



St Aloysius College (Autonomous)
Mangaluru

Re-accredited by NAAC “A” Grade

Course structure and syllabus of
B.A.
JOURNALISM

CHOICE BASED CREDIT SYSTEM

(2020 – 21 ONWARDS)

ಸಂತ ಅಲೋಶಿಯಸ್ ಕಾಲೇಜು

(ಸ್ವಾಯತ್ತ)

ಮಂಗಳೂರು- ೫೭೫ ೦೦೩



ST ALOYSIUS COLLEGE

(Autonomous)

P.B.No.720

MANGALURU- 575 003, INDIA

Phone:+91-0824 2449700,2449701

Fax: 0824-2449705

Email: principal_sac@yahoo.com

principal@staloysius.edu.in

Website: www.staloysius.edu.in

Re-accredited by NAAC with 'A' Grade - CGPA 3.62

Recognised by UGC as "College with Potential for Excellence"

College with 'STAR STATUS' conferred by DBT, Government of India

3rd Rank in "Swacch Campus" Scheme, by MHRD, Govt of India

Date: 25-06-2020

NOTIFICATION

Sub: Syllabus of **B.A. Journalism** under Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 09-06-2020 vide

Agenda No: 16(2020-21)

2. Office Notification dated 25-06-2020

Pursuant to the above, the Syllabus of **B.A. Journalism** under Choice Based Credit System which was approved by the Academic Council at its meeting held on 09-06-2020 is hereby notified for implementation with effect from the academic year **2020-21**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library

OBJECTIVES

- To keep pace with changing technologies, techniques of communication and changing modes of dissemination of information
- More practical, hands on approach for students
- To make student more competent, Employable and industry ready

Scope of the syllabus

The syllabus has been structured in a manner to suit and challenge the students' academic and creative ability. It is outlined in a way that students learn film making, newspaper making, radio programs, television bulletins in which help them learn allied subjects like writing for media, media management, communication etc. in a better way. The subjects like Public relations, advertisements, film studies will motivate the students to go for higher studies in Journalism.

B.A Journalism

Code	Title	Instruction Hours per Week	Duration of Examination	Marks			Credits
				IA	End Semester Exam	Total	
I SEMESTER							
G105.1	INTRODUCTION TO COMMUNICATION AND REPORTING	6	3	50	100	150	3
G105.1E	DIGITAL LITERACY	2	2	10	40	100	1
II SEMESTER							
G105.2	PRINT AND ONLINE JOURNALISM	6	3	50	100	150	3
G105.2E	BLOGGING AS MEDIA PRACTICE	2	2	10	40	100	1
III SEMESTER							
G105.3	BROADCAST JOURNALISM	6	3	50	100	150	3
G105.3E	FOLK MEDIA COMMUNICATION	2	2	10	40	100	1
IV SEMESTER							
G105.4	EDTING PRACTICE	6	3	50	100	150	3
G105.4E	MEDIA AND GENDER ISSUES	2	2	10	40	100	1
V SEMESTER							
G105.5(a)	FILM STUDIES	5	3	50	100	150	3
G105.5(b)	ADVERTISING AND PUBLIC RELATIONS	5	3	50	100	150	3
VI SEMESTER							
G105.6(a)	MEDIA LAWS AND ETHICS	5	3	50	100	150	3
G105.6(b)	MEDIA MANAGEMENT	5	3	50	100	150	3

INTERNAL ASSESSMENT

The internal assessment shall consist of three components

- Two internal examinations
- Media related assignments
- Attendance

Model Question Paper Pattern

Time: 3 hours

Max Marks: 100

The proposed question paper consists of three section: Part **A,B,C**

Part A:

Answer any Five of the Eight questions $4 \times 5 = 20$

Part B:

Answer any FOUR of the Seven questions $5 \times 4 = 20$

Part C:

Answer any FOUR of the Seven questions $15 \times 4 = 60$

<u>Program Outcome and Program Specific Outcome</u>	
PO 1:	Develop Graduates with basic understanding on various media and communication practices and its importance in contemporary society
PO 2:	Enhancement of skills in various Media production techniques and to be industry ready
PO 3:	Develop and apply scientific approach to meet the needs of the society and to produce responsible and creative media professionals
PROGRAMME SPECIFIC OUTCOMES	
PSO 1:	Gain knowledge on various communication patterns
PSO 2:	Acquire skills of journalistic practices
PSO 3:	Recognizing Media as a important information and education tool
PSO 4:	Equipped with various media technologies
PSO 5:	Creation of innovative media content
PSO 6:	Ability to enquire and respond to various social issues and concerns through media practices
PSO 7:	Develop skills to analyze media content with a critical bent of mind
PSO 8:	Get hands on experience in media field through internships and media campaigns
PSO 9:	Create socially responsible media practitioners
COURSE OUTCOMES:	
CO 1:	Understand basic concepts of communication and journalism, and their role in society
CO 2:	Familiarize students with various processes and models of communication
CO 3:	Acquire knowledge on different types of reporting, their importance and evaluate media content
CO 4:	Develop skills on sourcing, reporting and writing for media.

