9, Vijayapura	5 Years
15	Shri.D.B.Nagaraj Correspondent. PV Vijayapura.	09 Years
16	Shri. Gurunath Kadabur Sr. Asst. Director, Dist. Information and Public Relations Belagavi	09 Years
17	Shri. Sharanabasava Cholin Programme Executive All India Radio, Vijayapura	09 Years
18	Shri.Honakere Nanjundegouda Chief of News Bureau Prajavani, 75, M.G.Road, Bangalore- 560001	26 Years
18	Dr.Kudli Gururaj Sr. Journalist	26 Years

	Vijayakarnatak Bangalore.	
19	Shri. Umesh Bhat Resident Editor Vijaya Karnataka, Vijayapura	12 Years
20	Shri.Imambe Nadaf Sub Editor Vijaya Karnataka, Vijayapura	05 Years
21	Ganesh Chandanashiva Chief Reporter Prajavani, Kalaburagi	09 Years
22	Shri.Manjunath Dollin Sr. Asst. Director, Dist. Information and Public Relations Dharawad	09 Years
23	Shri.Gavisidda Hosamani Asst. Director, Dist. Information and Public Relations Bidar	06 Years