

**MNPE-09425068494**

**In Collaboration with**

**Karnataka State Open  
University**

**Manasagangotri, Mysore-6**

**Syllabus**

**M.Sc in Journalism and  
Advertisement**

**[www.maanarmadaedu.org](http://www.maanarmadaedu.org)**

<b>Year 1</b>		
<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>
MJA101	Introduction to Journalism	5
MJA102	Introduction to Advertising	5
MJA103	Introduction to Computers	5
MJA104	Communication and Soft Skills	4
MJA105	Introduction to Media Technologies	5
MJA106	Introduction to Public Relations	4
MJA107	Journalistic Reporting & Editing	4
<b>TOTAL CREDIT</b>		<b>32</b>

<b>Year 2</b>		
<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>
MJA101	Advertising Design & Principles	5
MJA102	Introduction to Printing Technologies	5
MJA103	Introduction to Production Technologies	5
MJA104	Introduction to Newspaper Management	5
MJA105	Introduction to Copywriting, Visualization & Campaign Effectiveness	4
MJA106	Introduction to Photography	4
MJA107	Project Report	4
<b>TOTAL CREDIT</b>		<b>32</b>

# M.Sc. in Journalism & Advertisement

## DETAILED SYLLABUS

### 1<sup>st</sup> Year

#### **MJA-101 : Introduction to Journalism**

Journalism: Meaning, Definition, Glossary, History, Purpose or Role, News: Definition, Types, Elements of News, Source of News, Structure of News, Leads, Types of Leads, Head Line, Type of Headline, Quality of News, How to write news, Types of news writing, News room & its structure & Role. Journalist, Qualities, Role, Trends in Modern Journalism.

#### **MJA-102 : Introduction to Advertising**

Advertising: Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising, Process of Advertising, Publicity Versus Propagandas versus Sale Promotion, Role of Advertising, Advertising Types, Principles, Steps in Advertisement Planning, Advertising Agency, Function & Role. Selection of Advertising & Agency, Parts of an Advertisements, Advertising ethics.

#### **MJA - 103: Introduction to Computers**

Introduction to Computers, Characteristics of Computers, Generations of Computers, Classification of Computer, Importance of Computer, Computer Organization, Input Unit, Output Unit, CPU, Input/ Output Devices, Computer Viruses, Number System & Computer Arithmetic, Binary Number System, Octal Number System, Hexadecimal Number System, Conversions from One Number System to another, Decimal to Another Base, Converting from a base other than 10 to a base other than 10, Fractional Numbers, Operating System, Functions of Operating System, Types of OS, Internet, E-Mail, WWW, File Transfer Protocol, Uses of Internet, MS-Office - Basics, MS-Word, MS-Power Point, Windows, Paint Brush, Notepad.

#### **MJA - 104: Communication and Soft Skills**

##### **UNIT I**

##### **Essentials of Grammar:**

- Parts of Speech
- Punctuation
- **Vocabulary Building**
- Phonetics

##### **UNIT II**

##### **Office Management:**

- Types of Correspondence
- Receipt and Dispatch of Mail
- Filing Systems
- Classification of Mail.
- Role & Function of Correspondence
- MIS
- Managing Computer

##### **UNIT III**

##### **Letter & Resume Writing:**

- Types of Letters-Formal / Informal
- Importance and Function
- Drafting the Applications

- Elements of Structure
- Preparing the Resume
- Do's & Don'ts of Resume
- Helpful Hints

#### **UNIT IV**

##### **Presentation Skills:**

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation.

#### **UNIT V**

##### **Interview Preparation:**

- Types of Interview
- Preparing for the Interviews
- Attending the Interview
- Interview Process
- Employers Expectations
- General Etiquette
- Dressing Sense
- Postures & Gestures

#### **UNIT VI**

##### **Group Discussion & Presentation:**

- Definition
- Process
- Guidelines
- Helpful Expressions
- Evaluation

(Note: Every student shall be given 15 minutes. of presentation time & 45 minutes of discussion on his/ her presentation.)

