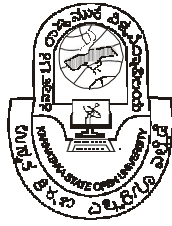


MNPE-09425068494



Karnataka State Open University

Mysore, Karnataka – 570006

In Association with BSAITM

**Syllabus
For
Master of Science Mass
Communication and Journalism**

M.SC.IN MASS COMMUNICATION AND JOURNALISM

Year-I

CODE	SUBJECT	CREDITS
MCJ-011	Print Media	6
MCJ-012	Media in India	6
MCJ-013	Communication Theory & Research	6
MCJ-014	Media Policy & technology	6
MCJ-015	Applied Communication	8
Total		32

Year-II

CODE	SUBJECT	CREDITS
MCJ-021	Specialized Communication	6
MCJ-022	Media Appreciation & Research	6
MCJ-023	Communication Dimensions	6
MCJ-024	Current Affairs & Social Issues	6
MCJ-025	Communication Skills	8
Total		32

Detailed Syllabus

Year-I

MCJ-011 Print Media

Section-1 What is News

Unit -1 Definitions

Unit-2 Nature of News

Unit-3 Qualities of News, News Value

Unit-4 Hard & Soft News.Orientation & Perspective

Unit-5 Objectivity & Fairness

Unit-6 News as a process

Unit-7 Verification, Special interests

Unit-8 Why is News Important

Unit-9 Difference between News & Information Journalism & Communication

Unit-10 Stories of High Interest - Celebrity Journalisme

Unit-11 Trends In Modern journalism

Unit-12 Influence of TV channels on serious news reporting in print media

Unit-13 Sensationalism & Entertainment.

Section-2 News Media Operations

Unit-14 How news media functions?

Unit-15 Three Modes of Daily Journalism

Unit-16 National media - How it nationalises the news?

Unit-17 Agenda setting function of the National media

Unit-18 New categories of News

Unit-19 Approaches of Journalism

Unit-20 Press Organizations.

Section- 3 Photographic equipment

Unit-21 Cameras

Unit-22 Types of cameras

Unit-23 formats of camera

Unit-24 lens - their types and functions

Unit-25 film - types and functions

Unit-26 Accessories of film

Section- 4 Camera and Photo

Unit-27 Shots

Unit-28 focus

Unit-29 shutter

Unit-30 speed

Unit-31 selection of subject

Unit-32 different types of photographs - action

Unit-33 photo editing - procedure

Unit-34 pictures for newspapers and magazines

Unit-35 developing photographers' manual and computerized photography.

Section- 5 Editing

Unit-36 Nature and need for editing

Unit-37 Principles of editing

Unit-38 editorial desk

Unit-39 functions of editorial desk

Unit-40 copy-editing preparation of copy for press

Unit-41 style sheet

Unit-42 editing symbols

Unit-43 proof reading symbols and their significance.

Section- 6 Photography

Unit-44 Elements and principles

Unit-45 visual language - meaning

Unit-46 photographer's jargon

Unit-47 composition of photography - subject and light.

Section-7 News values for pictures

Unit-48 Photo - essays

Unit-49 photo features

Unit-50 qualities essential for photo journalism

Unit-51 picture magazines

Unit-52 colour photography

Unit-53 impact of technology

Unit-54 practical, field assignments and their evaluation.

Reference Books :-

1. Approaches to media literacy: a handbook by Art Silverblatt, Jane Ferry, Barbara Finan .
2. The ambivalent welcome: print media, public opinion, and immigration by Rita James Simon, Susan H. Alexander
3. Media selling: broadcast, cable, print and interactive by Charles Warner, Joseph Buchman

MCJ-012 Media in India

Section- 1 History

Unit-1 Evolution of Indian Press

Unit-2 Colonial/Post-colonial economic structure

Unit-3 political context Of Hickey's Gazette

Section- 2 Media Laws in India

Unit-4 Indian print Media in the context of Globalization

Unit-5 Copyright Act

Unit-6 Recent Indian Laws

Unit-7 Contempt of Court –Defamation.

