

**TUMKUR UNIVERSITY**

**Syllabus for**

**M S COMMUNICATION**

**(For the academic year 2014-2015)**

## FIRST SEMESTER

### CPT- Paper 1.1 - Communication Theories

80T + 20 IA = 100 Marks

**Unit I:** Introduction to Communication, process and functions, Types- intrapersonal, interpersonal, group, mass communication and other types, verbal, non-verbal communication. Relation between theories and research. Models of communication- Aristotle, Shannon and Weaver, Schramm, Lass well – Berlo, Gerbner- Westley and MacLean, Osgood , HUB Model

**Unit II:** Mass Society theories, Magic Bullet theory. Normative Theories: The origin of normative theories of the media; Authoritarian, Libertarian, Social responsibility, developmental media theory and democratic participatory theory. Harold Innis and Marshall Mc Luhan. one step, two step and multi step models of communication flow, Diffusion theory.

**Unit III:** Behaviouristic and Cognitive theories: Yale research programme – attitude change, selective process, perception, attention and retention, Social learning theory: Play theory, spiral of silence- gate keeping, cognitive dissonance.

**Unit IV:** Media and Audiences: Uses and gratifications, reception studies, framing analysis, Social marketing theory, knowledge gap, Agenda setting, the spiral of silence, cultivation analysis. Agenda –Setting; feminist theories of communication.

**Unit V:** Media and Culture: Rise of cultural theory in Europe, semiotics, Marxist theories; Neo-Marxism, Frankfurt School; Birmingham School, Political economy theory; Social construction of reality.

### IA: 20 Marks

1. Seminar- 5 marks
2. Assignment -5 marks
3. Test -10 marks

### Books for Reference:

1. Kumar K.J : Mass Communication in India
2. Emery, E : Introduction to Mass Communication
3. Mehta, D S : Mass Communication and Journalism in India
4. Schramm W : Mass Communication
5. Ranganath, H K : Folk Media and Communication
6. Shyam Paramar : Traditional Folk Media in India

**T: Theory**

**IA: Internal Assessment**

**CPT- Paper 1.2 - Reporting for Print Media**

**80T + 20 IA = 100 Marks**

**Unit I:** Reporting: Definition - nature - functions. Reporting techniques and methods.

**Unit II:** News definition: Elements- sources - types of news -techniques and types of interviews. Media conference.

**Unit III:** Principles of writing: News- leads- types –attribution. Structure and functions of a news desk. Writing reviews: book, film, music, web and any live program. Objectivity in reporting.

**Unit IV:** Types of reporting: Speeches - legislature - judiciary - government - sports – crime. Accidents and disasters. Ethical aspects of reporting. Journalists and photo journalists.

**Unit V:** Specialized reporting: Foreign lobby - special stories- environment – interpretative investigative - depth - review and criticism. Embedded: Immersive and Parachute Journalism, off the record.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- |                       |  |
|-----------------------|--|
| 1. Mitchel V Charnley | : Reporting                                      |
| 2. William J Rivers   | : The Mass Media- Reporting, writing and Editing |
| 3. John Hohenberg     | : Professional Journalist                        |
| 4. C D Mac Dougal     | : Interpretative Reporting                       |
| 5. M Babaprasad       | : Reporting: Theory and Practice                 |
| 6. C.H Brown          | : Informing the People                           |
| 7. Fred Feddler       | : Reporting for the Media                        |

**CPT- Paper 1.3- Development of Media**

**80T + IA 20 = 100 Marks**

**UNIT I:** Language and Society, development of language as a vehicle of communication, Early communication systems in India. Early efforts in publishing newspapers. James Augustus Hickey.

**UNIT II:** Birth of the Indian Language press - Raja Ram Mohan Roy-Birth of Indian news agencies, newspapers and magazines in the 19<sup>th</sup> Century. First war of Indian independence and the press. Journalism in Kannada, pre and post dependence journalism. M. Venakatakrisnaiah, P R Ramaiah, D V Gundappa, T T Sharma. Recent trends and performance appraisal.