##### **The student will be evaluated on the basis of:**

His / her presentation style Feedback of Faculty & Students General Etiquette Proficiency in Letter Drafting / Interview Preparation. The paper is internal and at Least 3 tests will be taken. Best 2 of 3 shall account for final grades (70% Test & 30% Presentation)

#### **MJA - 105: Introduction to Media Technologies**

Media, Meaning, History & Origin, Classification of Media, History & Development of TV, Radio, Newspaper, Magazines, Cinemas in India, Structure of ALL India Radio & Door Dashing, Traditional Media, Meaning & Role, Difference between Traditional& Electronic Media.

#### **MJA - 106: Introduction to Public Relations**

Public Relations: Meaning, Definition, Need for P.R., History of P.R., P.R. Programmed, P.R.

Public, Tools of P.R, Importance of P.R, Ethics of P.R., Image Advisory, Role & Function, Importance, Qualities of P.R.O, Objective of P.R., How to conduct P.R. Campaign.

**MJA - 107: Journalistic Reporting & Editing**

Journalistic Writing; Meaning, Forms (News, Editorial, Features, Middle, Articles, difference between all formats), Reporting; Meaning, Types of Reporting, Tips on Reporting, Objectivity, Report writing for all media.

Editing; Meaning, Symbols & Usages, Need & Principles of Editorial Desk, Proof Reading, Newspaper Meaning & its Production Steps, Difference between Newspaper and Magazines, Pages of Newspaper.

## 2<sup>nd</sup> Year

**MJA - 201: Advertising Design & Principles**

Advertising Design; Meaning, Making of Advertisement, Background, Layout steps, Function of Layout, Design & Layout, Types of Design, Principles of a Good Layout, Appeal of an Advertisement, Principles of Good Advertisement, Regulations of an Advertisement.

**MJA-202: Introduction to Printing Technologies**

Printing; its meaning, History, Origin, Types of Printing Process, Elements of Printing, Paper, Comparison between Printing Process, Traditional Printing Vs Modern Typography, Type size, Type Style, Colors.

**MJA-203: Introduction to Production Technologies**

T.V & Radio Production, Post & Pre Production Stages, Story Treatment, Scripts, Storyboards, Budget, Floor Plan, Sets, Make up Costume, Jeweler, Lights, Audio, Shots, Shooting Schedule, Crew for Production, Post Production & Editing.

**MJA-204: Introduction to Newspaper Management**

Meaning of Management, Principles of Management, Structure, Co-ordination, Motivation, Control, Decision Making, Departmentalization, Ownership Pattern, and Liaoning with Govt. Depts., Editorial Management, Advertising Management, and Circulation Management, Factors affecting Circulation, Functions, Personal & Financial Management, Printing Management, and Need of Morgue.

**MJA-205: Introduction to Copywriting, Visualization & Campaign Effectiveness**

Meaning of Copywriting & Visualization, Qualities of Visualize as a part of Advertising, Copywriting & Visualizing Role & Significance, Process of Visualization, Creative Visualization, Copywriting in Advertisement, Appeals, Advertisement Effectiveness, Difference between Advertising & P.R.

**MJA-206: Introduction to Photography**

Photography; Meaning, Definition & History of Photography, Tools of Photography, Camera; Parts of a Camera (Shutter, Apertures, Lens, Films), Types of Camera, Quality of Photograph, Role of Visualizations, Shots, Roles of Lightings, How to take a good picture, Role of Subject, Editing & Development of Photograph. Manual & Computerized. Composition of Photograph, Photo Journalism, its Role & Importance.

**MJA 207: Project Report**

Every student will be assigned a Project at the beginning of the 2<sup>nd</sup> Year and will be persuaded under the supervision of an internal supervisor. The Project Report will be on the Topics related & Taught in the first year of M.Sc. The Project Report shall carry 100 (25 Internal and 75 External) Marks and will be evaluated by the examiner. The project will be submitted with the Institute as well as the University.