FIRST SEMESTER

PAPER I: INTRODUCTION TO COMMUNICATION AND REPORTING

Teaching hours per week: 6 hrs.

PAPER G105.1E DIGITAL LITERACY (OPEN ELECTIVE)	
CO 1:	Accessing Internet and finding information of interest
CO 2:	Understanding cyber security and financial literacy and discuss related case studies
CO 3:	Acquire digital literacy to understand the concept of online banking and critically evaluate it
CO 4:	Get familiar with e governance services, e-commerce and mobile apps

Unit I

Teaching hours: 15 hours

Communication-Definition, nature, scope, process and elements of communication; Types of communications-verbal, non-verbal, interpersonal, group, mass communication; Functions of mass communication; Models of communication: Aristotle 's Rhetoric Model ,The Lass well model, Shannon and weaver model , Osgood and Schramm circular model, Berlo's model.

Unit-II

Teaching hours: 10 hours

News- Definition, elements, values; Structure of a news story, lead, body; Types of lead. Reporting - Attributes; Techniques of reporting; Press conferences, Press release.

Unit-III

Teaching hours: 10 hours

Sources of news -News Agencies- PTI, UNI, AP, UPI, Reuters, AFP, PIB; Interviews- types and techniques.

Unit-IV

Teaching hours: 20 hours

Specialized reporting – Crime, science, sports, economics, politics, health, education, Environment, culture, court, legislation, Investigative, Development.

Unit –V

Teaching hours :20 hours

Reporting exercise, field reports , interview experience , press club reporting, Photography , Hints for developing stories, reading out passages for training in notes taking, checking the speed and accuracy, quotes, one news story should be written using different leads, covering local news - rallies, protest, school or college functions, Speeches, writing news stories.

1. Vivian John. 2012. *The Media of Mass Communication*. New Delhi:PHI learning private limited.
2. J Kumar Keval. 2015(4thedt). *Mass communications in India*. Mumbai: Jaico Publication.

3. SPARK (David); HARRIS (Geoffrey) 2011. *Practical newspaper reporting Ed 4*. New Delhi : Sage Publications India Pvt. Limited
4. Devi Meena. 2006. *Fundamentals of Mass Media and Communication*. New Delhi: Alfa Publication.
5. Devi (Meena)ed .2009.*Editing and reporting In journalism* :Alfa publication
6. Narula(uma).2006. *Dynamics of mass communication theory and practice* :Atlantic publishers and distributors
7. Mcquail Denis. 2004. *Mass Communication Theory*. New Delhi: Sage Publication. Spark David and Harris Geoffrey. 2012. *Practical Newspaper Reporting* :Sage Publications.
8. Carole Rich. 2005. *Writing and Reporting news*: Wadsworth Thompson Learning Inc.
9. Pilger John 2004 (Edt). *Tell me no lies*. London :Vintage Publishers.
10. Jon &Lawis(Eds).2003. *The Mammoth Book of Journalism*.London:Robinsm Publishers.
11. Tumber Howard. 1999. *News: a Reader* :London:Oxford University Press.
12. Kamath MV. 1991. *Professional Journalism* :Vikas Publication.
13. Critchfield Richard .1962. *The Indian Reporters Guild*, Bombay: Allied Pacific Private Ltd.

**CBCS – Journalism
Semester I
Digital Literacy**

Objectives

- Access the Internet and finding information of interest
- Understanding cyber security
- Understanding Financial Literacy
- Digital Literacy to understand the concept of Online Banking
- Get Knowledge of Internet Banking Modes.
- Get familiar with eGovernance Services, e-Commerce and Mobile Apps

PAPER G105.1E DIGITAL LITERACY (OPEN ELECTIVE)	
CO 1:	Accessing Internet and finding information of interest
CO 2:	Understanding cyber security and financial literacy and discuss related case studies
CO 3:	Acquire digital literacy to understand the concept of online banking and critically evaluate it
CO 4:	Get familiar with e governance services, e-commerce and mobile apps

Unit 1: Introduction to the Internet

(05 hrs)

Introduction, Website Address and URL; Applications of the Internet; Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox, Safari); Popular Search Engines; Searching on the Internet; Cloud Computing; Internet ethics.

Unit 2: Communication on the Internet

(05 hrs)

Introduction, Structure of E-mail; Using E-mails- Creating, sending, Cc/Bcc, replying and forwarding E-mail, Customisation, Organising inbox; Understanding Spam and Trash; E-mail etiquettes; Social networking sites; Business networking sites.