**UNIT III:** The Indian press and the freedom movement, important personalities of Indian journalism: Bal Gangadhar Tilak, Mahatma Gandhi, Jawaharlal Nehru. Historical development of important newspapers and magazines: The Hindu, Amrit Bazar Patrika, The Times of India, Samyukta Karnataka.

**UNIT IV:** Development of broadcasting – Radio as a medium of mass communication, technology innovations, AIR and VBS-commercial broadcasting-FM Radio-state and Private Initiatives. Development of TV in India- TV as a medium of Mass communication Satellite and Cable television in India and Karnataka.

**Unit V:** Contemporary Media, Challenges before media. Trends in print media. News paper supplements and classification of magazines, New media: types and functions., Convergence . Trends in Radio and TV programming.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- |                               |                                   |
|-------------------------------|-----------------------------------|
| 1. Durga Das Basu             | : Law of the Press in India.      |
| 2. Momae L S J and Taylor R M | : Essential Laws for Journalists. |
| 3. Press Institute of India   | : The Press and the Law           |
| 4. Venkateswaran              | : Mass Media Laws in India        |
| 5. K.D Umrigar                | : Press Laws in India             |
| 6. AMIC                       | : Media Monitors in Asia.         |

**SPT- Paper 1.4- A- Computer Applications & Technology**

**80T + 20 IA = 100 Marks**

**Unit-I** : Introduction to Computers- Definition –classification of Computers – speed, reliability, storage capacity and productivity - Application of Computers in the media industry – operating systems- networking of computers.

**Unit-II** : Internet concepts – evolution of internet – internet connection – dial- up- leased line – ISDN – ISP, World Wide Web, browsers – web servers- domain protocols- chat –email-e-groups

**Unit-III** : Overviews of Graphics systems- I/O devices- Display devices –CRT and LCD monitors – Hard copy devices –Printer – Scanner – Interactive Input methods – keyboard – Light pens – joysticks – track ball mouse

**Unit –IV** : Ms –Office and its applications MS Word processing Techniques Mail Merge –MS Excel –Spread Sheet & Graph Preparation – Power Point –Presentation and Project .

**Unit- V** : Two dimensional transformations- Scaling – Translation – rotation – Three dimensional transformations- scaling –translation- rotation – reflection – display techniques- parallel projection – perspective projection-shading – morphing – Animation – Virtual reality – Video conferencing concepts.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

1. Rajaram : Fundamentals of Computer
2. D.H Sandeo : Computers Today
3. Suresh K Basandao : Computers Day
4. Leon Vikas : Internet for Everyone

**SPT- Paper 1.4- B -Writing and Editing for Print**

**80T+ 20 IA =100 Marks**

**Unit I:** Writing –principles – style sheet – syntax – diction – readability.

**Unit II:** Journalistic language – elements – structure of sentences – paragraph – types of writing specialized writing – editorials – features – columns- news analysis – articles – creativity in journalistic writing.

**Unit III:** Principles and methods of editing – editing agency copy – moffusil copy- rewriting techniques- picture editing – caption writings.

**Unit IV:** Headlines- types-subheads-jump heads. Translation techniques and the importance of translation in media. Fundamentals of newspaper and magazine design- copy fitting methods of composition metal and STP.

**Unit V:** Print production methods – typefaces – types of printing - gravure – offset – digital – screen – recent trends.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- |                         |                              |
|-------------------------|------------------------------|
| 1. Baskette and Sissors | : The Art of Editing         |
| 2. Sellers L            | : Doing It in Style          |
| 3. Garst and Beonstein  | : Headlines and Deadlines    |
| 4. Harold Evans         | : Newsman’s English          |
| 5. Harold Evans         | : Editing the Newspaper Text |

**CPP- Paper 1.5- ( Practical)News Reporting**

**40+10(VV)=50Marks**

1. events, accidents , scandals , speeches
2. Interviews and profiles
3. Court and legislative reporting ,
4. Crime and sports stories.

