



# **HAVERI UNIVERSITY, HAVERI**

## **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**



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**HAVERI UNIVERSITY,**

**HAVERI UNIVERSITY, HAVERI**

**DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

Rules and regulation for two year programme in MA in Mass Communication and Journalism under CBCS scheme from 2022 -23 onwards.

**Objectives of the Programme**

The mass media scenario in the world in general and India in particular has seen significant changes over the years. Technological changes have contributed for this transformation in the field of mass media. The syllabus has been modified keeping in view these changes to help students to be in the forefront of knowledge frontier. The main objectives of the course are as follows:

- 1) Train student to meet the demand of media organizations
- 2) Impart changing skills of news gathering and editing
- 3) Prepare students in related areas like technical writing and corporate communication.
- 4) Introduce students to emerging communication technologies
- 5) Instruct communication research techniques
- 6) Prepare the students to become socially conscious and concerned with media profession.

Regulations governing a two year Master program in Mass communication and Journalism under semester scheme (CBCS)

**2 Duration**

2.1 The program shall be of 4 semesters of 16 weeks each.

**3 Numbers of Papers**

3.1 Each semester will have 5 theory papers and two practical with practice journal.

3.2 Medium of instruction shall be in English however a candidate is permitted to write the examination in Kannada also.

**4. Attendance**

4.1. Each semester shall be taken as a unit for the purpose of calculating attendance.

4.2 A student shall obtain 75% of attendance as per the university regulation.

4.3 A student who does not satisfy the above requirement of attendance shall not be eligible to appear for the examination and should seek fresh admission to the semester.

## **5. Scheme of Examination**

**5.1** There shall be University examination at the end of each semester. Each semester examination will have five papers and each paper will carry 75 marks.

**5.2.** The composition of the marks shall be as under

- a) Each theory course/ paper will have 75 marks for the semester examination and 25 marks for internal assessment.
- b) Duration of the theory examination shall be of 2 hours for 50 marks course/ paper and 3 hours for 75 marks.
- c) The Question Paper format shall be as follows  
The question paper will consist of 8 questions of which 5 have to be answered including question number 8 which is compulsory.

## **6. Internal Assessment marks**

- 6.1.** Each course will have 25 marks for Internal Assessment. The award for Internal Assessment mark shall be based on two class test conducted.
- 6.2.** No minimum marks is prescribed for internal assessment.
- 6.3 .** Internal assessment marks once awarded will hold good even if a candidate reappears for the examination.

## **7. Practice journals**

- 7.1.** Student admitted to course shall take active part in the publication of the Practice Journal brought out by the department.
- 7.2 .**The number of issues per semester shall be decided by the department council.
- 7.3.** Students are also required to work for any other publication to be brought out by the department.
  - a) Practice Journal shall carry 25marks in each semester.
  - b) There shall be continues assessment of student contribution to the Practice Journal in all the semester,
  - c) Each student shall be assessed on the basis of articles /reports published in the Practice Journal.
- 7.4 .**No minimum marks is Prescribed for Practice Journal.

## **8. Internship**

**8.1.** The internship is compulsory for students. They shall work in any recognized media institution as an Internee for a period of four weeks immediately after the completion of the fourth semester examination.

**8.2.** The internship is a compulsory academic obligation. A student shall submit a Certificate to the Chairmen of the Department, for having successfully completed four weeks Internship from recognized media institution.

**8.3.** The award of degree shall be withheld if the candidate fails to submit the internship certificate.

## **9. Miscellaneous**

**9.1** Students are required to take active part in the research / survey programmes arranged by the department.

**9.2** Students are required to learn Typing and computer applications.

**9.3** Students shall visit leading media house within the state including print and electronic media.

## **10. Practical batches**

11. **2.6B** Digital Media Production Practicals, **3.6 A** Radio and TV Practical, **4.6 A** TV Production Practical, making two batches containing fifteen (15) students in each batch for practical training.