Unit 3: Financial Literacy and e-Governance Services

(12 hrs)

Digital Financial Tools; E Commerce- Online shopping; Understanding OTP; QR Code; UPI [Unified Payment Interface]; AEPS [Aadhaar Enabled Payment System]; Online Bill Payment; Overview of e-Governance, e-Banking- Card [Credit / Debit], e-Wallet, NEFT and RTGS; e-Health care- Insurance, consultation, e- reports; AdSense – monetising.

Unit 4: Cyber Security

(08 hrs)

Overview of Cyber Security; Digital signature; Cyber laws in India; Hacking; Cyber Threats: Cyber Warfare, Cyber Crime, Cyber Espionage- case study of Edward Snowden; Surface and Dark web; Cloud computing and Cyber Security Vulnerabilities.

Reference books

- *Digital Literacies: Social Learning and Classroom Practices* (Published in association with the UKLA) by Victoria Carrington and Muriel Robinson
- *Digital Literacy: A Primer on Media, Identity, and the Evolution of Technology* by Susan Wiesinger and Ralph Beliveau
- *Electronic Banking: The Ultimate Guide to Business and Technology of Online Banking* By SCN Education B.V.
- *Online Banking Security Measures and Data Protection* edited by Aljawarneh, Shadi A.

- *Fundamental of Cyber Security: Principles, Theory and Practices* By Mayank Bhusan, Rajkumar Singh Rathore, Aatif Jamshed
- *Cyber Security: Turning National Solutions Into International Cooperation* edited by James Andrew Lewis
- *Insider Threats in Cyber Security* edited by Christian W. Probst, Jeffrey Hunker, Matt Bishop, Dieter Gollmann
- *E-Governance in India: Initiatives & Issues* by R. P. Sinha
- *E-Governance in India: The Progress Status* by Sunil K. Mutttoo, Rajan Gupta, Saibal K. Pal

Course outcome:

- Awareness and knowledge of important issues arising in the digital domain.
- Learning digital etiquettes and ethics.

SECOND SEMESTER
PAPER II –PRINT AND ONLINE JOURNALISM

Teaching hours per week: 6 hrs.

SEMESTER II	
PAPER 105.2 PRINT AND ONLINE JOURNALISM	
CO 1:	Understand the different types and techniques of print and online journalism
CO 2:	Explore the development of print media in India
CO 3:	Develop skills for journalistic writing
CO 4:	Critically look at social media as a platform for citizen journalism and create digital content

Unit-I

Teaching hours:5 hours

Printing technology- origin and development; Types of printing; new trends in printing technology.

Unit-II

Teaching hours: 20 hours

Print media- Journalism- Definition, nature and scope; Attributes of journalist; Content pattern and characteristics of dailies and periodicals, tabloids, magazines; Brief history of Indian Journalism, Kannada Journalism, and Language press.

UNIT –III

Teaching hours: 20 hours

Feature writing- Techniques of writing features; Types of features-historical, travel, business, how – to- do, photo feature, development feature, Profiles. Difference between news story and features; Feature Syndicates: writing reviews and criticism-book reviews, film reviews, theatre reviews, art reviews.

UNIT –IV

Teaching hours: 15 hours

Online journalism- Meaning, definition, Characteristics of online Journalism: hypertext, interactivity, multimedia; archive; Difference between print & online journalism.

UNIT –V

Teaching hours: 15 hours

Social Media - Overview of current social media; Merits and Demerits of social media; Writing for Social Media; Social media as a platform for citizen journalism.

References books

1. Mathur Prashanth. 2012. *Social media and networking. Concepts, trends and dimensions*. New Delhi: Kanishka Publishers.
2. Singh Bhanupriya. 2011. *News Writing* : Anmol Publication.
3. Paul Bradshaw and Lissa Rohumaa .2011. *The Online Journalism Handbook: Skills to survive and thrive in the digital age* : Longman Practical Journalism Series

4. Friedmann Anthony .2010.*Writing for visual media*: Elsevier.
5. Raman Usha.2010. *Writing For Media*:Oxford University.
6. Rich carole.2005.*Writing and reporting*: Thomas Wadsworth.
7. Gunter Max (Edt). 1999.*Writing the modern Magazine, Article*:Boston The writer Inl.
8. Kamath MV.1992. *Journalist's Handbook* :Vikas Publication.
9. Mencher Melvin. 1990. *Basic News writing*:Universal book.
10. BN Ahuja .1988. *History of Indian Press*. New Delhi: Surjeeth Publication.
11. Ziegler Isabella (Edt).1989. *Creative Writing*. New York :Dalrnes and Noble Books.
12. Nicholas Brain (Edt).1972. *Features with Flair*. New Delhi: VikasPublications

ELECTIVE - BLOGGING AS MEDIA PRACTICE

Credits: 2

Marks: 100

Hours: 30

Objective: Learning skills of blogging, free expression with responsibility and develop creative and media communication skills.