**CPP- Paper 1.6 ( Practical)- Magazine writing & Editing**

**40+10(VV)=50Marks**

1. Newspaper layout:front page-inside page make up.
2. special page designs
3. picture editing' captain editing, use of appropriate photos,
4. contemporary Kannada and English newspaper designs and layout in Graphics  
(Creating Text and Graphic elements, Importing and Editing text,  
Creating Internet and Multimedia documents)

**CPP- Paper 1.7( Practical)-Specialized reporting**

**40+10(VV)=50Marks**

1. In –depth analysis of political including local
2. scientific, economic, sociological events ,
3. Investigative reporting
4. Special reporting on Agriculture, drought, floods and other National disasters.

**SPP- Paper 1.8 ( Practical) Feature Writing,**

**40+10(VV)=50Marks**

1. Writing, features, article, editorials, columns, interviews, science article, human interest stories.
2. specialized articles on agriculture, health, industry, commerce and technology, society, culture.
3. Special reports and surveys
4. Special supplements, Sports, Education, Women, culture and commerce.

## SECOND SEMESTER

### CPT - Paper 2.1 - Media Law

80T + IA 20 = 100 Marks

**Unit I:** Salient features of the Indian constitution - preamble - directive principles-fundamental rights and duties - directive Principles of state policy, ninth schedule – media ethics.

**Unit II:** Freedom of speech and expression, reasonable restrictions on freedom of speech and expression, case studies - Issue of obscenity and censorship, Right to Information Act - 2005.

**Unit III:** Law of defamation- copyright - contempt of court- privileges of legislature – sedition. case studies.

**Unit IV:** The Press and Registration of Books Act - 1867, Official Secrets Act 1923, Working Journalists Act – 1955, Cinematography Act 1952.

**Unit V:** Media ethics- intrusion of privacy, Press Council of India- professional organizations. Information technology Act, intellectual property rights. Recent laws in relation to TV, cable, and advertising.

### IA: 20 Marks

1. Seminar- 5 marks
2. Assignment -5 marks
3. Test -10 marks

### Books for Reference:

1. Schramm W : Mass Media and National Development
2. B. Kuppuswamy : Communication and Social Development
3. Raghavan G N S : Development and Communication in India
4. Ravindran N : Perspectives in Development Communication.
5. Majid Teheranian : Communication Policy for National Development
6. Melkote Srinivas : Development Communication.

## **CPT - Paper 2.2 - Media Research**

**80T + 20 IA = 100 Marks**

**Unit I:** Goals and objectives of science. Induction and deduction. Scientific method: Characteristics. Media research. Elements of media research: Concepts, constructs, variables, definitions, hypothesis. Levels of measurement- nominal- ordinal- interval- ratio- reliability and validity-normal curve- measures of central tendency and variability.

**Unit II:** Types of research – historical- descriptive- exploratory- analytical- diagnostic- Survey, content analysis, focus group, case study, Experimental research, Laboratory and field experiments-

**Unit III:** Data collection- tools – methods- observations- Interviews - Sampling: probability and non probability sampling sampling methods. - questionnaire preparation- sample size and sampling errors.

**Unit IV:** Data analysis: Frequencies and percentages, graphs and charts. Coding- tabulation – application of parametric and non parametric tests- t test- - cross tabulation- chi-square- and correlational analysis. Analysis of variance and F test. ANOVA- thesis and report writing- research ethics. Using SPSS for data statistical analysis

**Unit V:** Research and electronic media. Application of research in electronic media ethical issues media research – new media and research- importance of research for electronic media-rating techniques.

### **IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

### **Books for Reference:**

- |                                |  |
|--------------------------------|--|
| 1. Stempel G J and Westley B K | : Research Methods in Mass Communication |
| 2. Wimmer and Dominick         | : Mass Media Research                    |
| 3. Susanna Horning Priest      | : Introduction to Media Research         |
| 4. Pauline V Young             | : Scientific Social Surveys and Research |
| 5. David White                 | : Mass Communication Research            |

**SPT- Paper 2.3 -A- Radio Production**

**80T + 20 IA = 100 Marks**

**Unit I:** Radio production basics- purpose of production- types of production- studio set-up, equipment- location recording- music recording.

