



Mangalore University
Department of Mass Communication and Journalism
Mangalagangothri – 574 199

Revised Scheme for Choice Based Credit System

Master of Arts (Journalism and Mass Communication)
(Effective from 2016-17)

SEMESTER	TYPE OF PAPER	PAPER CODE	PAPER TITLE	CREDITS
First Semester	Hard Core	JMH 401 JMH 402 JMH 403	Communication Theory News Reporting and Writing Editing Practice	3 x 5 = 15
	Soft Core (Any two)	JMS 404 JMS 405 JMS 406	Development of Media Advertising Marketing Communication	2 x 3 = 06
Second Semester	Hard Core	JMH 451 JMH 452 JMH 453	Media Law and Ethics Feature Writing Photography and Photo Journalism	3 x 5 = 15
	Soft Core (Any two)	JMS 454 JMS 455 JMS 456	Development Communication Magazine Journalism Business Communication	2 x 3 = 06
	Open Elective	JME 457 JME 458	Communication Skills or Writing for Media	1x 3 = 03
Third Semester	Hard Core	JMH 501 JMH 502	Media Research Methods Media Management	2 x 5 = 10
	Soft Core (Any Three)	JMS 503 JMS 504 JMS 505 JMS 506 JMS 507	Corporate Communication and PR Radio Broadcasting International Communication Science Communication Kannada Journalism	3 x 3 = 09
	Open Elective	JME 508 JME 509	Media and Society or Advertising and PR	1x 3 = 03
Fourth Semester	Hard Core	JMH 551 JMH 552	Television Programme Production New Media Technology	2x 5 = 10
	Project	JMP 553	Dissertation	1 x 5 = 05
	Soft Core (Any Two)	JMS 554 JMS 555 JMS 556	Environmental Communication Web Journalism Film Studies	2 x 3 = 06
Total Credits				88

Master of Arts (Journalism and Mass Communication)
(Effective from 2016-17)

SEMESTER	TYPE OF PAPER	PAPER CODE	PAPER TITLE	MARKS		TOTAL MARKS
				THEORY	INTERNAL ASSESSMENT	
First Semester	Hard Core	JMH 401	Communication Theory	70	30	100
		JMH 402	News Reporting and Writing	70	30	100
		JMH 403	Editing Practice	70	30	100
	Soft Core (Any two)	JMS 404	Development of Media	70	30	100
		JMS 405	Advertising	70	30	100
		JMS 406	Marketing Communication			
					500	
Second Semester	Hard Core	JMH 451	Media Law and Ethics	70	30	100
		JMH 452	Feature Writing	70	30	100
		JMH 453	Photography and Photo Journalism	70	30	100
	Soft Core (Any two)	JMS 454	Development Communication	70	30	100
		JMS 455	Magazine Journalism	70	30	100
		JMS 456	Business Communication			
Open Elective	JME 457 JME 458	Communication Skills or Writing for Media	70	30	100	
					600	
Third Semester	Hard Core	JMH 501	Media Research Methods	70	30	100
		JMH 502	Media Management	70	30	100
	Soft Core (Any Three)	JMS 503	Corporate Communication and PR	70	30	100
		JMS 504	Radio Broadcasting	70	30	100
		JMS 505	International Communication	70	30	100
		JMS 506	Science Communication			
Open Elective	JME 508 JME 509	Media and Society or Advertising and PR	70	30	100	
						600
Fourth Semester	Hard Core	JMH 551	Television Programme Production	70	30	100
		JMH 552	New Media Technology	70	30	100
	Project	JMP 553	Dissertation	100	-	100
	Soft Core (Any Two)	JMS 554	Environmental Communication	70	30	100
		JMS 555	Web Journalism	70	30	100
JMS 556	Film Studies					
					500	
Total Marks					2200	

