

TUMKUR UNIVERSITY

Syllabus for

M S COMMUNICATION

(For the Academic Year 2018 - 2019)

FIRST SEMESTER

CPT-1.1 Communication Theories

80T + 20 IA = 100 Marks

4 Hours per week

Unit I: INTRODUCTION TO COMMUNICATION: process and functions, TYPES- intrapersonal, inter-personal, group, mass communication. Verbal-non-verbal communication. Models of communication: Aristotle, Shannon and Weaver, Schramm, Lasswell's model – Berlo's SMCR Model, Gerbner- Westley and MacLean, Osgood , HUB Model.

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

Unit III: BEHAVIORISTIC AND COGNITIVE THEORIES: Yale research programme – attitude change, selective process, perception, attention and retention, Social learning theory: Play theory, spiral of silence- gate keeping, cognitive dissonance.

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

Unit V: MEDIA AND CULTURE: Rise of cultural theory in Europe, semiotics, Marxist theories; Neo-Marxism, Frankfurt School; Birmingham School, Political economy theory; Social construction of reality.

IA : 20 marks:

Seminar/ Assignment -10 marks

Tests(I & II) -10 marks

Books for Reference:

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

T: Theory

IA: Internal Assessment

CPT- 1.3 Development of Media

80T + 20 IA = 100 Marks
4 Hours per week

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

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

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

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

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

IA : 20 marks: Seminar/ Assignment -10 marks
Tests(I & II) -10 marks

Books for Reference:

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

T: Theory

IA: Internal Assessment

4. contemporary Kannada and English newspaper designs and layout in Graphics
(Creating Text and Graphic elements, Importing and Editing text,
Creating Internet and Multimedia documents)

4 Hours per week

40+10(VV)=50Marks

CPP- 1.7 Specialized reporting

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

4 Hours per week

40+10(VV)=50Marks

SPP- 1.8 Feature Writing,

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

SECOND SEMESTER

CPT - 2.1 - Media Research

80T + 20 IA = 100 Marks

4 Hours per week

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

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

T: Theory

IA: Internal Assessment

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

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

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

Books for Reference:

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

SPT-2.3 -A- Radio Production

80T + 20 IA = 100 Marks
4 Hours per week

Unit I: RADIO PRODUCTION: Basics of production, purpose of production. stages of production- studio production, set-up, studio recording equipments. location recording, recording procedure. Narrowcasting- personal casting- pod casting- AM and FM broadcasting – Ham radio.

Unit II: Writing for radio: news & program – structure - style sheet- copy preparation- language-grammar. talks- features – documentaries and special programmes.

Unit III: BROADCAST FORMAT: interviews- group discussions - Announcements- compeering- narration- anchoring- voice modulation- vocal stressing- inflection- pronunciation- background music- commercials- jingles- slogans, public service ads, radio magazine.

Unit IV: AUDIO RECORDING: perspectives- microphone functions- balance – special sound effects- acoustics- stereo – Dolby, digital sound.

Unit V: AUDIO EDITING- sound editing, technics and principles, procedure, mixing, dubbing, sound effects.

T: Theory

IA: Internal Assessment

IA : 20 marks:

**Seminar/ Assignment -10 marks
Tests(I & II) -10 marks**

Books for Reference:

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

SPT – 2.3- B Media Law

**80T + 20 IA = 100 Marks
4 Hours per week**

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

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

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

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

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

T: Theory

IA: Internal Assessment

IA : 20 marks:

**Seminar/ Assignment -10 marks
Tests(I & II) -10 marks**

Books for Reference:

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

OET-2.4-New Media

**80T + 20 IA = 100 Marks
4 Hours per week**

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

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

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

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

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

IA : 20 marks:

Seminar/ Assignment -10 marks

T: Theory

IA: Internal Assessment

Tests(I & II) -10 marks

Books for Reference:

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

CPP- 2.5 Case studies in Media Law

4 Hours per week

40+10(VV)=50Marks

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

CPP- 2.6 Research projects and data analysis

4 Hours per week

40+10(VV)=50Marks

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

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

SPP- 2.7 Radio production

4 Hours per week

40+10(VV)=50Marks

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

T: Theory

IA: Internal Assessment

OEP-2.8 Web Media

4 Hours per week
40+10(VV)=50Marks

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

THIRD SEMESTER

CPT- 3.1-Communication for Development

80T + 20 IA = 100 Marks
4 Hours per week

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

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

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

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

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

IA : 20 marks: Seminar/ Assignment -10 marks

T: Theory

IA: Internal Assessment

Tests(I & II) -10 marks

Books for Reference:

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

CPT-3.2 - International Communication

80T + 20 IA = 100 Marks
4 Hours per week

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

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

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

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

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

IA : 20 marks:

Seminar/ Assignment -10 marks
Tests(I & II) -10 marks

Books for Reference:

Bella Mody et al : International and Development Communication

T: Theory

IA: Internal Assessment

CPP - 3.5 Production of development content

4 Hours per week
40+10(VV)=50Marks

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

CPP - 3.6 Case Studies in International Communication Systems

4 Hours per week
40+10(VV)=50Marks

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

SPP - 3.7 TV News Bulletin Production

4 Hours per week
40+10(VV)=50Marks

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

OEP- 3.8 Advertising Production

4 Hours per week
40+10(VV)=50Marks

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

T: Theory

IA: Internal Assessment

CPT 4.2 Film Communication

80T + 20 IA = 100 Marks

4 Hours per week

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

Unit II: film genres, film movement: Expressionism, Italian neorealism, Soviet montage, French new Wave, great masters of cinema: D W Griffith, Eisenstein, Vittorio De Sica, Godard, Bergman, Kurosawa.

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

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

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

IA : 20 marks: **Seminar/ Assignment -10 marks**
Tests(I & II) -10 marks

Books for Reference:

1. Berkeley, California UV : What is cinema?
2. Gledhill C : Genre and gender: The case of soap opera
3. Staiger J : Film Criticism
4. Williams L, Oxford UV Press, : The Oxford guide to film studies
New York

SPT 4.3 – A- Media Management

80T + 20 IA = 100 Marks

4 Hours per week

T: Theory

IA: Internal Assessment

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

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

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

CPP - 4.5 Print (House Journal)

4 Hours per week

40+10=50Marks

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

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

CPP- 4.6 Radio Production

4 Hours per week

40+10=50Marks

a. News bulletin-

one-(10 mins)

b. Radio reviews (involving co students) 1-upto

one (10 mins)

c. Special programmes (related to different topics)

2(8 mins)

d. Announcement-(1-commercial, 1- social)

-2(30 secs)

e. Interview with a subject expert

-1-(5 mins)

f. High level creative Radio programme

-1-(5 mins)

T: Theory

IA: Internal Assessment

SPP-4.7 Television Production

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

4 Hours per week

40+10=50Marks

CPPP - 4.8 Documentary Production

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

4 Hours per week

40+10=50Marks

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