**Unit II:** Sound perspectives- microphone functions- balance – special sound effects- acoustics- stereo – Dolby, digital sound.

**Unit III:** Writing for radio- news- structure- style sheet- copy preparation- language- grammar – interviews- group discussions- talks- features – documentaries.

**Unit IV:** Announcements- compeering- narration- anchoring- voice modulation- vocal stressing- inflection- pronunciation- background music- commercials- jingles- slogans.

**Unit V:** Sound editing- sound mixing- dubbing- narrowcasting- personal casting- pod casting- special programmes- AM and FM broadcasting – Ham radio.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

1. E.E. Wills : Writing TV and Radio Programme
2. Awasthy G.C. : Broadcast in India
3. Machiesh Robert : Radio Production Techniques.
4. Smith E.Leslie : Perspective on Radio and TV

**SPT- Paper 2.3 -B -Multimedia Production**

**80T + 20 IA = 100 Marks**

**Unit I:** Definition of multimedia. multimedia systems. Multimedia elements. Multimedia applications. Production process – analog and digital technologies- stages of production- a brief history of audio, film and video technologies.

**Unit II:** Recording formats standards- audio and audio/video. Digital images and videos – pixels and resolutions. Definition, purpose and types of compression - data compression and decompression - types and methods of conversions.

**Unit III:** Multimedia production- creative staff- producer- director- script writer- recording – interactive production – personal visualization- image- sound- rhetoric- persuasion- narration- text- sub-text.

**Unit IV:** Characterization- theme- adaptation- graphics- design- sound- video- digital-transitions- hardware- software applications. Cross platform applications- GIF- GUF - technical support. Animation basics - 2D, 3D.

**Unit V :** Multimedia Authoring Tools- Introduction to Web Page Design, Techniques of designing, Illustrations, Web Language and Presentation – Fundamentals of HTML: Multi Media on the Web – Flash, Real Media MP 3 etc. Streaming audio and video.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- |                                |  |
|--------------------------------|--|
| 1. Srivastav Raj Kumar         | : A text Book of Internet and Web Design |
| 2. Galgotha                    | : Web Masters Hand Book                  |
| 3. Mohler James and Duff Jon M | : Designing Interactive Websites.        |
| 4. Powell Thomas A .           | : The Complete Reference Web Design.     |
| 5. Holzschlag Molly E          | : Professional Web Design.               |

**OET- Paper 2.4-New Media**

**80T + 20 IA = 100 Marks**

**Unit I:** Nature and scope of the new media historical evolution of new media– concept of convergence – information society – post industrial society – short wave v/s long wave – knowledge society.

**Unit II:** Word processing through MS Word – Pagemaker— Indesign- text creation – graphic, elements – creating internet and multimedia documents.

**Unit III :** Pagemake up – design- use of Quark Xpress- page tools- box tools- line tools- files-pallets- Photoshop- Corel Draw- Paint Brush- Dreamweaver- Flash – Maya.

**Unit IV:** Online journalism – reporting for online news – web radio- web television- e-zines, e-books, e-commerce.

**Unit V:** Issues in new media communication- Digital divide, ethical and legal dimensions- Information Technology Act content creation for new media- editing online contents- revision-updating- recent trends.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- |  |  |
|--|--|
| 1. Srivastav Rajkumar<br>Design        | : A Text Book of Internet and Web Page |
| 2. Galgota                             | : Web Masters Hand Book.               |
| 3. Mohleo James L and Thompson Leaoing | : Designing Interactive Websites.      |
| 4. John R Rankin<br>Contstruction.     | : Computer Graphic Software            |
| 5. Comer Douglas E                     | : The Internet Book                    |
| 6. Armand Mattleast                    | : The Information Society.             |

**CPP- Paper 2.5(Practical)-Case studies in Media Law**

**40+10(VV)=50Marks**

1. Case study of restrictions on freedom of Speech and Expression.
- 2 . Case study of film censorships
3. Case study of deformation cases against newspapers
4. Case study of violation of privacy by Media