**LIST OF HARD CORE, SOFT CORE, OPEN ELECTIVE AND
PROJECT PAPERS**

PAPER TITLE (HARD CORE)	PAPER TITLE (SOFT CORE)	OPEN ELECTIVE	PROJECT
1. Communication Theory 2. News Reporting and Writing 3. Editing Practice 4. Media Law and Ethics 5. Feature Writing 6. Photography and Photo Journalism 7. Media Research Methods 8. Media Management 9. Television Programme Production 10. New Media Technology	1. Development of Media 2. Advertising 3. Marketing Communication 4. Development Communication 5. Magazine Journalism 6. Business Communication 7. Corporate Communication and PR 8. Radio Broadcasting 9. International Communication 10. Science Communication 11. Kannada Journalism 12. Environmental Communication 13. Web Journalism 14. Film Studies	1. Communication Skills or Writing for Media 2. Media and Society or Advertising and PR	Dissertation

Mangalore University
Syllabus of Master of Arts (Communication and Journalism) 2016 - 17 Onwards

FIRST SEMESTER
JMH 401 Communication Theory

Total = 60 hrs

Unit – I

Definition, scope of communication, variables, process and functions of communication. Verbal and non-verbal. Types of communication: intra-personal, inter personal, group communication and mass communication. **12 hrs**

Unit – II

Models of communication- Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, De Fleur, Gerbner, New Combs, HUB model, the media systems paradigm, Diffusion of Innovation theory. **10 hrs**

Unit – III

Levels of communication- communication flow models -multi step flow, opinion leadership, variables for evaluating the effectiveness of communication. Gatekeeping. Uses and gratification theory. **12 hrs**

Unit – IV

Normative media theories: Authoritarian, Libertarian, Social responsibility, Soviet media theory, Development media theory, Democratic participant theory. McLuhanism, Magic bullet theory, Agenda Setting Theory, cognitive dissonance theory, concept of selectivity, framing theory, media credibility, cultural integration and cultural pollutions. **14 hrs**

Unit – V

Effects of Mass Communication, violence and obscenity in media, media and children, Cultivation theory, Social Learning theory, Catharsis theory, reception analysis. **12 hrs**

Books recommended:

1. Dennis Mc Quail (2010). Mass Communication Theory: An Introduction, Sage Publication Ltd, London
2. Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication, Pearson, New York
3. Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication, Houghton Mifflin.
4. James D. Robinson, Kimberly Bell & Jeanine W. Turner (1969). Surgeon General's Scientific Advisory Committee on Television and Social Behaviour Reports, Sage Publication, USA.
5. Joshi P (1989). Culture, Communication and social Change, Vikas Publication House, New Delhi.
6. Wilbur Schramm (1971). The process and Effects of Mass Communication, University of Illinois Press.
7. Wilbur Schramm (1973). Men, Messages and Media, Harper & Row.
8. Dennis Mc Quail (1995). Milestones in Mass Communication Research, New York, Longman.
9. Stephen W. & Little John (1978). Theories of Women Communication, Waveland Press.
10. S.J. Baran & D.K. Davis (2011). Mass Communication Theory – Foundations Ferment & Future, Cengage Learning, United States
11. Hena Naqvi (2007). Journalism and Mass Communication, Upkar Prakashan, New Delhi

12. Robert L. Heath & Jennings Bryant (2000). Human Communication Theory and Research: Concepts, Contexts, and Challenges, Routledge, New Delhi.

JMH 402 News Reporting and Writing

Total = 60 hrs

Unit – I

News: definition, nature and scope of news. News values, elements. Structure of a news story-inverted pyramid. News lead – types of lead, body, sources of news. Reporting techniques, qualification of a reporter. **12 hrs**

Unit – II

Reporting types - – speeches, legislature, politics, crime, court, disaster, science and technology, financial, environment, sports, art and culture. **12 hrs**

Unit – III

Interview techniques – types of interviews –press conference. Objectivity in reporting, advocacy and professionalism. **10 hrs**

Unit – IV

Investigative reporting, development reporting, embedded journalism, citizen journalism. Legal and ethical aspects, new technologies in reporting. **14 hrs**

Unit – V

Reporting for radio, television and the new media, sting operations, reporting gender related issues, reporting lifestyle. **12 hrs**

Books Recommended:

1. David Wainwright (1972). Journalism Made Simple, W.H.Allen & Co Ltd, United Kingdom.
2. Hakemulder Jan R, Acde Jonge Fay & Singh P.P (2000). Professional Journalism, Anmol Publications, India.
3. Kamath M.V (1980). Professional Journalism, Vikas Publishing House Pvt. Ltd, Noida.
4. Melvin Mencher (1989). Basic News Writing, William C. Brown Publication, USA.
5. Rangaswamy Parthasarathy (1994). Here Is the News! Reporting for the Media, Sterling Publication, New Delhi.
6. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
7. William L. Rivers (1975). News Reporting and Editing, Joanna Cotler Books, USA.
8. Schudson Michael (1998). The power of News, Harvard University Press, United States.
9. Hugo de Burgh (2000). Investigative Journalism, Context & Practice, Routledge, United Kingdom.
10. Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
11. Melvin Mencher (2010). News Reporting and Writing, McGraw-Hill Education, United States.
12. Hugo de Burgh (2008). Investigative Journalism, Routledge, United Kingdom..

JMH 403 Editing Practice

Total = 60 hrs

Unit – I

Organizational structure and functions of an Editorial Department – Role of editor, sub editor, news editor, principles of editing, re-writing, style sheet.

12 hrs

Unit – II

News editing, characteristics of good headlines, techniques of headline writing, types of headlines, magazine headlines, new trends in headlining, typography.

12 hrs

Unit – III

Principles of page make –up and designing, mechanics of dummies, making front and inside pages, magazine page design, copy-fitting, types of make-up and design, news papers special supplements, contemporary newspaper design.

12 hrs

Unit – IV

Writing editorials, types of editorials, editorial page contents- op-ed, middle, letters to the editor. Translation techniques.

12 hrs

Unit – V

Recent trends in printing. Editing online newspapers, photo editing and caption writing. Page designing softwares: PageMaker, QuarkXPress, Indesign.

12 hrs

Books recommended

1. Harold Evans (2000). Newsman's English, Pimlico, USA
2. Harold Evans (1973). Editing and Design - Newspaper Design, Holt, Rinehart & Winston, USA.
3. Harold Evans (1974). Editing and Design - Handling Newspaper Text, William Heinemann Ltd, USA
4. Harold Evans(1974). News Headlines, Holt, Rinehart and Winston, USA
5. Bruce Westley (1972). News Editing, Houghton Mifflin, United States.
6. F.K. Baskette and J.Z. Sissors (1992). The Art of Editing, Macmillan, New York
7. John Hohenberg (1983). Professional Journalist, Thomson Learning, United States.
8. Leslie Sellers (1968). Doing It In Style, Elsevier, Amsterdam, Netherlands
9. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
10. K.M. Srivastava (2003). News Reporting and Editing, Sterling Publishers, India
11. Susan Bell (2008). The Artful Edit: On the Practice of Editing Yourself, W. W. Norton & Company, United States.
12. Sharma S (2006). Editing: Theory and Practice, Anmol Publications, New Delhi.

JMS 404 Development of Media

Total = 40 hrs

Unit –I

Evolution of printing - printing in India - Early publications - Birth of Indian language Press –Raja Ram Mohan Roy, first war of Indian Independence and the press.

08 hrs

Unit – II

The freedom movement and the Indian press- Bal Gangadhar Tilak, Mahatma Gandhi, Jawaharlal Nehru . Development of major newspapers: The Hindu, The Times of India, Amrith Bazar Patrika, Samyukta Karnataka.

12 hrs

Unit – III

Development of radio in India - Growth of AIR - Prasara Bharthi. Development of TV in India - Satellite and cable TV – Doordarshan

08 hrs

Unit – IV

Evolution of films in India- Kannada films: the status and problems of the Kannada film industry – New wave films.

06 hrs

Unit – V

Emergence of New Communication Technologies – growth of the internet, social media.