PAPER 105.2E	
BLOGGING AS MEDIA PRACTICE (OPEN ELECTIVE)	
CO 1:	Identify basics and techniques of blogging practice and evaluate them
CO 2:	Understand scope of blogging and importance of search engine optimization
CO 3:	Develop skills on creating blog post and marketing.

UNIT 1: Introduction

7 hours

Introduction, history of blogging; Nuances and impacts of blogging; Types of blogs – personal, business or corporate blogs; Understanding the elements of a blog, Anatomy of a blog post

UNIT 2: Blogging Manual

10 hours

Deciding on blog topic, Blog Writing skills, Drafting, Image and Audio posting, Search Engine Optimisation (SEO), important steps in constructing an effective blog – keyword research; fine-tuning headlines; slugs; subheads; interlinking, external linking

UNIT 3: Critical Issues in Blogging

13 hours

Blogging softwares, Video blogging, podcasts; different web hosts for blogging; knowing the audience; promoting blogs; monetising blogs - adsense; professional blogging; Ethics and legal issues in blogging; plagiarism; copyright issues; digital-social media etiquette; blog as a tool for citizen journalism, activism, and PR.

Practical Work: All students will prepare a personal blog on a subject and post original articles, features with original pictures, graphics and videos. A minimum of 6-8 posts.

Reference

1. Leccese, Mark and Lanson, Jerry (2015). *The Elements of Blogging: Expanding the Conversation of Journalism*. Taylor & Francis.
2. Bair, A. L. (2016). *Blogging For Dummies (For Dummies (Computer/Tech))*. Hoboken, New Jersey: John Wiley & Sons, Inc.
3. Hussey (2014). *Create Your Own Blog: 6 Easy Projects to Start Blogging Like a Pro*. Pearson Education India (2nded).

4. Penn, Joanna (2017). How to make a living with your writings: Books, blogging and more. Curl Up Press; Ingram.

THIRD SEMESTER

PAPER -3 BROADCAST JOURNALISM

SEMESTER III	
PAPER 105.3 Broadcast Journalism	
CO 1:	Gain basic understanding about broadcast media
CO 2:	Explore the history and development of broadcast media in India
CO 3:	Obtain efficiency in writing for broadcast media
CO 4:	Acquire skills in production and analyzing audio- visual content for radio and television

Unit-1

Teaching hours: 12 hours

Broadcast Media- Radio as a medium of communication- Brief history of radio; Programme pattern of Akashvani, Commercial FM Radio and Community radio; Internet Radio.

Unit-II

Teaching hours: 15 hours

Radio Format & Genres- Feature, documentary, talk show and interview; Advanced Radio Production- Pre-Production- Writing Lyrics, Choosing a Musical Logo.

Techniques- using digital technologies, creating Audio special effects; Radio Jingles;

Unit-III

Teaching hours: 8 hours

Television as a medium of communication- Brief history of TV; SITE; Privatization of Television in India; Programme pattern of DD and Private channels.

Unit-IV

Teaching hours: 20 hours

Television Production-Skills of anchoring or presenting-Voiceing and delivery, on camera delivery; TV journalism formats; evolution and popularity of new forms on TV –documentary, the panel discussion and its functions, the news talk show.

Unit-V

Teaching hours: 20 hours

Producing NewsBulletins; Television Features; Documentary and PSA's.

Reference:

1. MathurPrashanth. 2012. *Social media and networking. Concepts, trends and dimensions*. New Delhi: Kanishka Publishers.
2. Hausman, Carl; Benoit, Philip and O' Donnell, Lewis. 2000 :*ModernRadio Production- Production, Programming and Performance*: Wadsworth. Thompson Learning

3. Mcleish, Robert; 2005 (5thed). *Radio Production-A Manual for Broadcasters* :Wadsworth. Thompson learning.
4. Hausman, Carl; 2001. Benoit, Philip and O' Donnell, Lewis: *Announcing: Broadcast communication Today*. Wadsworth. Thompson learning.
5. Sterling Herbert, ; 2000John; *Journalism in the Digital Age*, Focal Press
6. Ahuja .2013.*AudiovisualJournalism*;SurjeetPublications
7. RobertHillard .2011.*Writing for TV, Radio and new media* :Wadsworth Publishing
8. Barness Frank. 2010. *Broadcast news writing, reporting and production*. Elsevier Inc
9. MacGregor, Brent; 1997; Live, Direct and Biased : *Making TV news in the Satellite Age*: A Hodder Arnold Publication
10. Gormly.2005 .*Writing and producing television news*: Surjeet Publications.