Section- 3 Introduction to Radio as a Medium of Mass Communication

Unit-8 Development of Radio Programme

Unit-9 Production in India Radio in Post-liberalization Period

Unit-10 FM Radio and State

Unit-11 Radio and Popular Culture.

Section- 4 Public TV in India

Unit-12 Recent Changes in the Market

Section- 5 New Media in India

Unit-13 Technologies

Unit-14 Form and Culture

Reference Books :-

1. Traditional folk media in India. by Shyam Parmar
2. Media and social life in India. by B.K. Prasad
3. Media management in India. by Dibakar Panigrahy, Prasanna K. Biswasroy

MCJ-013 Communication Theory & Research

Section- 1 Mass Media growth and emergence of new media

Unit-1 New media audiences

Unit-2 media diversification

Unit-3 media impact on Society

Unit-4 corporate media objectives

Unit-5 dysfunctions of media

Unit-6 Social, economic and Cultural issues

Unit-7 Media Privatization

Unit-8 issues of access.

Section- 2 Key concepts and meanings in Communication

Unit-9 McLuhan's concepts

Unit-10 Basic elements of a Communication Model – Harold Lasswell's model

Unit-11 Two-step flow theory

Unit-12 Whites Gate keeping concept and theory

Unit-13 Shannon & Weaver's mathematical model

Unit-14 Direct, moderate and limited effects theories of media

Section- 3 Media Uses and Effects

Unit-15 Media growth and the evolution of new audiences

Unit-16 audience fragmentation

Unit-17 audience perception of media, access and use

Unit-18 Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled

Unit-19 Media dependency theory

Unit-20 New media diffusion-

Unit-21 digital divide and Knowledge gap hypothesis.

Section- 4 Media as an agent of socialization

Unit-22 Social Learning theory

Unit-23 prosocial and antisocial social content of media

Unit-24 Cultivation Analysis: Process and effects on children

Unit-25 media portrayal of the world

Unit-26 Agenda setting theory

Unit-27 Political economy of media

Unit-28 media agenda

Unit-29 coverage of issues

Unit-30 media and public opinion

Unit-31 media gatekeepers.

Section- 5 Innovation Diffusion and Adoption theory

Unit-32 Innovations

Unit-33 target audience

Unit-34 factors influencing diffusion

Unit-35 innovation adoption process

Unit-36 categories of adopters

Unit-37 factors in adoption

Unit-38 application of the model in agriculture and rural development in India

Unit-39 New media and cultural issues

Unit-40 human rights and media.

Unit-41 pressure groups and regulations.

Reference Books:-

1. Communication theory and research by Denis McQuail, Peter Golding, Els de Bens
2. Mass communication theory: an introduction by Denis McQuail

MCJ-014 Media Policy & technology

Section- 1 World Press

Unit-1 A brief comparative account of the press systems in the USA, UK, Japan and China

Unit-2 Leading dailies and news agencies

Unit-3 ownership pattern

Unit-4 newspaper design and format

Unit-5 content and style

Unit-6 new technologies and developments.

Section- 2 Indian Press

Unit-7 Pre-Independence Press in India

Unit-8 Early Newspapers

Unit-9 Indian languages journals

Unit-10 growth of Tamil press

Unit-11 Vernacular press act 1878

Unit-12 Raja ram Mohan Roy, Indian National Congress

Unit-13 Swedesamitran, India , News Agency

Unit-14 Gandhi as a Journalist.

Section-3 Characteristics of the English press

Unit-15 Times of India

Unit-16 The Tribune

Unit-17 Patriot

Unit-18 Hindustan Times, the Hindu

Unit-19 The Indian Express and Deccan Herald.

Unit-20 Press after independence

Unit-21 News Agencies

Unit-22 Press Commissions

Unit-23 Tamil press

Unit-24 Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content , style and design.