06 hrs

Books Recommended:

1. J. Natarajan (2000). History of Indian Journalism, Publications Division, India
2. G.C. Awasthy (1965). Broadcasting in India, Allied Publishers Private Limited, New Delhi.
3. Firoze Rangoonwala (1975). 75 years of Indian cinema, Indian Book Co, New Delhi.
4. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
5. Black and Bryant (1992). Introduction to Mass Communication, William C Brown publication, U.S.A
6. Rangaswami Parthasarathy (1989). Journalism in India, Sterling Publishers Pvt. Ltd, New Delhi
7. Nalin Mehta (2008). Television in India, Routledge, United Kingdom
8. S.C. Bhat (2007). Broadcast Journalism, Har Anand Publications, New Delhi
9. Martin Scott (2014). Media and Development, Zed Books, London
10. Chalapathi Rau M (1968). The Press in India, Allied Publishers, New Delhi.
11. Geoffrey Nowell-Smith (1997). The Oxford History of World Cinema, Oxford University Press, United Kingdom
12. Satyajit Ray (2011). Deep Focus: Reflection on Indian Cinema, Harper Collins India

JMS 405 Advertising

Total = 40 hrs

Unit – I

Advertising- definition and scope, evolution of advertising and functions of advertising, evolution of advertising in India, advertising agencies in India. Social and economic effects of advertisement. **10 hrs**

Unit – II

Planning advertising campaigns, Brand Positioning – USP- Selling Images. Ad Production: Preparation of Copy, Visualization, Layout, Text, Slogans, Brand, Colour, Illustration, Trade mark, Trade name, packaging. **10 hrs**

Unit – III

Media planning – Budget, Media Selection: Newspaper, Magazine, Radio, Television, Outdoor, Direct Advertising, new media Advertising. **06 hrs**

Unit – IV

Production of Radio and Television Commercials – Story board, Radio Scripting, Jingles, Production of Public Service Advertising. **06 hrs**

Unit – V

Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social marketing. Professional organizations and ethics **08 hrs**

Books recommended

1. B.S. Rathor (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner (1986). Advertising Procedure, Prentice Hall, United States.
7. Manendra Mohan (1989). Advertising Management: Concepts and Cases, McGraw Hill Education, United States.
8. Watson S. Dunn (1982). Advertising: Its Role in Marketing, Dryden Press, U.S.A.
9. Otto Kleppner (1983). Advertising Procedure, Prentice Hall, United States.
10. Sethi and Chunnawala (2009). Foundations of Advertising in India, Himalaya Pub House, New Delhi
11. George E. Belch (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, United Kingdome
12. Jaishri Jethwaney and Shruti Jain (2006). Advertising Management, Oxford University Press, India

JMS 406 Marketing Communication

Total = 40 hrs

Unit – I

Marketing – definition and functions, core concept and approaches to marketing, communication and marketing, selection of target markets, telemarketing, direct marketing.

08 hrs

Unit – II

Nature and scope of marketing communication, evolution of advertising, role of advertising in marketing communication, advertising budget, economic and social effects of advertising.

08 hrs

Unit – III

Concept of integrated marketing communication, brand and corporate image management, market segmentation.

08 hrs

Unit – IV

Consumer and buying behaviour – retail and distribution management, marketing mix, Consumer promotions, personal selling, sales management.

08 hrs

Unit – V

Market research, laws relating to advertising in India, integrated marketing channels of consumer goods, industrial goods and services, recent trends in marketing.

08 hrs

References:

1. Philip Kotler (1972). Marketing Management, Prentice Hall, United States.
2. William Stanton and others (1986). Fundamental of Marketing, McGraw-Hill Companies, United States.
3. David Aaker and George Day (2012). Marketing Research, Wiley, United States.
4. Michael J. Etzel, Bruce, J. Walker & William J. Stanton (1994). Fundamentals of Marketing, McGraw-Hill, United States.
5. John R. Possiter and Larry Percy (1994). Advertising Communication and Promotion Management, McGraw-Hill, United States.
6. Charles Harold Sandage (1953). Advertising: Theory and Practice, R. D. Irwin, University of California
7. Thomas Russell and Glenn Verrill: Otto Kleppner's (1986). Advertising Procedure, Prentice Hall, United States.
8. Manendra Mohan (1989). Advertising Management: Concepts and Cases, McGraw Hill Education Private Limited, India.
9. Watson S. Dunn (1994). Advertising - Its Role in Modern Marketing, South-Western Company, United States.
10. Frank Jefkins (1982). Advertising Made Simple, Made Simple, United Kingdom.