CBCS- Journalism
Semester III
FOLK MEDIA COMMUNICATION

Objectives:

- To understand variety of folk media in India
- To obtain theoretical knowledge of folk media as important medium of communication
- To analyse role of folk media in cross cultural communication

PAPER 105.3 E FOLK MEDIA COMMUNICATION (OPEN ELECTIVE)	
CO 1:	Understand variety of folk media in India
CO 2:	Obtain theoretical knowledge of folk media as important medium of communication
CO 3:	Analyze and evaluate the role of folk media in community development

Unit I: Traditional Art or Folk Art as a mass media instrument (5 hrs)

Nature of Folk Media; use of folk media for literacy campaign; Advantages of folk media - folk Media for community development; as tool for development- individual and community, social change, political awareness, health.

Unit II: Folk Theatre forms of India: (10 hrs)

Yakshagana- *Badagu and Thenku*, Pardhana, Tamasha, Bhavai, Nautanki, Naqual, Therukoothu, Vag, Ramlila, Raslila, Jatra, Powada or Powale, Kakkarissi Natakam, Teyyam, Hari-katha, Puppetry and its different styles- Shadow puppets, rod puppets and hand Puppets, Street Theater, Concept of Sutradhara.

Unit III: Contemporary Folk communication; (6 hrs)

Adaptation of western proscenium theater; Intimate theatre, experimental Theater. Influence of Folk media on classical art forms. Changing trends in costumes, make-up, properties. Folk institutions in India.

Unit IV: Folk and Mass media; (9 hrs)

Participative nature of folk. The phenomena of mass culture, the influence of mass communication and culture; Current status of Folk Media and its potentials through new media. Folk media and cross cultural communication.

Recommended Books :

- Singer, Melton (ed) (1957). *Traditions in India: Structure and Change*. American Folk Society.
- Doctor, Aspi and Farzana Chaze. (2004). *Mass communication- A Basic Study*. Mumbai: Sheth Publisher, 8th Ed.
- Kumar, Keval J. (1983). *Mass Communication in India*. Mumbai, Jaico Publishers
- Malik, Madhu. (1983). *Traditional Form of Communication and the Mass Media in India*. Paris: Unesco.
- Mukhopadhyay, Durgadas. (1978). *Lesser known forms of Performing Arts in India*. New Delhi: Sterling.
- Parmar, Shyam. (1975). *Traditional Folk Media in India*. New Delhi: Geka Books.
- Parmar, Shyam. (1991). *Folk Music Mass Media*. New Delhi: Communication Publication.
- Gargi, Balwant (1991). *Folk theater in India*. Bombay: Rupa & Co.

- Ranganath, H.K. (1980) Folk Media and Communication. From Sreekumar, C.S. Folk arts as mass communication media. www.sikhspectrum.com/112007/folkarts.htm
- Usha Rani, N. (1996) Folk Media for Development. Bangalore; Karnataka Book Publishers.

Course outcome:

- Appreciation of folk media in India and their possibilities for effective communication
- Positive approach towards folk media for goal-oriented group as well as mass communication.

FOURTH SEMESTER

PAPER IV – EDITING PRACTICE

Teaching hours per week - 6hrs

SEMESTER IV	
PAPER 105.4 EDITING PRACTICE	
CO 1:	Study the structure and functions of editorial department
CO 2:	Acquire skills on editing techniques
CO 3:	Analyze the content patterns of print media
CO 4:	Develop skills in using software for designing newspaper and photo editing

Unit-I

Teaching hours: 8 hours

Editing- Meaning; Editorial desk; editions, function and Qualities of subeditor; News editor; Resident Editor.

Unit-II

Teaching hours:12 hours

Techniques of editing; Principles of editing; Editing symbols; Headlines-nature, function, techniques of writing headlines, types of headlines; Trends in headline Writing.

Unit-III

Teaching hours:20 hours

Editorial page- Editorials; Types of Editorial Writing ;Editorial writing for magazine; Middles; Letters to the editor; Columns; Op-ed; translation – techniques ; Editing Exercises.

Unit-IV

Teaching hours:10 hours

Design and page make up- principles; types of page layout; Elements; Latest trends in page layout; Dummy ; Pagination; Style Book; In Design.

Unit –V

Teaching hours: 25 hours

Photo editing-caption writing: Picture story; Picture pages; Photoshop.