Section- 4 Press Laws

Unit-25 National objectives

Unit-26 Responsibilities of the press

Unit-27 Rights and Privileges

Unit-28 Freedom of the press and Reasonable Restrictions

Unit-29 Defamation

Unit-30 Sedition

Unit-31 Obscenity

Unit-32 Incitement of violence

Unit-33 Press and registration of books act 1867

Unit-34 Copy right law

Unit-35 The Working Journalists acts of 1955, 1956, and 1958

Unit-36 wage board for journalists

Unit-37 Contempt of court act 1971

Unit-38 The Newspaper (Price & Page) Act 1971. Right to information Bill.

Section- 5 Press as fourth estate

Unit-39 Press and society

Unit-40 professional code of ethics

Unit-41 violations (cases)

Unit-42 Influencing factors, self-regulation

Unit-43 Press council: powers and responsibilities

Unit-44 other agencies regulating the press, problems

Unit-45 Debate on entry of foreign press in India

Unit-46 future developments and issues.

Reference Books :-

1. Communication technology, media policy, and national development by V. S. Gupta
2. Mass media and media policy in Western Europe by Peter Humphreys

MCJ-015 Applied Communication

Section- 1 Communication

Unit-1 Definitions

Unit-2 Scope

Unit-3 forms and purpose

Unit-4 Types of Communication – Inter personal

Unit-5 Intra personal

Unit-6 Mass

Unit-7 Organizational

Unit-8 Verbal

Unit-9 Non-verbal

Unit-10 Political Communication

Unit-11 New Communication technologies and the emerging trend

Unit-12 global and Indian context

Section- 2 Process of Communication

Unit-13 Source, Message, Channel, Receiver, Feedback, Encoder, Decoder

Unit-14 Noise in communication

Unit-15 types of noise

Unit-16 Basic Models in Communication

Unit-17 concept of Gate keeping

Unit-18 Gate keepers in mass media.

Section- 3 Language and communication

Unit-19 Importance and use of language

Unit-20 Psychology of language

Unit-21 Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics

Unit-22 Language as a barrier in multi-lingual societies and cross cultural communication

Unit-23 translation -problems and solutions.

Section- 4 Communication systems in Indian context

Unit-24 Interpersonal and group networks

Unit-25 New media situation and its Socio, Economic, Political and Cultural implications

Unit-26 Public and private ownership

Unit-27 media conglomeration

Unit-28 Social, Economic, Political and Cultural factors and their influence on communication Systems

Unit-29 media and Public Opinion process

Unit-30 Communication policies, issues and Future developments

Section-5 Mass Communication

Unit-31 Characteristics

Unit-32 Mass media – Growth, New media context, access, control and use

Unit-33 Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral,

Unit-34 Privatization, Monopolization, Canalization, Inoculation,

Unit-35 Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation

Unit-36 impact on children

Unit-37 Regulatory mechanism: government , professional bodies and citizen groups.

Reference Books :-

1.Peterson's Four-Year Colleges by Peterson's

2. Dynamics of mass communication: theory and practice by Uma Narula

Year – II

MCJ-021 Specialized Communication

Section-1 Form and content

Unit-1 Flow of world news – Transnational news agencies

Section-2 Strategic Interventions

Unit-2 Corporate image building & reputation

Unit-3 management counsel

Unit-4 Brand communications

Unit-5 Internal communications

Unit-6 Media perception audits

Unit-7 Financial communications

Unit-8 Public affairs & advocacy.

Section- 3 Communication as international power

Unit-9 New resistance to international propaganda

Unit-10 World patterns of elite media

Unit-11 cross, comparisons

Unit-12 New Communication technology

Section- 4 Tactical Interventions

Unit-13 Media Relations (News room & press management)

Unit-14 Crisis Communication

Unit-15 Non-press related social-media outreach initiatives

Unit-16 Digital PR – Blogging, website, Writing support

Unit-17 Content development.