11. Lynne Eagle, Stephan, Dahl, Barbara & Czarnecka, Jenny Lloyd (2014). Marketing Communications, Routledge, United Kingdom
12. John Egan (2007). Marketing Communications, Thomson Learning, United States.

SECOND SEMESTER

JMH 451 Media Law and Ethics

Total = 60 hrs

Unit – I

Introduction to the Indian Constitution – salient features, Directive Principles of State Policy, Fundamental Rights and duties. Human Rights.

10 hrs

Unit – II

Freedom of Speech and Expression, article 19 (1)(a) and (2), freedom of the press in India, Right to Information Act 2005.

10 hrs

Unit – III

Law of Defamation, Seditious Speech, Obscenity, Cinematograph Act 1952 and film censorship, Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act, Consumer Protection Act.

14 hrs

Unit – IV

Press and Registration of Books Act, Legal and ethical aspects of radio and television broadcasting, photography and advertising in India, Information Technology Act.

14 hrs

Unit – V

Recommendations of the first and second press commissions, Press Council of India Act, structure and functions of the PCI, Evaluation of performance of the Press Council – code of ethics and case studies.

12 hrs

Books recommended

1. A.N. Grover (1991). Press and the law, Vikas Publishing House Pvt Ltd, Mumbai
2. A.G. Noorani (1971). Freedom of the Press in India, Nachiketa Publications, Mumbai
3. Durga Das Basu (2010). Law of the Press in India, Lexis-Nexis India
4. R.C. Sarkar (1984). The press in India, S. Chand, New Delhi
5. J Natarajan (2000). History of Indian Journalism, Publications Division, India
6. K.S. Venkateswaran (1993). Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Singapore
7. S.K. Aggarwal (1993). Media & Ethics, Shipra Publications, New Delhi
8. James Curran (2011). Media and Democracy, Routledge, U.K
9. Aparna Viswanathan (2012). Cyber Laws, LexisNexis, United States

10. Sudhir Naib (2011). The Right to Information Act, Oxford University Press, United Kingdom
11. Kashyap Subhash C (2012). Constitution Of India Review and Reassessment, Universal Law Publishing - LexisNexis, United states
12. Roy L. Moore & Michael D. Murray (2007). Media Law and Ethics, Routledge, United Kingdom

JMH 452 Feature Writing

Total = 60 hrs

Unit – I

Features – definition and scope, types of features – news features, personality features, scientific features, how-to-do-it features, travel features, lifestyle features, business features, human interest features, historical features, Institutional features and ad features.

14 hrs

Unit – II

Structure of feature stories: headlines, feature leads: types of leads, characteristics of feature writing. Differences between features and news story, features and articles.

12 hrs

Unit – III

Writing feature stories, articles, profiles, obituaries, editorials, travel writing. Trends in features writing.

10 hrs

Unit – IV

Column - types of columns, columnists, cartoons, comic strips, feature syndicates, freelancing.

10 hrs

Unit – V

Theories of criticism, principles of criticism and reviewing, writing of book reviews, film reviews, theatre reviews, art reviews.

14 hrs

Books recommended:

1. Brian Nicholas (1972). Features with Flair, Vikas Publications, India
2. Todd Hunt (1972). Reviewing for the Mass Media, Chilton Book, Southborough
3. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K
4. Louis Alexander (1975). Beyond the facts: A Guide to the Art of Feature Writing, Gulf Publishing Co, Houston
5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P (2002). Professional Journalism, Anmol Publications Pvt Ltd, New Delhi.
6. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi
7. Peter Dahlgren and Colin Sparks (1992). Journalism and Popular Culture, Sage publication, India.
8. Jay Friedlander & John Lee (1993). Feature Writing for Magazines and Newspapers, HarperCollins, India.
9. Julian Harris, Kelly, B Leiter & Stanley Johnson (1981). The Complete reporter, MacMillan Publishing Company, United Kingdom.
10. A.Clay Schoenfeld & Karen S. Diegmuller (1982). Effective Feature Writing, Holt McDougal, United States.
11. Robert Gunning (1968). Techniques of Clear Writing, McGraw Hill, United States.
12. David Ogilvy (1985). Ogilvy on Advertising, Vintage, United States.

