Subject: Journalism and Mass Communication

Communication

UNIT I

UNIT II

UNIT III
Mass communication: features of mass communication, Theories of communication. Types of mass media - Print media, Electronic media - Radio, Television, Oral, New media, characteristics and typology of audiences. Traditional and Folk media. Effects of mass communication, limitations of mass communication. Communication and culture.

Development Communication

UNIT I
Development communication: meaning – concept – definition – process, role of media in development communication - strategies in development communication - social cultural and economic barriers.

UNIT II

Communication Research

UNIT I
Communication Research: Definition – elements of research – scope and importance of communication research – basic and applied research.

UNIT II

UNIT III
Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.
UNIT IV


UNIT V

**Media research** as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research

### FUNDEMENTALS OF JOURNALISM

**UNIT I**


**UNIT II**

**Invention of printing press and paper** – A brief history of British and American Journalism. Early communication systems in India – News writers of mogul period, development of printing – early efforts to publish newspapers in different parts of India. Birth of the Indian news agencies. Newspapers and magazines in the nineteenth century,

UNIT III

**The Indian press and freedom movement** – important personalities of Indian journalism. J.A. Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, Mahatma Gandhi, S. Sadanand, B.G. Horniman. Annibesant, B.G. Tilak, Jawaharlal Nehru,

UNIT IV

**Press in India after Independence**: social, political and economic issues and the role of the Indian press problems and prospects. Major newspapers of India. Major news agencies of India and foreign

UNIT V

**Kannada Journalism**: Origin, growth and development of Journalism in Karnataka. –, important personalities of kannada journalism. Major Kannada Newspapers of Karnataka. Recent Trends in kannada journalism

UNIT VI


UNIT VII
Public opinion and democracy. Media culture and its production. Media organizations, media content, cross-media ownership; ethical aspects of mass media. Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility theories.

MEIDA LAWS AND INDIAN CONSTITUTION.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

BASIC AUDIO, VISUAL MEDIA.
RADIO

UNIT I


UNIT II


UNIT III

**Writing for radio:** Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing intro tobytes – writing headlines, teasers and promos.

UNIT IV

**Radio reporting:** Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.

Television

UNIT I

**A brief history of Television.** Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium. Development of television as a medium of mass communication, SITE programme.

UNIT II

Types of Television Programmes. Commercial broadcasting, Social objectives of Doordarshan, Recent Trends in Indian Broadcasting Journalism.

UNIT III

**Basic of TV Production:** – camera mounting. Colour balance, basic shots and camera movement. TV lighting in field, using reflectors. Lighting grid – luminaries. = Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

UNIT IV
**Video editing techniques** – cut, mix and dissolve use of cutaway – AB roll editing; digitaleffects and post production – planning location shoots – story board – single camerashooting – multi camera shooting – shooting and editing schedules – studio production, planning studio programmes – cue’s and commands – formats of

UNIT V
**TV programmes** – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production– corporate video production

UNIT V I
**Writing for television:** Writing to still, writing for video, reference visuals to words.TV news writing; marking copy in production language.research, visualization and production script. Television news editing; planning, production and compilation of news programmes - writing lead-in/intro to news packages – headlines writing, teasers and promos.

UNIT VII
**Television reporting:** visualising news/ENG – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting - human interest stories

**Cinema**

UNIT I
**A brief history of Indian Cinema.** . Films Early efforts – film as a mass medium;– silent era – talkies – Indian cinema after Independence; Types of films, parallel cinema – commercial cinema. Important personalities of Indian Cinema, important personalities of kannada cinema.

UNIT II
**issues and problems of Indian cinema**-- brief introduction to the process of cinema production and exhibition, effects of cinema, New trends in Indian cinema. Censorship in India-Central Board of Film Certification ,NFDC, Directorate of Film Festival, Children’s Film Society, India, Film Archives, Films Division, documentaries. Film Awards:-National and Inter-national.

UNIT III
**Historical development of Kannada films.** Status of Kannada Cinema. , New trends in Kannada cinema.

**Photography**

UNIT I

Unit II

Unit III
Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts – war – political and social photography.

Unit IV
News values for pictures – photo-essays – photo features; qualities essential for photojournalism; picture magazines – colour photography; impact of technology.

New Media Technology

UNIT I
Communication Technology (CT): concept and scope CT and IT: similarities and differences – electronic digital exchange, C-Dot, Pagers, Cellular Telephone, Internet, e-mail, types of Internet connections.

UNIT II
Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

REPORTING METHODS
UNIT I

UNIT II
Interview – meaning, purposes, Types, Techniques of Interviewing, Methods of writing Interview Stories.

UNIT III

UNIT IV

EDITING TECHNIQUES

UNIT I
Newspaper Organization-Operations. Functions and Duties of the Editorial Departments. – News desk, editorial department set-up, news flow, copy desk, copy management and organization.

UNIT II
Meaning, Need and Purpose of Editing, Print and Electronic media editing-symbols, tools, techniques, Principles of Editing- lead, body, paragraphing, slanting and toning of news values. Editorial writing, News writing skills, copy reading, meaning, symbols, purpose. proof reading, meaning, symbols, purpose. Dummy page-make-up, layout, principles of photo editing- Magazine editing, layout, graphics, style sheet.

UNIT III
Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. SubEditor.

UNIT IV
Headlines: techniques, styles, purposes, Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

UNIT V
Introduction to Typography and printing technology, type face families- kinds – principles of good typography; spacing – measurement – point system
Graphic Arts.Importance and Methods. Basic elements and principles of graphics, design lay-out and production

MEDIA MANAGEMENT

UNIT I

UNIT II

UNIT III

UNIT IV
Principles of media management– Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; Apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS.
UNIT I


UNIT II

Advertising Agencies. Functions of Advertising Agencies. Copy writing, Slogan writing, Visualisation. Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.) Mass media laws concerning advertising – apex bodies in advertising AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI

UNIT III


UNIT IV

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics). Publics in PR, PR tools (interpersonal, mass media and selectivemedia) – PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments. Writing for PR: external and internal publics (house journals, bulletin boards, open houses, suggestionboxes, video magazines, etc.). Professional Organizations in Public Relations. Corporate Communication; nature, meaning, functions, theories and importance.