Section- 5 Transnational news agencies

Unit-18 Types of international news

Unit-19 science information in international communication propaganda

Unit-20 disinformation

Reference Books :-

1. Discourse, ideology and specialized communication by Giuliana Garzone, Srikant Sarangi
2. Intercultural aspects of specialized communication by Christopher Candlin, Maurizio Gotti

MCJ-022 Media Appreciation & Research

Section- 1 The Hypodermic Needle Theory

Unit-1 The Hypodermic Needle Theory

Section- 2 Media Theory

Unit-2 Marxist approach

Unit-3 The role of mass media

Unit-4 cultivation theory

Unit-5 functionalist approach

Unit-6 User and Gratification theory

Unit-7 Audience Studies

Section- 3 Thinking Methods

Unit-8 Paradigm Shifts

Unit-9 Thinking Methods

Section- 4 Research: Basic concepts and methods

Unit-10 Concepts(Meaning of research, Process of research, Research problem, Research design, Sampling, Hypothesis)

Unit-12 Methods(Process research, Anthropological research, Historical research, Experimental research, Other types)

Section- 5 Media Research Method

Unit-13 Formative Research(Need assessment

Unit-14 Development of audience profile

Unit-15 Availability of audience segment

Unit-16 Access of the media

Unit-17 Resource mapping

Unit-18 Production research(Print production, Radio programme production, TV programme production)

Unit-19 Analysing moving images)

Unit-20 Feedback and summative research(Impact of stated objectives and unintended outcomes)

Unit-21 Ethics in research

Section- 6 Ways of Appreciation

Unit-22 Description

Unit-23 Interpretation

Unit-24 Evaluation

Section- 7 Media Forms

Unit-25 Media Forms

Unit-26 The Portrayal of women in videogames

Unit-27 Second Life

Unit-28 The History of Television

Reference Books :-

1. Media research techniques by Arthur Asa Berger

2. International media research by John Corner, Philip Schlesinger, Roger Silverstone

MCJ-023 Communication Dimensions

Section-1 Super Conductivity of Existence

Unit-1 The Electrically Charged Universe

Unit-2 Thoughts are Conductive

Unit-3 Awakening Conscious Creation

Unit-4 Unlocking Inter-dimensional Gateways

Unit-5 Emotions as Energy-Motions

Unit-6 The Power of Imagination

Unit-7 Tuning your Frequencies through Thought and Emotion

Unit-8 Awareness

Unit-9 Density, and Dimensional Octaves

Unit-10 Enabling the Available Accelerating Energy

Unit-11 Acknowledging and Sensing your Creational Frequencies.

Section- 2 Tapping Into the Energy Field of Your Planet

Unit-12 Your Thoughts Enhance the Earth's Energy Field

Unit-13 Become Aware of Your Energy Field

Unit-14 The Interconnected Relationship of Your Frequency and the Energy Field

Unit-15 Utilizing Existing Pathways of Light

Unit-16 Your Choice to Connect to the Highest State of Consciousness

Unit-17 Cleanse Your Energy Field to Reveal Your Brightness

Unit-18 Fine Tune Your Vibration to Raise Your Connection Level.

Section- 3 The Coming Age and Your Place in It

Unit-19 A Multidimensional Perspective

Unit-20 The Current Cosmic Bulge in Space/Time

Unit-21 Management of the Energy Influx will Determine Your Destiny

Unit-22 Infusing Life with Conscious Awareness

Unit-23 Strengthening the Unified Soul: Conformity vs. Individual Truth

Unit-24 The Evolutionary Leap through Vibrational Change, Cooperative Energy will Inherit the Earth

Unit-25 Deepening Layers of Communication

Unit-26 The Evolution of Methods, Solutions, and Extrasensory Perceptions

Unit-27 When and How the Transition will be Experienced, Affecting Potentials and Probabilities.