**HAVERI UNIVERSITY, HAVERI**  
**M.A IN JOURNALISM AND MASS COMMUNICATION SYLLABUS**  
**2024-25 (CBCS)**

**Third Semester**

Sem/ Code	Paper Title	Week/Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 3.1	Communication For Development	04	3 hrs	25	75	100	04
JMC 3.2	Media Research Methods	04	3 hrs	25	75	100	04
JMC 3.3	Radio Programme Production	04	3 hrs	25	75	100	04
JMC 3.4	Television Programme Production	04	3 hrs	25	75	100	04
JMC 3.5	Radio and Television (OEC)	04	3 hrs	25	75	100	04
JMC 3.6A	Radio and TV Practical	04 (2)	2 hrs	15	35 (PR)	50	02
JMC 3.6B	Lab Journal & Media Activities	04(2)		15	35 (PR)	50	02
						600	24

**Fourth Semester**

Sem/ Code	Paper Title	Week/ Hour	Duration Of Examination	IA Marks	Exam Marks	Total	Credits
JMC 4.1	Introduction To Film Studies	04	3 hrs	25	75	100	04
JMC 4.2	Inter Cultural Communication	04	3 hrs	25	75	100	04
JMC 4.3	Media Management and Marketing	04	3 hrs	25	75	100	04
JMC 4.4	Folk Media	04	3 hrs	25	75	100	04
JMC 4.5	Dissertation	04	3 hrs	25 Viva	75 Thesis	100	04
JMC 4.6. A	TV Production Practical	04 (2)	2 hrs	15	35 (PR)	50	02
JMC 4.6. B	Lab Journal and Media Activities	04(2)		15	35 (PR)	50	02
						<b>Total Credits - 24</b>	
<b>Internship</b>		<b>Two Months Compulsory Internship In Reputed Media Organizations</b>					

**All Semester Total Marks= 1200**  
**All Semester Total Credits= 48**

## Third Semester

### 3.1 Communication for Development

#### Objectives:

- a. To enable the students to understand factors governing national development.
- b. To prepare students to critically evaluate developmental approaches and programmes in the context of Economic and development theories.

- I. Concepts of development: definition, nature, concept, process and models of development– theories– origin– approaches to development, and indicators of development. modernization. problems and issues in development, characteristics of developing societies, development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.
- II. Development communication: Definition, development communication policies and practices in India. Indian media and development, Sustainable development concepts. Social change; Role of communication in social change, Diffusion of innovation concept of modernisation. Indian media and development communication; Development support communication; Role of folk and ICT in development.
- III. Alternative Theories of Communication for Development: Strategies for participatory communication; Ethical perspective, Need for alternative communication.
- IV. TV and development: Family planning, national integration, education, environment and ecology, health hygiene and nutrition, Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication. Developmental and rural extension agencies : governmental, semi-government, nongovernmental
- V. Development and Society: Media and agricultural development programmes, rural journalism, Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development

#### Books For Reference

1. Communication for development in third world – Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana Aravind Singhlal.
3. Design and development message – Bella Modi.
4. Development commercial – Uma Navula.
5. Interdependent development – Naold Brookfield.
6. Definition of innovations – Everest M Roger.
7. Folk media for development – N. Usha Rani.
8. Community Radio – M. Abdul Rehaman Pasha
9. ಈಶ್ವರ ದೈತೋಟ: ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ
10. The enghtenth elephant – Ishwar Daitota
11. Everybody loves a good drought – P. Sainath.
12. ಪ್ರೊ.ಬಿ.ಪಿ.ಮಹೇಶ್ವಂದ್ರಗುರು: ಅಭಿವೃದ್ಧಿ ಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ, ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು

## 3.2 Media Research Methods

### Objectives:

- a. *To sensitize students to communication research*
- b. *To enable students to independently conceive and execute research Projects*

**I.** Definition – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research.

**II.** Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies –co-relational designs. Hypothesis and Objectives  
Methods of communication research – census method, survey method, observation method  
clinical studies – case studies – content analysis.