**CPP- Paper 2.6 (Practical) Research projects and data analysis**

**40+10(VV)=50Marks**

A research report on the history of a selected newspaper/radio channel/tv channel/magazine

1. Conducting a focus groups discussion on a topical issue and presenting a report
2. Conducting a survey on an issue related to media and presenting a report
3. Content analysis of a selected television programmes

**SPP- Paper 2.7 (Practical) Radio production**

**40+10(VV)=50Marks**

1. Producing radio feature on selected programmes
2. Conducting radio interviews on issues
3. Production of news bulletins
4. Producing public service advertisements

**OEP- Paper 2.8(Practical) Web Media**

**40+10(VV)=50Marks**

1. Creating web pages for organisations
2. Creating web pages for online newspapers
3. Designing the page for a printed newspaper using page makeup software
4. Editing photos using photoshop

### THIRD SEMESTER

#### CPT- Paper 3.1-Communication for Development

80T + 20 IA = 100 Marks

**UNIT I - Development:** indicators of development –Theories and models of development – Dominant paradigm, modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkle, Everett Rogers, Gandhi. Dependency theory, globalization. Concept of human development. Sustainable development.

**UNIT II- Development communication:** Role of communication in development - Communication Planning – development support communication. Factors affecting communication in India.

**UNIT III-** The role of different media in development – Diffusion of innovation. Development news coverage in print and electronic media.

**UNIT IV-**Communication technologies and their role in development. Communication through Video. The role of ICT in development. E-governance.

**UNIT V-**Traditional media in India and their relevance – Agricultural communication, Health Communication, Case studies of experiments in development communication. Communication for rural development.

#### IA: 20 Marks

1. Seminar- 5 marks
2. Assignment -5 marks
3. Test -10 marks

#### Books for Reference:

1. Pool and Shcramm : Hand Book of Communication
2. Stephenson. W : The Theory of Mass Communication
3. Zajoue R.B. : Cognitive Theories in Social Psychology in a Hand Book
4. Hovland, Janis and Kelley : Communication and Presentation.
5. Marshal Mc Luhan : Understanding Media: The Extensions of Man.
6. Denis Mc Quail : Theories of Mass Communication.
7. Schramm et al : Four Theories of Press

**CPT- Paper 3.2 - International Communication**

**80T + 20 IA = 100 Marks**

**Unit I:** International communication- nature and scope – communication systems- communication policies- global communication- structure and order- issues of international communication.

**Unit II:** Communication flow- opportunities and barriers- factors affecting international communication- status of media in developed and developing countries.

**Unit III:** Telecommunication – satellites- ITU- WARC- data transmission- media density- issues of ideology, freedom- protection to journalists- training- R&D – media management in developing countries.

**Unit IV:** Role of UNESCO in new international information and communication order- professional standards- news agency systems- monopoly tendencies- international institutions and regulations, Transnational Media corporations.

**Unit V:** Communication and culture- flow of cultural products- cultural institutions- impact of media on indigenous cultures- issues in inter- cultural communication- case studies- impact of globalization on media in developing countries.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

- Bella Mody et al : International and Development Communication
1. K.S. Sitaram : Communication and Culture a World View.
  2. Seam Mc Bride : Many Voices and One Word
  3. Schrilles And Nordenstreng(eds): National Sovereignty and International Communication
  4. Lerner and Schramm : Communication And Change in the Developing Communities
  5. Dayakishan Tussu, et al : International Communication
  6. Rose Mary Wrighter : Whose News?
  7. Alleyne M D : International Power and International Communication
  8. Stevenson R L : Global Communication in the 21<sup>st</sup> Century

**SPT- Paper 3.3-A -Television Programme Production**

**80T + 20 IA = 100 Marks**

**Unit I:** Production management – role of program Director/ Producer- production strategies- market research- productions goals- proposal writing- script- break down- shooting schedule production budget.