Section- 4 How to Raise Your Vibration and How It Will Affect Others

Unit-28 Awareness of your Energetic Filters

Unit-29 Vibration Protection Methods

Unit-30 Aim to Elevate E-Motions and Deepen Fulfillment

Unit-31 Transform Personal Obstacles to Reveal More Light, Raise Your Level of Desire, Imagination and Actions

Unit-32 The Relationship of Heightened Desire and Purpose, Raising your Frequency will Elevate Others.

Section- 5 The Moment of Transition and Preparedness

Unit-33 The Transition: Painful vs. Refreshing

Unit-34 Minimum Level of Awareness for a Smooth Transition

Unit-35 Amplification of Densities during the Transition, Take Advantage of this Opportunity to Evolve,

Unit-36 Assisting to Reveal the True Light in All

Unit-37 Find the Inner Spark behind Your Darkness

Unit-38 Become Your Ultimate Expression,

Unit-39 Finding Assistance on your Journey of Transformation

Unit-40 How You will Feel the Amplified Energy, Increasing Your Frequency to Connect to Higher Beings.

Section- 6 The Space Between and the Envelope of Time

Unit-41 The Singularity in the Space Between

Unit-42 Sacred Geometry Bridges Matter and Subtle Energy

Unit-43 Meditation as a Tool for Touching the Realm of Pure Consciousness

Unit-44 Stepping Out of the Envelope of Time

Unit-45 Transcending Barriers for Leaps in Scientific Knowledge.

Reference Books :-

1. Dimensions of Communication by Michael D. Scott, Steven R. Brydon

2. Social Dimensions of E-Communication by Michael H. Fox

MCJ-024 Current Affairs & Social Issues

Section-1 Introduction

Unit-1 Meaning

Unit-2 Contents

Section- 2 The Meaning of Development

Unit-3 Typologies of Development

Unit-4 the three worlds

unit-5 the right to development

unit-6 National Development

Unit-7 Components of National Development, summary

Section- 3 Culture and Society

Unit 7 Definition

Unit-8 Basic of culture

Unit-9 Characteristics of Culture

Unit-10 Culture Change

Unit-11 sub- culture

unit-12 The Importance of Culture in Human development

Section- 4 Social Institution

Unit-13 The Primary Group,

Unit-14 The Secondary Group

Unit-15 The In-Group, The Out-Group, The reference Group

Unit-16 The Process of Institutionalization(Economic Institution, Government Institutions)

Section- 5 Family Disorganization

Unit-17 Nature and Scope

Unit-18 Forms of Family Disorganization

Section- 6 The Cooperative Movement

Unit-19 The Cooperative Movement

Section- 7 Population Issues

Unit-20 Introduction

Unit-21 Population Growth

Unit-22 Dynamics of Population Change

Unit-23 Population Structure : Age and Sex Composition

Section- 8 Drug and Alcoholism Education : Prevention and Control

Unit-24 Nature of Dependence

Unit-25 Drugs in Contemporary Society

Unit-26 Causes of Drug Abuse and Dependency

Unit-27 the preventive education program

Reference Books :-

1. Identities, groups and social issues by Margaret Wetherell
2. Computer technology and social issues by G. David Garson

MCJ-025 Communication Skills

Section-1 Kinds of sentences

Unit-1 Introduction

Unit-2 Sentence, Kinds of Sentences(Positive, Negative, Statement, Interrogative, Exclamatory)

Section- 2 Basic grammar

Unit-3 Introduction

Unit-4 Subject Verb Agreement, Articles

Unit-5 Countable and Uncountable Nouns(Countable Nouns, Uncountable Nouns, Nouns Used as Countable as well as Uncountable)

Unit-6 Writing Names with and without "the", Concepts of Vocabulary Building, Simple Rules for Pronunciation and Intonation)

Section- 3 Prepositions

Unit-7 Introduction

Unit-8 Prepositions, Simple and Compound Preposition(Simple Prepositions, Compound Prepositions),

Unit-9 Prepositions of Time(One Point in Time, Extended Time)