**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.

**IV.** Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls. Report writing – data analysis techniques – coding and tabulation – non-statistical methods– descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate –bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.,

**V.** preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

### Books for References

1. Wimmer and Dominick; Mass Media Research.
2. Bowers and Courtight.; Communication Research methods.
3. Curlinger; Foundation of Behavioral Research.
4. Rice and Roger's; Research Methods and New Media.
5. Hsia; Mass communication and Research Methods.
6. Dennis M Quill; Milestone in Mass communication Research.

### 3.3 Radio Programme Production

- Unit-I** Introduction to radio: Organizational structure of radio, Radio as a medium of mass communication, Characteristic of radio, Prasar Bharati Act.
- Unit-II** Privatization radio Private FM, Community radio, code of ethics for broadcasting, Interactive radio, Phone-in-programmes, Radio programme Marketing, Voice modulation and pronunciation.
- Unit-III** Types of radio programmes: Music based programmes, Radio Jockey, Educational Programmes, Youth programmes, Agriculture programmes, Announcements, Weather forecasting, Drama, Talk, Discussion, Special Audience programmes.
- Unit-IV** Writing for radio: News writing, Structuring radio-copy, Editing agency copy for radio, Reporter's copy, Documentary script writing, Writing for radio feature, Compiling radio news programmes.
- Unit-V** Structure and operation of broadcast studio, Basics of Sound, Acoustic, Frequency, Mono/Stereo, Microphone: Types, Characteristics and functions, Sound pick up patterns: Omi- Directional, Bi-Directional, Uni-Directional, Sound recording and editing. Sound editing software's.

#### *Reference:*

1. Broadcasting Journalism Techniques of radio and Television news- Andrew Boyd, Focal press, New Dehli, 2001.
2. Basic Audio-Visual Media, Shipra Kundra, Anmol Publication.
3. On AIR- Method meaning of Radio, Martin Shingler and Chindy Wieringa, Arold publications, New York 1998.
4. Writing and Producing Radio Dramas- Erta D. Fossard
5. Broadcasting in India - Chattarji.P.C.
6. D.K.Choler - Broadcast Journalism
7. Mehara Masani - Broadcasting and People
8. B.N.Ahuja - Audio Visual Journalism
9. Kelav J. Kumar - Mass Communication in India
10. David Dary - Radio News Handbook
11. P.C.Chatterjee - Broadcasting in India
12. Stanly Alan - Audio in Media
13. R. Maclieesh - Radio Production Techniques
14. Hausman, Benoit and Lewis - Modern Radio Production



### 3.4 Television Programme Production

- Unit - I** Organizational structure of Doordarshan, Characteristics of television, Satellite and cable television in India, TV program production process and techniques, Pre-production, Production and Post production.
- Unit - II** Types TV programme formats: News bulletins, Documentary, Serials, Talk shows, Sitcoms, Phone-in, Quizzes and emerging formats. Fundamentals of TV production techniques: TV Studio setup, Components of TV camera, Types of lenses and mountings, Basic camera operations, Different shots, Principles of visual compositions, Framing and balance.
- Unit - III** Writing for TV: Script writing and treatment, Story board, Interview, Panel discussion, PTC, Anchoring, Body language, Eye contact, Pronunciation, Voice modulation, Effective presentation, Walk through, Phones.
- Unit - IV** Lighting, importance of lighting, Artificial lighting, Natural lighting Techniques, Lighting Equipment's, Bulbs, Fixtures, Dimmers, Power units mounts, Light control, Light shape and area, Lighting intensity, Lighting quality.
- Unit-V** Video editing, Linear and Non-linear editing process, Voice over, Dubbing, Titling-subtitling, Graphics and animation, Digital effects, Transition devices, Programme Ratings.