JMH 453 Photography and Photo Journalism

Total = 60 hrs

Unit – I

Nature and scope of photography, evolution of photography, photography as an art form, pictorialism and realism, visual language, types of Camera , types of lenses, filters, lighting devices, Digital Photography.

14 hrs

Unit – II

Techniques of photography, composition and camera control devices, aperture and shutter speed, attributes of a good picture - black and white and colour photography.

10 hrs

Unit – III

Branches of photography: nature, architecture, life, landscape, wildlife, sports, environment, portraiture, aerial, travel, industry, fashion, press photography.

14 hrs

Unit – IV

Definition, nature and scope of Photo journalism, evolution of Press photography, sources of photographs, news photographs, photo agencies, photo library.

10 hrs

Unit – V

Types of pictorial coverage, photo contest, leading photo journalists. Techniques of photo editing and softwares, caption writing- types, legal and ethical aspects of photography.

12 hrs

Books Recommended:

1. Rothstein A (1980). Photo Journalism, Amphoto Books, New York.
2. Kenneth Kobre (2008). Photojournalism: The Professionals Approach, Focal Press, Massachusetts.
3. Beaumont Newhall (1982). The History of Photography, The Museum of Modern Art, New York.
4. Jack Price (1932). News photography, Industries publishing company, USA
5. Brenda Tharp (2010). Creative Nature & Outdoor Photography, Amphoto Books, New York.
6. Jonai Wabwire (2014). Photojournalism distinguished from other branches of Photography, Lap Lambert Academic Publishing, Germany.
7. Calder, Julian and Garrett J (1999). New 35mm Photographer's Handbook, Pan Books, Germany.
8. Allyn Salomon (1984). Advertising Photography, Amphoto Books, New York.
9. Petr Tausk (1976). An Introduction to Press Photography, Imported by Imported Publications, Chicago.
10. Logan H. Richard (1971). Elements of Photo Reporting, Amphoto, New York.

11. Erickson B. and Romano F (1999). Professional Digital Photography, Hall International, London.
12. Tom Ang (2013). Digital Photography Masterclass, Dorling Kindersley (DK), United Kingdom.

JMS 454 Development Communication

Total = 40 hrs

Unit – I

Development: meaning, concept, process and models of development, Rostow, Hagen, Inkeles, McClelland, Lerner, Schramm. Approaches to development, characteristics of developing societies.

08 hrs

Unit – II

Development Communication: concept, definition, process, strategies and action plans, democratic decentralization, Panchayat Raj.

08 hrs

Unit – III

Agricultural communication: Diffusion of innovation, agricultural extension, communication for rural development.

08 hrs

Unit – IV

Development support communication: population and family welfare, health, education and society, issues of empowerment.

08 hrs

Unit – V

Uses of folk media and alternative media for development. Case studies of experiments in development communication: Chatera, Udayavani and Jhabua experiments.

08 hrs

Books recommended:

1. Srinivas Melkote (2001). Communication for Development in the Third World: (Theory & Practice), Sage Publication, India.
2. Wilbur Schramm (1964). Mass Media and National Development, Stanford University Press, United States.
3. Sinha and Arvind K (1985). Mass Media and Rural Development, concept publishing company, New Delhi
4. Arvind Singhal and E.M. Rogers (1989). India's Information Revolution, Sage Publications, USA.
5. Bella Mody (1991). Designing Message for Development, Sage Publications, USA.
6. N. Jayaveera and Amunugama (1989). Rethinking Development Communication, Asian Mass Communications Research and Information Centre, Singapore.
7. Subhash C. Bhatnagar and Robert Schware (2002). Information and Communication Technology in development, Sage Publication, New Delhi.
8. Jess K. Alberts, Judith N. Martin & Thomas K. Nakayama (2010). Communication in Society, Pearson, United Kingdom.
9. Jan Servaes, Thomas, L Jacobson & Shirley A White (1996). Participatory Communication for social change, Sage Publication, USA.
10. Kirk A. Johnson (1999). Television and Social Change in Rural India, Sage Publication, New York.