**Unit II:** Production technology- single v/s multi camera, studio v/s location production, script writing- visual thinking- research premise- synopsis- outline- treatment- full page master script- semi script – semi scripted format- fiction- non-fiction.

**Unit III:** Aesthetic approaches- realism- modernism- post modernism- types of shots- camera angle- stationary – multiple camera setup- combining shots- lens control- special effect.

**Unit IV:** Aesthetic of sound- types of microphones- placements- selections- sound perspectives- stereo sound- sound editing- sound mix- special effects.

**Unit V:** Lighting- realist- modernist- post modernist instruments- control- visual editing – linear- non-linear editing- design and graphic arts – color- harmony.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

1. Gerald Millevson : The Techniques of Video Production
2. Allan Wurtzel : Television Production
3. Dev Lyurand Graham : Basics of Video Production
4. Roy Thomson : Grammar of the Edit
5. Steven E Browne : Video Editing: A Post Production Primeo

**SPT- Paper 3.3-B -Video Editing Techniques**

**80T + 20 IA = 100 Marks**

**Unit I:** Visual editing- trends of editing, stages of editing and the role of video editor. Aesthetic approaches- realism – modernism- post-modernism- editing types- fiction- non-fiction.

**Unit II:** Editing technology and techniques- non-linear- capture video and film. Editing software. Recent trends in editing. Editing desk. Online editing- offline editing

**Unit III:** Video tape linear editing- linear editing process- types of editing- assemble and insert editing- time code. Post-production techniques.

**Unit IV:** Film editing – screening the work print- synchronizing the dailies- rough cutting- tape slicing- **cements splicing**- head leaders.

**Unit V:** Basic film editing desk – editing machine- digital film editing- conforming- preparation of work print- edge numbers- online editing- offline Editing.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

1. Thomas Ohaninan : A Digital Non Linear Editing.
2. Steven E Brown : Video Tape Editing
3. Arther Schneider : Electronic Post Production and Tape Editing.
4. Ken Dancycgeo : Film and Video Editing.
5. Guide : Video Editing and Post Production.

**OET- Paper 3.4 -Advertising**

**80T + 20 IA = 100 Marks**

**Unit I:** Advertising- definition- nature- scope. Evolution of advertising. Evolution of advertising. In India, Social and economic effects of advertising, Role of advertising in marketing.

**Unit II:** Types of advertising – classified- display- national – co-operative- professional- trade-product- public service- wholesale- retail- consumer service- industrial.

**Unit III:** Advertising agency System- structure- functions- creative strategies and tactics. Planning advertising campaigns, advertising Copy , elements- headline- illustrations- text – appeals- slogans- trademark- jingles. Role of color and photography. Psychology of advertising.

**Unit IV:** Media selection- newspapers- magazines- radio – television- new media – film- outdoor- direct mail- mail order- transit- campaign- media mix- positioning- media planning. Sales promotion, events and sponsorship.

**Unit V:** Advertisement research methods- pre test, post test, recall – effects and assessment - recognition. Ethical and legal aspects of advertising. Professional organizations- international advertising. Case studies of ads-campaigns.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books For Reference :**

1. Sethia and Chunawala : Advertising, Principles and Practices.
2. Sean Nixon : Advertising Culture.
3. Vilanilam JV and Varghese AK: Advertising Basics.
4. Klepner : Modern Advertising
5. Chandan and Malhan : Essentials of Advertising
6. Otto Klepner : Advertising Procedure
7. Hotchkiss : An Outline of advertising.

**CPP Paper 3.5 (Practical) Production of development content 40+10(VV)=50Marks**

1. Writing reports on development project
2. Analysis of development news in daily newspapers
3. Development feature on selected villages
4. Preparing posters to create awareness among people about health, AIDS, Agriculture, environment

**CPP Paper 3.6 (Practical) Case Studies in International Communication Systems**

**40+10(VV)=50Marks**

- 1 Case study of Media Systems in Selected Country .
- 2 Case study of International News Agencies.
- 3 Case study of Foreign Television Channels Operating in India.
- 4 Case study of Information flow among SAARC Country.