Unit-10 Prepositions of Place, Preposition of Reason

Section- 4 Tenses

Unit-11 Introduction, Present Tense(Simple Present Tense, Present Continuous Tense, Present Perfect Tense, Present Perfect Continuous Tense)

Unit-12 Past Tense(Simple Past Tense, Past Continuous Tense, Past Perfect Tense, Past Perfect Continuous Tense)

Unit-13 Future Tense(Simple Future Tense, Future Continuous Tense, Future Perfect Tense, Future Perfect Continuous Tense),

Unit-14 Modal Auxiliary Verbs(Could, Would)

Section- 5 Debates

Unit-15 Introduction

Unit-16 Debates, Types of Debates,

Unit-17 Rules for Debate,

Unit-18 Advantages of Debate, Disadvantages)

Section- 6 Group discussion

Unit-19 Introduction

Unit-20 Group Discussion, Technique of Group Discussions,

Unit-21 Qualities Needed for Group Discussion

Unit-22 Strategies for Group Discussions: Do's and Don'ts(DO's, Don'ts)

Unit-23 Role Playing

Section- 7 Business report writing

Unit-24 Introduction,

Unit-25 Report, Planning for Report Writing,

Unit-26 Types of Reports

Unit-27 Report Writing Process,

Unit-28 Report Writing on any News,

Unit-29 Structure of Technical Reports

Section- 8 Paragraph and précis writing

Unit-30 Introduction

Unit-31 Paragraph, Parts of a Paragraph

Unit-32 Types of Paragraph(Descriptive Paragraph, Explanatory Paragraph, Evaluative Paragraph, Classifying Paragraph, Comparative and Contrasting, Sequencing Paragraph, Choice Paragraph),

Unit-33 Writing a Paragraph(The Prewriting Stage, The Writing Stage, The Editing Stage)

Unit-34 Précis, Goals of a Précis

Unit-35 Features of a Précis

Section- 9 Resume Writing

Unit-36 Introduction, Resume Writing,

Unit-37 Covering Letter(Important Points with Regard to Covering Letter, Techniques for Writing Successful Covering Letter)

Unit-38 Resume/CV Writing(Sequence of the Resume)

Unit-39 Follow-up(Follow up after Interview, Determining the Method of Follow-up)

Section- 10 Essay Writing

Unit-40 Introduction, Types of Essay

Unit-41 Structure of an Essay

Section- 11 Script Writing

Unit-42 Introduction

Unit-43 Writing for a Half Hour Television Programme

Section- 12 Formal Conversation – Face To Face

Unit-44 Introduction,

Unit-45 Formal Conversation, Advantages and Disadvantages(Advantages, Disadvantages)

Unit-46 Oral Fluency Development(Tips for Effective Oral Communication, Improving Presentation Skills),

Unit-47 Persuasion(Process of Persuasion),

Unit-48 Participating in Discussion,

Unit-49 Debates

Unit-50 Conference,

Unit-51 Interview

Unit-52 Paralinguistic Features(Voice, Word Stress, Mixed Signals)

Section- 13 Informal Conversation

Unit-53 Introduction,

Unit-54 Informal Communication, Informal Communication Networks,

Unit-55 Importance
(Case : The Phantom System),

Unit-56 Characteristics of Good Conversation, Aims

Section- 14 Business Correspondence

Unit-57 Introduction,

Unit-58 Methods of Business Conversation(Memos, Notices, Circular, Orders, Warning Letters, Show Cause Notices),

Unit-59 General Stages of Writing Process,

Unit-60 Characteristics of Business Conversation,

Unit-67 Advantages of Business Conversation, Disadvantages of Written Communication

Unit-68 General Guidelines

Reference Books :-

- 1.Approaches to media literacy: a handbook by Art Silverblatt, Jane Ferry, Barbara Finan .
- 2.Media management in India by Dibakar Panigrahy, Prasanna K. Biswasroy
- 3.Theory and research in mass communication: contexts and consequences by David K. Perry
- 4.Media policy and globalization by Paula Chakravartty, Katharine Sarikakis