References books

1. Ostnous John .2004. *Better paragraphs*. London: Harper and Row.
2. Singh (sanjaykumar).2013. *Modern trends in news editing* : Centrum Press
3. Baskette Scissors and Brooks (Edt). 2002.*The Art of Editing*. London: Harper and Row.
4. Baskette(Floyd K) and Sissors (Jackz)(1996). *The Art of editing* : Macmillan Publishers Ltd.
5. Devi (Meena)ed .2009.*Editing and reporting In journalism* :Alfa publication
6. Joseph.2002.*Outlines of Editing*. New Delhi: Anmol Publications.

7. Quinn .1999. *Digital Sub Editing & Design*. New Delhi: Sage Publication
8. George. 1998. *A hand Book for Journalist*. New Delhi: IIMC.
9. Desai M V and NinanSevanti .1996. *Beyond ThoseHeadlines*.Bangalore: Allied Publishers Limited.
10. Westley Bruce. 1980: *News Editing*:Oxford IBH.
11. ParthasarathyRangaswamy.1984. *Basic Journalism*. New Delhi:Macmillan India Ltd

CBCS- Journalism
Semester IV
Media and Gender issues

Objectives

- To introduce the students to gender studies
- To sensitize the students on gender stereotyping in media and developing critical thinking
- To enable the students to develop media evaluation in terms of representation of gender

PAPER 105.4E	
MEDIA AND GENDER ISSUES (OPEN ELECTIVE)	
CO 1:	Explore basic concepts of gender studies and media
CO 2:	Sensitize the students on gender stereotyping in media and developing critical thinking
CO 3:	Critically evaluate gender representation in media

Unit 1

Introduction to Gender:

(5hrs)

Gender and Sex, Femininity and Masculinity, LGBTQ. Framing and stereotyping gender. Cultural determinism and gender roles. Socio-cultural perspectives of body and sexuality; Gender sensitivity.

Unit 2

Portrayal of Gender in media:

(7hrs)

Print- newspaper, magazine; Electronic media- soaps, reality shows, talk shows, game shows, comedy; Film; New media; Case studies. Gender bias; Heteronormativity.

Unit 3

Gender roles and exposure to media:

(10 hrs)

Media as a work place for different genders, Women and transgender and their roles in News and Entertainment industry- news room, music, dance, film – Hollywood and Bollywood; gender issues by male, female and transgender film directors; gender in theatre, art and literature.

Unit 4:

Analysing portrayal of gender in advertisements

(8hrs)

Advertisements – gender stereotypes; Objectification and commodification; beauty and fairness ads; home appliances ads; office ads; family ads; automobile ads; Gender appeals in ads – emotional appeal, sex appeal, scarcity appeal, rational appeal.

Recommended Books

- Mohanthi, M (2004) Caste, Class and Gender. New Delhi: Sage.
- Berger, Arthur Asa (2003) Media and Society: a Critical Perspective. USA: Rowman & Little Field Publishers.
- John, Mary (ed) (2008) Women's studies in India: a Reader. New Delhi: Penguin. (Introduction).
- Rege, Sharmila (ed). (2003) Sociology of Gender: The Challenge of Feminist Sociological Knowledge. New Delhi: Sage.

- Kasturi, Leela & Mazumdar, Vina (1994) Women and Indian nationalism. New Delhi: Vikas Pub. House.
- Dutt, Bishnupriya (2010) Engendering Performance: Indian Women Performers in Search of an Identity. New Delhi: Sage.
- Krishnan, Prabha & Dighe, Anita (1990). Affirmation and Denial: Construction of Femininity on Television. New Delhi: Sage.
- Prasad, Kiran (ed.) (2005). Women and Media: Challenging Feminist Discourse. New Delhi: The Women Press.

Course outcome

- Greater awareness about gender related issues in media
- Sensitivity towards gender issues in general and media in particular.

FIFTH SEMESTER
PAPER V – FILM STUDIES

Teaching hours per week-5hrs

SEMESTER V	
PAPER G 105.5(a) FILM STUDIES	
CO 1:	Understand the film language and acquire ability to appreciate films.
CO 2:	Obtain knowledge about major film movements and genres.
CO 3:	Acquire basic skills in production and analysis of films
CO 4:	Recognize the role and contemporary status of cinema in society.

Unit-I

Teaching hours :5 hours

Introduction to Film - Film as an art form; aesthetics of film; Language of Film; Film appreciation; Film review..

Unit-II

Teaching hours :20 hours

Elements of film – Stages of film production; Camera; Lighting; Sound; Dubbing/mixing; Editing, script and screenplay, story board

Unit-III

Teaching hours: 20 hours

Major genres of cinema; - German Expressionism, Italian neo-realism, French new wave, Avant Garde, Montage; Hollywood cinema; World cinema with introduction to major film makers; Art / New cinema and Indian film makers- National and Kannada Cinema; Prominent film makers/ Directors: Dadasaheb Phalke, V. Shantaram, Satyajit Ray, Girish Kasaravalli, Guru Dutt, Mrinal Sen

Unit-IV

Teaching hours :10 hours

Types of films; documentary; newsreel; Educational film; Animation film; Feature film; Mainstream cinema; Cinema and society.