**SPP Paper 3.7 (Practical) TV News Bulletin Production**

**40+10(VV)=50Marks**

1. TV – news bulletin, news packages;
2. TV interview, moderating TV studio discussions,
3. TV Anchoring: live studio, anchoring chat shows.
4. editing of TV news , headline, promos(Animation and Graphics, Voice over, Dubbing, Mixing , Titling, Mastering)

**OEP- Paper 3.8 ( Practical) Advertising Production**

**40+10(VV)=50Marks**

1. Print ads (classified- display)- 10
2. TV commercials-10
3. TV Social ads-10
4. Radio announcements-10
5. Commercial, Social-10

## FOURTH SEMESTER

### CPT- Paper 4.1-Corporate Communication

80T + 20 IA = 100 Marks

**UNIT I-** Structure and characteristics of an organisation; leadership – communication decision making – balance and authority and power – communication functions – Factors influencing communication – Flow of communication in an organisation – Bottom-up, top down, vertical and horizontal barriers to communication. .

**UNIT II-** Definitions of PR – Role of PR in modern society- Public opinion – Differences between publicity, propaganda and PR- Evolution of PR in USA and India Organisation of a PR Department – PR as a management function-Qualifications and responsibilities of a PR person in the modern era. PR counseling.

**UNIT III -** Process of PR – Fact finding, Planning and implementation, evaluation of PR plans-organisational communication patterns - Internal and external publics. Crisis management, PR and sales promotion- image building- brand promotion.

**UNIT IV-** PR tools – Oral and Print media – Radio, TV, cinema, exhibitions, events and other media for PR exercises – community relations, Types of PR

**UNIT V-** House Journals and their contents – Handling pressure groups – PR for Government and for development support activities - Status of PR in India– Professional organisations – PRSI and its activities – Academic support – Problems and prospects of PR. Event management, ethics in PR, PR in the era of globalisation and privatization process.

### IA: 20 Marks

1. Seminar- 5 marks
2. Assignment -5 marks
3. Test -10 marks

### Books for Reference:

1. Leslie : Hand Book of Public Relations.
2. Sam Black : Practical Public Relations.
3. Philip : A Hand Book of Public Relations.
4. Sushil Behl : Corporate Communication in India
5. Stephenson : A hand Book of Public Relations.

**CPT Paper 4.2- Film Communication**

**80T + 20 IA = 100 Marks**

**Unit I:** Film as a medium of Communication, film language. Film, literature and theatre. Television and film. Film and Society.

**Unit 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.

**Unit III:** Indian cinema- evolution- themes- sociology of Indian cinema- landmarks in Indian cinema – Satyajit Ray – Mrinal Sen- Adoor Gopalkrishnan, Shyam Benegal, Gireesh Kasaravalli, - awards and film festivals. Problems and issue in regional cinema.

**Units IV:** Growth and Structure of Documentaries, types of Documentaries: historical, social, political, cultural, human interest. Cinema verite, Television and Documentary films.

**Unit V:** Problems and prospects of Indian cinema, criticism, appreciation, film certification- film society movement in India- issue of video piracy, conflict of creativity and censorship.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**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,<br>New York | : The Oxford guide to film studies         |

**SPT Paper 4.3 – A- Media Management**

**80T + 20 IA = 100 Marks**

**Unit I:** principles of management, Application of Management Principles to Media Organisation. Print media – newspaper organization- different departments, Editorial, Circulation, Advertising, Marketing and Production. magazine management.

**Unit II:** Radio – organization and structure of radio stations. types of ownership- Structure of AIR and Private Radio Channels. types of programmes, budget- scheduling- pre and post production management.

**Unit III:** Television- types of ownership-merits and demerits- organization and structure of TV stations, DD and Private TV Channels. personnel- planning- budgeting- scheduling- pre and post production management.

**Unit IV:** Production agencies- exhibition- distribution- marketing- sales promotion- investment aspects- resource mobilization- global trends.