11. Shyam Parmar (1994). *Traditional Folk Media in India*, Routledge, United Kingdom.
12. Srinivas Raj Melkote & H Leslie Steeves (2015). *Communication for Development*, Sage Publication, India.

JMS 455 Magazine Journalism

Total = 40 hrs

Unit – I

Nature and scope of magazine journalism, types of periodicals - technical journals, specialized magazine for youth, men, women and children, agriculture, tourism, science and technology magazines, film magazines.

10 hrs

Unit – II

Content for magazines – articles, features columns, profiles, interviews, reviews, photographs, magazine advertising.

08 hrs

Unit – III

Editing for magazines, headline writing, polishing of headlines, copywriting, illustration and visualization, style sheets, creative writing.

08 hrs

Unit – IV

Magazine design and layout - cover page, dummyming, pagination software -Adobe Photoshop, Adobe InDesign.

08 hrs

Unit – V

Freelancing, ezines, readership studies, comparative study of different magazines, trends in magazine journalism.

06 hrs

References:

1. Simeon Lindstrom (2015). *Creative writing – From Think to Ink*, CreateSpace Independent Publishing Platform, Canada.
2. Jeremy Leslie (2013). *The modern magazine: Visual Journalism in the Digital Era*, Laurence King Publishing, United Kingdom.
3. Ruari McLean (1969). *Magazine design*, Oxford University Press, London
4. Menon S (2010). *Freelance Writing*, Unicorn Books Pvt Ltd, New Delhi
5. K. C.Sharma (2007). *Journalism in India: History, growth and Development*, Regal Publication, New Delhi.
6. Tom Wolfe (1973). *The New Journalism*, Harper and Row, New York.
7. Tim Holmes (2008). *Mapping the magazine*, Routledge, Houghton.
8. Victor S. Navasky & Evan Cornog (2012). *The Art of Making Magazines: On Being an Editor and Other Views from the Industry*, Columbia University Press, New York.
9. Tim Holmes & Liz Nice (2012). *Magazine Journalism (Journalism Studies: Key Texts)*, Sage Publications Ltd, London.
10. Christopher D. Benson & Charles F. Whitaker (2014). *Feature Writing*, Routledge, New York.

11. Raymond Dorn (1986). How to design and improve magazine layouts, Wadsworth Publishing, United States.
12. David Abrahamsan, Marcia R Prior Miller (2015). Hand book of Magazine research, Routledge, London.

JMS 456 Business Communication

Total = 40 hrs

Unit - I

Business Journalism- definition and scope, principles of business reporting, qualifications of a business reporter, sources of business reporting.

08 hrs

Unit - II

Tools of business communication, Video and web conferencing, Social networking sites, house journals, trade Journals, annual reports.

08 hrs

Unit - III

Types of business reporting- Financial reporting, Budget reporting, market reporting, Chamber of commerce, foreign direct investment, CSR and business.

08 hrs

Unit - IV

Business newspapers- Economic Times, Business Line, Financial Express, Business pages and supplements of major Newspapers, leading business magazines – Business India, Business World, Business Today, Outlook Business Magazine.

10 hrs

Unit - V

Ethics in Business Journalism, New trends in business journalism, Consumer relations and media.

06 hrs

References:

1. Anjanees Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
2. Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
3. R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.
4. P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
5. Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.
6. Michael Chesher & Rukesh Kaura. (1998). Electronic Commerce and Business Communications, Springer-Verlag, India.
7. M. K. Sehgal, Vandana Khetarpal (2008). Business Communication, Excel Books, India
8. Koehn, Daryl, Spence, Laura (2014). The International Society of Business, Economics, and Ethics, Springer, Germany
9. Ibrahim Seaga Shaw (2016). Business Journalism- A Critical Political Economy Approach, Routledge, United Kingdom.

10. Chris Roush. (2006). Profits and Losses - Business Journalism and its role in Society, Marion Street Press, Portland.
11. Peter Kjar & Tore Slaatta (2007). Mediating Business - The Expansion of Business Journalism, Copenhagen Business School Press, Denmark.
12. Asha Kaul (2000). Effective Business Communication, PHI Learning, New Delhi.