Unit –V

Teaching hours: 10 hours

Promoting film culture in India –film society movement ; FTII; NFAI; NFDC ;KCA; Film Division; Directorate of Film Festivals; Film awards

References books

1. Gaston Roberge (Edt). 2006. *The Subject of Cinema*. New Delhi: Seagull Publication.
2. Andre Bazin(2005). *what is cinema ?*. London : university of California press ltd .
3. Jefferey Geiger and R L ruthsky (2005) *Film analysis* :W.W. Norton and company Inc.
4. Susan Hayward.2000. *Cinema studies* , Routledge
5. Monaco Thames (Edt).2004. *How To Read A Film*. New Delhi: Oxford University Press.
6. Kazmi Fareed. 2000. *The Politics of Indian Conventional Cinema*. New Delhi: Sage Publication.
7. Mitra Ananda.1999. *Through the Western Lens* .New Delhi: Sage Publications.

8. Prasad Madhava,M. 1998. *The Ideology of the Hindi Film*. New Delhi: Oxford University Press.
9. Lindgrin Ernest (Edt). 1990. *The Art of Films*. New Delhi: Oxford University Press.
10. Vidyanathtan T.G. (Edt). 1990. *Hours In The Dark*. New Delhi: Oxford University Press.
11. Mast and Cohen (Edt). 1990. *Film Theory & Practice*. New Delhi: Oxford University Press.
12. A Lent Jhon.1990.*The Asian Film Industry*. London: Christopher Helm.
13. JoweltCrarty and M Linton James.1986. *Movies As mass Communication*. London: SagePublication.
14. Barnouw Erik and Krishnaswamy S.1980.*Indian Film*. NewDelhi: Oxford UniversityPress
15. Brazin Andre .1967. *What is Cinema ?* . BerkelyVol I & II .University of California

FIFTH SEMESTER
PAPER VI – ADVERTISING AND PUBLIC RELATIONS

	PAPER G 105.5(b) PAPER VI- ADVERTISING AND PUBLIC RELATIONS
CO 1:	Understand basic laws related to media
CO 2:	Acquire an understanding of the nature of ethics in journalism
CO 3:	Analyze the recent amendments in media law with case studies
CO 4:	Form students as responsible media persons

Teaching hours per week 5hrs

Unit-I

Teaching hours: 5 hours

Advertising- Definition, Nature and scope; Origin and development of advertising; social and Economic Effects of Advertising; Ad Agency- structure and Function.

Unit-II

Teaching hours: 15 hours

Mediums and types of advertising: Print, Radio and television; Digital advertising ;new trends in advertisement; Designing advertisement: Copy writing, elements of ad copy, layout; Ethics in advertising, ASCI.

Unit-III

Teaching hours: 10 hours

Advertising appeals; Campaigns- Media planning strategy, media mix, Media selection, Ad budgeting.

Unit-IV

Teaching hours :10 hours

Public Relations- Meaning & Definition, nature, scope, Functions, Origin and development of public relations in India ; Public opinion; Publicity; Propaganda; Role and responsibility of a public relation practioner.

Unit-V

Teaching hours :20 hours

The Process of PR ; Types of Public relation-Government, private, public sector, community relations, media relations; crisis management; Tools of public relations- Print, radio, film, television, photography, advertisements, exhibitions; Press conference ; Press release. Digital PR and house web journals.

References books

1. J V Vilanilam .2011.*Public Relations in India*:Sage Publications.
2. Choonawala S A and Sethia K C (Edt).2005. *Foundations of Advertising theory &Practice*:Bangalore: Himalaya Publishing.
3. Wells and MorlatyBurfert (Edt). 2003. *Advertising: Principle &Practice*.NewDelhi:Prentice Hall.

4. Chandrakandan . 2002. Public Relations: Authors press.
5. Percy Larry.2002. *Strategic Advertisement Management*:Europe Prentice Hall ISBN.
6. R Staffer Marla (Edt).2001. *Advertising Promotion and New Media*,USA :Times Mirror Co.
7. Wells William.2001. *Advertising, Principles and Practice, London*: Prion Books Ltd.
8. Ahuja&chabra. 2001. *Public Relations*. New Delhi :Surjit Publications.
9. F Arens Williams.2000. *Contemporary Advertisement,USA*: Times Mirror Education Group.
10. Singh Bir. (Edt). 2000. *Advertising Management* .New Delhi: Anmol Publications.
11. Percy Larry (Edt). 2000. *Strategic advertisement Management*. New Delhi: Suraj Publications.
12. Pandey ,Meena. 1989. *Foundation of Advertising Theory and Practice*.Bombay: Himalaya Publishing house.
13. M Scott, Cutlip.1985 .*Effective Public relations*. Prentice Hall.