**Units V:** Segmentation- market research- R & D – preview arrangements- publicity- issues of control- legal aspects- corporatization-impact on Indian media-monopoly issues.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for Reference:**

1. Macavit & Pringle : Electronic Media Management
2. Rucker and Williams : Newspaper Organization and Management.
3. Sindhwari T N : Newspaper Economics and Management
4. Mehta D S : Newspaper Management Principles
5. Berle A A Jr, Means GC: The modern corporation and private property  
McMillan, New York
6. Croteau DR, Hoynes W: The business of media: Corporate media and the public interest  
Thosand Oaks, CA

**SPT Paper 4.3 - B Media Business**

**80T + 20 IA = 100 Marks**

**Unit-I: Basic Concepts of Media Business :** Understanding and analysis of Media Business. Printing Business in India, Karnataka. Regional v/s State media Business, national V/S International media Business.

**Unit-II: Mass media and business:** An overview of business publications in India; a study of major business publications; reporting commerce; budget stock market and trends; reporting proceeding of the meetings of stock holders, chambers of commerce and other financial/business organizations; takeover and mergers; preparing of articles for business publications.

**Unit-III: Business analysis:** Interpretation, investigation in depth reporting of commerce and economic trends, performance of public and private companies, micro and macro analysis, economic policies, Institutions and Industries in Media houses

**Unit-IV: Business correspondence, reporting and proposals:** Reports and Proposals routine letters and Goodwill messages, persuasive and sales Messages, Negative messages, Report planning and research. Business Reports proposals and Formal Reports. Preparing and production of annual report.

**Unit: V: Economic theories and Policies:** An overview of Indian media economic policies after economic liberalization, Exim policies, industrial policies, corporate structure and financial institutions; Multinationals; salient features of companies Act and Labour Act of Centre and state Govt.

**IA: 20 Marks**

- 1. Seminar- 5 marks**
- 2. Assignment -5 marks**
- 3. Test -10 marks**

**Books for reference**

1. Business communications. Process and Product : Thomson South Western, Singapore..
2. Basic Business communications: New Delhi Tata Mca Graw Hill.
3. Business communication: Bombay Himalaya Publishing House.
4. Business communication concept cases and applications: New Delhi Pearedu
5. Business communicatins Principles Methods & Techniques: Bepndee New Delhi.
6. Contemporary Business communication: New Delhi, Suraj Publication.

**CPD Paper 4.4 Dissertation**

**80+20(VV)Marks**

Students shall carry out a major research project under the guidance of a faculty member.

Project work is compulsory for all the students. The Project proposal shall be prepared and submitted to the Director through the guide within 20 days of the commencement of the IV semester classes.

The Dissertation certified by the guide, shall be submitted on or before the last day the IV semester classes. All the faculty members shall guide the students.

(Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide)

**CPP Paper 4.5 (Practical)Print (House Journal)**

**40+10=50Marks**

A House Journal for a Selected Organisation shall be brought out each Student.

The House Journal should consist of 60 pages in A-4 size. The Journal shall be in multi color , covering news, features, Human interest stories, sports, environment, art and culture, and health involving activities of the organization management, internal and external publics

**CPP Paper 4.6 (Practical)Radio Production**

**40+10=50Marks**

- |   |               |
|---|---------------|
| a. News bulletin-                                   | one-(10 mins) |
| b. Radio reviews (involving co students) 1-upto     | one (10 mins) |
| c. Special programmes (related to different topics) | 2(8 mins)     |
| d. Announcement-(1-commercial, 1- social)           | -2(30 secs)   |
| e. Interview with a subject expert                  | -1-(5 mins)   |
| f. High level creative Radio programme              | -1-(5 mins)   |

**SPP Paper 4.7 (Practical)Television Production**

**40+10=50Marks**

Television special programme based on high quality visual which includes narration, anchoring, panel discussion and editing- duration 15 mins

**CPPP Paper 4.8- (Practical)Documentary Production**

**40+10=50Marks**

A Documentary on contemporary theme/ Social issue. : Duration of 15 mins

**Internship: Internship of 1 month is mandatory at the end of the course in the media organization.**