#### Reference :

1. Millerson, G. (2013). Lighting for TV and Film. CRC Press.
2. Zettl, H. (2003). Television Production Handbook.
3. Ravindran, R. (2005). Handbook Of Radio, T.V. And Broadcast Journalism. Anmol Publications PVT. LTD.
4. Millerson, G. (1994). Video Camera Techniques. CRC Press.
5. Mitchell, L. (2009). Production Management for Television. Routledge.
6. Millerson, G., & Owens, J. (2012). Television Production. CRC Press.
7. ಮುದ್ದೇಶ್ (2014). 24/7 ಹೊರಳು ನೋಟ. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು
8. Donald, Ralf and Thomas Spann (2000) Fundamentals of Television Production. Ames; Iowa state university press
9. Gerald Millerson - Television Lighting Techniques
10. Herbert Zetti - Television Production Handbook
11. K.M.Sreevastava - Radio and Television Journalism
12. Gerald Millerson - Video Camera Techniques
13. Kyker & Curchy - Television Production
14. Gerald Millerson - Techniques of TV Production

## 3.5 Radio and Television (OEC)

### **Objectives:**

- a) *To impart to students the essentials of television production techniques.*
- b) *To prepare students to undertake TV production.*

**I** Brief Introduction to Radio: Origin and Growth, Characterization of Radio.

**II** Brief Introduction to TV: Origin and Growth, Characterization of TV.

**III.** Writing for Radio: Different Radio Programmes, Radio - Talks, Discussion, Interview, Documentary, Phone in Programs, Features, Commercial Radio Programmes, Production Stages.

**IV.** Writing for TV: Different TV programs; producing TV programs Talk shows, panel discussion, interview, Infotainment programs -TV program production process.

**V.** Recent trends in TV and Radio programmes

Books for references

- 1) Robert Hillard: Radio Broadcasting.
- 2) Paul Sureya: Broadcast News Writing: Radio, The fifth Estate.
- 3) Jagadesh Chakravarthy: Changing Trends in Public Broadcasting Journalism.
- 4) Millerson Gerald: Effective TV Production.
- 5) Millerson Gerald: The Techniques of TV roduction.

### 3.6 A Radio & TV: Practical

15 + 20 = 35 Marks

#### Radio Production

- 1, prepare short Radio talk by selecting appropriate topic and giving suitable title. The duration of the talk 5 minutes. **15 marks**
2. Prepare 5 minutes duration news bulletin for local broadcast and make presentation.

**OR**

Prepare as a radio Jockey present 15 minutes program interspersed with songs.

#### Television Production

**20 Marks**

2. Prepare a television News bulletin production(one) based on high quality visual which includes narration, anchoring, editing- duration (5- 6 minutes) **OR**

Prepare a television special News bulletin with PTC (3to 5 minutes)

### 3.6 B Lab Journal & Media Activities

25+10 = 35 Marks

Practical Journal- fortnightly practice journal	25 Marks
Media Activities – Communication Club activities	10 Marks

## Fourth Semester

### 4.1 Introduction to Film Studies

#### **Objectives:**

- a. *To prepare Students to analyze and appreciate good cinema.*
- b. *To make them understand the relationship of film with other mass media*

**I .** The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television.

**II .** Film genres, film movement: Expressionism, Italian neorealism, Soviet montage, French new Wave, great masters of cinema: D W Griffith, Eisenstein, Vittorio De Sica, Godard, Bergman, Kurosawa.

**III .** Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema Satyajit Ray – Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Girish Kasaravalli, -awards and film festivals.

**IV.** Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution.

**V.** Growth and Structure of Documentaries, Television and Documentary films. Problems and prospects of Indian cinema, criticism, appreciation, film certification- film society movement in India- censorship

#### **Books for Reference:**

1. Berkeley, California UV: What is cinema?
2. Gledhill C: Genre and gender: The case of soap opera
3. Staiger J: Film Criticism
4. Williams L, Oxford UV Press: The Oxford guide to film studies New York
5. Dudley Andrew, Major: Film Theories
6. Reality on Reels. James

## 4.2 Inter Cultural Communication

- Unit I:** Culture: Definition, Nature and Scope of Culture, Culture as a social institution, Value systems, primary and secondary, Western and Eastern perspectives.
- Unit II:** Inter Cultural Communication: Definition, process, Philosophical and functional dimensions, Cultural symbols in verbal and non verbal communication.
- Unit III:** Modern Mass Media as a vehicle of Inter Culture Communication, Cultural communication barriers, Religious, political and economical pressure, Conflicts.
- Unit IV:** Impact of new technologies on culture, globalization effect on culture and communication, mass media as culture manufacturing industry.
- Unit V:** Communication and folk media- character, context and functions, UNESCO efforts in the promotion of inter cultural communication.