**SIXTH SEMESTER
PAPER VII–MEDIA LAWS AND ETHICS**

Teaching hours per week- 5 hrs

Unit-I

Teaching hours: 10 hours

Preamble; Directive principles; Article 19-1(a) and (b) - with reference to Freedom of the Press-
reasonable Restrictions.

Unit-II

Teaching hours: 15 hours

Press and registration of books Act; Working Journalist Act- Defamation; Civil and criminal
defamation; Contempt of court; Right to Information Act; Copy right Act ; copy left , Creative
Commons, Intellectual property rights;

Unit III

Teaching hours: 10 hours

Cyber Laws; cable network Resolution; Film censorship; Cinematograph Act 1952; Prasar Bharathi
Act.

Unit-IV

Teaching hours: 15 hours

Control; Press commission's (I&II) recommendations; press council- code of conduct for journalists;
Broadcasting code-Right to privacy-INS-KMA-AINEC

Unit –V

Teaching hours: 15 hours

Law and Ethics in Advertising and Public relations-ASCI (advertising Standard Council of India;
Code of Ethics of Advertisements in Different Media –ABC
Public relations-Code of ethics, IPRA (International Public Relations Association),

References books

1. Singh Sanjay Kumar. 2013.*Press Laws and ethics of Journalism*. Anmol Publication Pvt Ltd.
2. Malar and Mneela .2012. *Media laws and ethics*. New Delhi: PHI learning private limited.
3. Sharma Kumar Ajay. 2012. *Journalism laws* .New Delhi: Random Publications.
4. Singh Yatindara Justice .2005. *Cyber Laws*.Delhi Universal Law Publishing.
5. Basu DD. 2002. *Law of the Press*. New Delhi: Prentice Hall.
6. Seib Philip &Fitzpatrick Kathy.2000. *Journalism Ethics*. New York : Harcourt Brace College Publishers.
7. T Mecluskey Matha.1997. *Feminism, Media and The Law*. New York:Focus Press.
8. K SVenkateshwaran .1993. *Mass Media Laws and Regulations in India*. Singapore
9. Nina Godboleandsunit Belapure.2011.Cyber security

**SIXTH SEMESTER
PAPER-VIII MEDIA MANAGEMENT**

PAPER G 105.6(b) Paper VIII Media Management	
CO 1:	Comprehension of the basics of managerial practices in an organization.
CO 2:	Ability to evaluate various types, aspects of media business, issues and challenges in global media
CO 3:	Identify different communication policies and recommendations of major media committees
CO 4:	Explore organizational patterns of Indian media and entertainment industry and understand their future scope.

Teaching hours per week-5 hrs

Unit – I

Teaching hours: 10 hours

Principles of management - Definitions scope and functions; Management process; Essentials of management; Financial impact on Indian media; FDI influences on media.

Unit – II

Teaching hours: 20 hours

Media Organizations and Structure - Organizational structures of Indian media; Print and electronic media; ownership patterns of Indian media; Types of ownerships; Newspapers; Magazines and Television networks; Film and Television production houses and Studios; Organizational structure and management of Indian news agencies.

Unit –III

Teaching hours: 15 hours

Media evaluation; social media measurements; Circulation and revenue; Readership measurement systems- ABC, NRS, INS, RNI.

Viewership measurement systems - TRP, TAM, BAARC and other rating systems.

Unit-IV

Teaching hours :10 hours

Problems and Prospects of print Industry in India; Small newspaper; Global competition on Indian Media; Media and Globalization.

Unit – V

Teaching hours :10 hours

Committees -Reports for committees/commissions; S K Patil committee report; Ashok Chanda committee report; BG Varghese committee report; Khosla committee report; Joshi committee report; P R Ramaiah committee report.

References books

1. Vanita Kohli Khandekar .2006. The Indian Media Bussiness. New Delhi: Sage Publication.

2. James Redmind and Robert. 2004. Media Organization Management. Biztantra: London Response Books,
3. W.J. Stantton and Charles Futrell .2003. Fundamental &marketing. NewDelhi : MC Graw Hill.
4. E F Cabera and Bonache1999. An Expert H. R. System for Aligning organizational culture &Strategy.New York: Academic Press.
5. Thons gouldon, 1997. News Management. London: WillianHeiremamm Ltd.
6. C ,Halzer. 1991. *Total quality Management*. London: Champra& Hall.
7. Arvind Kumar .2016.*Media management and social issues*: Anmol Publications pvt.Ltd
8. ArpitaMenon. 2015.Media planning and buying :McGraw hill education private Ltd .