OPEN ELECTIVE - SECOND SEMESTER

JME 457 Communication Skills

Total = 40 hrs

UNIT - I

Communication- definition, functions of communication, process of communication, types of communication - verbal and nonverbal communication, intrapersonal, interpersonal, group, mass communication. Barriers to communication.

08 hrs

UNIT - II

Communication models: Aristotle, Shannon and Weaver, Osgood, Berlo and Schramm model of communication, Gatekeeping, Agenda Setting, public speaking techniques.

08 hrs

UNIT - III

Writing for print media – journalistic writings -news, features, articles, editorials, interviews, reviewing- art, films, theatre.

08 hrs

UNIT - IV

Radio as a medium of communication, radio programme formats-news, features, interviews, documentaries, radio talks, writing for radio.

08 hrs

UNIT - V

Television as a medium of communication, stages of TV programme production - news, talk shows, interviews, documentaries, panel discussions. News presentation and anchoring. Public Service Advertising.

08 hrs

References:

1. Schramm Wilbur (1973). Men, Messages and Media, Harper & Row, New York.
2. Schramm Wilbur (1971). The process and effects of Mass Media, University of Illinois Press, USA.
3. Shrivastava. KM (2003). News Reporting and Editing, Sterling Publishers Pvt Ltd, New Delhi.
4. Roy Paul Nelson (1978). Articles and Features, Houghton Mifflin, Boston.
5. Uma Narula (2006). Communication Models, Atlantic Publishers, New Delhi.
6. Frank Barnas & Ted WhitePaul Sureya (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Amsterdam, Boston.
7. Bhatt S.C (2007). Broadcast Journalism - Basic Principles, Har Anand Publications, New Delhi.
8. Robert Hilliard (1973). Radio Broadcasting, Longman, United Kingdom.
9. Alan Wurtzel (1983). Television Production, McGraw-Hill, United States.

10. Gerald Millerson (1999). Television Production, Focal Press, Waltham.
11. Owen Hargie (2006). Hand book of Communication Skills, Routledge, United Kingdom.
12. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai.

OPEN ELECTIVE - SECOND SEMESTER

JME 458 Writing for Media

Total = 40 hrs

Unit – I

Journalism – definition, nature and scope, attributes of a journalist, press and democracy, journalistic writing Vs literary writing.

08 hrs

Unit – II

News writing techniques, opinion writings - editorials, features, columns, interviews, middle, letters to editor.

08 hrs

Unit – III

Reviews - principles of reviewing and criticism, writing book review, film reviews, drama review, music and art reviews.

08 hrs

Unit – IV

Writing for radio programmes - news and current affairs, documentaries, phone-in-programmes, attributes of a radio jockey, special audience programme for youth, children, women, and farmers.

10 hrs

Unit – V

Skills of TV anchor, scripting for TV programmes, writing for web media.

06 hrs

References:

1. Waldo Abbot and Richard L. Rider (1957). Handbook broadcasting, McGraw-Hill Book Company, United States.
2. Mehra Masani (1976). Broadcasting and the people, National Book Trust, India
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Frank Messere, Carl Hausman, Lewis B. O'Donnell & Philip Benoit (2012). Modern Radio Production: Production Programming & Performance, Cengage Learning Custom Publishing, United States.
5. Eric G. Norberg (1996). Radio programming- Tactics and Strategy, Focal Press, Waltham.
6. Esta De Fossard (2004). Writing and Producing Radio Dramas, Sage Publication, India.
7. Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated.

8. James G. Stovall (2014). *Writing for the Mass Media*, Pearson, United States.
9. Lynda Felder (2011). *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*, New Riders, Denmark.
10. James G Stovall (2014). *Writing for the Mass Media*, Pearson, New York.
11. Chip Scanlan and Richard Craig (2013). *News Writing and Reporting, the Complete Guide for Today's Journalist*, Oxford University Press, United Kingdom.
12. Robert M. Knight (2010). *Journalistic Writing: Building the Skills, Honing the Craft*, Marion Street Press, Portland.