### *References:*

1. Apte ML, Mass Culture, Language and Arts in India, Sangam Book Ltd,
2. Assante, Hand book of Inter cultural communication, SAGE Publications.
3. Banerjee S, Media, Culture and Communication
4. Collins R, Media, Culture and Society- A critical Reader, SAGE Publications
5. Hiriyanna, An Outlines of Indian Philosophy, Motilal Banarsidass Publication
6. Joseph Klapper, The effects of mass communication, Free press
7. Joshi P, Culture communication and social change, Vikas Publication, NewDelhi
8. Saraswati T.S, Cross culture perspective in human development, SAGE publications
9. Sitaram K.S, Culture and Communication, A world view, Prasaraanga Karnataka University

## 4.3 Media Management & Marketing

### Objectives:

- *To introduce students to principles of Media business management*
- *Introduce students to importance of marketing communication in the context of the market-driven economy.*

**Unit I:** Management: Definition, Nature and Scope, Principles, Process.

**Unit II:** Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises, transnational ownership.

**Unit III:** Principles of media Management and their significance- media as an industry and profession, Different Media organizational structure, delegation, decentralization, motivation, control and co-ordination.

**Unit IV:** Marketing Communication: Role of advertising in the marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers;

**Unit V:** Consumer behavior from advertiser's perspectives; Communication strategies for global marketing; Globalization of the media and world wide advertising.

### Books For Reference:

- 1) Rucker and Williams : - Newspaper Management.
- 2) Herbert and Williams : - Newspaper Organization and Management.
- 3) Mehra : - News Paper Management.
- 4) Mocavalt and Pvingle ;- Electronic Media Management.

## 4.4 Folk Media

### Objectives:

- *To make the students to understand the various types folk media*
- *To make the students to importance folk media communication*

**Unit I:** Origin and Meaning. Concept of Folk Media – Characteristics of Folk Media – Relevance of Folk Media in Modern Society. Historical Background of Folk Media Study.

**Unit II:** Classification of Folk media Forms; Important Folk Media Forms in India – Folk Songs, Folk Dances, Folk Theatre, Folk Tales, Folk Games and Street Plays, Folk Proverbs and Idioms, Use of Folk Media in Cinema, Television, Internet and Advertising.

**Unit III:** Popular Folk Arts in Karnataka and their Use in the Development Communication: Yakshagana, Harikathe, Bayalata, Chowdike, Puppetry, Gee Gee pada & Religious Folk Songs, Dollu Kunitha, Veeragase, Kamasale.

**Unit IV:** Integrated Use of Folk Media and Mass Media – Role of Government Agencies like Song and Drama Division, Information and Public Relation Department.

**Unit V:** Yakshagana and Bayalata Academy, Karnataka Janapada Academy, Prominent Folk Artists.

### Books for Reference:

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

## 4.5 Dissertation

Student shall select a media related topic of his/ her choice with the consultation of his/ her guide.

- I. Identifying the research topic about print, electronic media, new media. Selection and finalise the topic for dissertation (First two weeks of the semester)
- II. Review of literature for the research topics (three weeks)
- III. Adopting methodology for research topics and preparing questionnaires
- IV. Field work and data collection, Data tabulation (three weeks)
- V. Preparation of report and Submission (three weeks)

## 4.6 A TV Production Practical

**10+25= 35 Marks**

**Camara Angle Examination**

**10 Marks**

**Video Editing**

**25 Marks**

### 4.6B Lab Journal & Media Activities

**25+10 =35 Marks**

Haveri University J&MC Fortnightly practice journal

**25 Marks**

Media Activities – Communication Club activities