

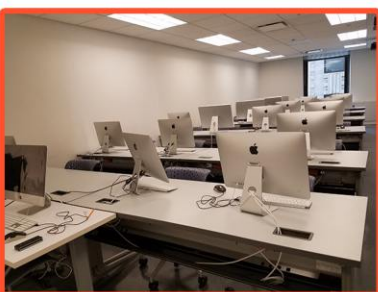
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BENGALURU
CITY UNIVERSITY

ಅಗಾಧ ಅರಿವು
BE BOUNDLESS

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM



- NEW MEDIA
- RADIO AND TELEVISION JOURNALISM
- ADVERTISING AND CORPORATE COMMUNICATION

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GENERAL OBJECTIVE OF THE COURSE

Mass media has been witnessing fast-paced changes in recent years with technological advancements. The ecosystem of mass media has witnessed dramatic changes with 24x7 news, increased internet speeds, explosion of hand-held devices and easy accessibility to data. The expectations and reading habits of mobile-first generation have undergone a sea change. This has necessitated innovations in the field of teaching mass communication. Print media continues to be the mainstay of journalism in India even as major newspapers are shifting focus to digital platforms. This has made the job of institutions training students to meet the requirements of the mass media a challenging task. Challenges also have thrown up tremendous opportunities to mass communication departments to offer niche courses to meet the ever-changing requirements of the media industry. With liberalization and changes taking place at a break-neck speed, the mass communication departments have to be flexible and adapt themselves to the changing scenario. The curriculum has to meet the current demand of the industry and be need-based. Factoring in the emerging scenario and possible developments in the future, the credit-system course has been designed to meet the requirements of the mass media.

OBJECTIVES

- i To mould students to cope with challenges in mass media and society.
- ii To train students with special focus on New Media, Radio and Television and Advertising and Corporate Communication.
- iii To educate students in specialized areas such as research, data journalism, multimedia communication, creative solution design, use of social media in different platforms, digital marketing, economics of broadcasting, advertising and corporate communication.
- iv To enlighten students on the impact of mass media on culture and society, ethical and legal aspects of journalism.
- v To equip students to do multi-tasking and adapt themselves to changes happening in multimedia.
- vi Foundation courses are offered in the first two semesters to ensure smooth transition to niche subjects in the second year. In the last two semesters, students have the choice to choose between three specializations-- New Media, Radio and Television and Advertising and Corporate Communication. These will broad base employment opportunities to students.
- vii Degree will be awarded as M A in Mass Communication and Journalism and the specialization will find a mention in the marks card.

FACILITIES

- I. The department is equipped with most modern computers with high-speed internet connectivity.
- ii. Smart Classroom Board is available for teaching advanced subjects.
- iii. The department has state-of-the-art broadcasting facility.
- iv. The department has full-fledged web radio facility.
- v. All major newspapers and leading magazines are available to students.
- vi. Bengaluru City Campus has a well-stacked library.
- vii. The Bengaluru City Campus is located in the Central Business District and easily accessible by bus and metro. All important facilities and offices are located close by. The department is housed in a heritage building with refurbished facilities.

Department of Mass Communication and Journalism Syllabus for 2019-21 Academic Years M.A in Mass Communication and Journalism I Semester

Sem/Code	Paper Title	Week/hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCJ:1.1	Introduction to Communication	3hrs	3hours	30	70	100	3
MCJ:1.2	Indian Socio-Eco-Political and Cultural System	3hrs	3hours	30	70	100	3
MCJ:1.3	Media Laws and Ethics	3hrs	3hours	30	70	100	3
MCJ:1.4	Translation Techniques	2hrs	2hours	15	35	50	2
MCJ:1.5	News Reporting and Analysis	2hrs	2 hours	15	35	50	2
MCJ:1.6	News Processing and Editing	2hrs	2hours	15	35	50	2
MCJ:1.7	Basic Computer Applications	2hrs	2hours	15	35	50	2
Soft Core							
MCJ: 1.8	Photo Journalism	3hrs	3hours	30	70	100	3
Practical							
MCJ: 1.4A	Translation Techniques	2hrs	1hours	15	35	50	1
MCJ: 1.5A	News Reporting	2hrs	1hours	15	35	50	1
MCJ: 1.6A	News Editing	2hrs	1hours	15	35	50	1
MCJ: 1.7A	Basic Computer Applications	2hrs	1hours	15	35	50	1
Total						800	24

II Semester

Sem/Code	Paper Title	Week/hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCJ: 2.1	Theories of Communication	3hrs	3 hours	30	70	100	3
MCJ: 2.2	Communication for Development	3hrs	3 hours	30	70	100	3
MCJ: 2.3	Communication Research	3hrs	3 hours	30	70	100	3
MCJ: 2.4	Advertising and Corporate Communication	2hrs	2 hours	15	35	50	2
MCJ: 2.5	Introduction to Digital Media Production	2hrs	2 hours	15	35	50	2
MCJ: 2.6	Introduction to Radio and T.V Journalism	2hrs	2 hours	15	35	50	2
MCJ: 2.7	Lab Journal	2hrs	2 hours	15	35	50	2
Soft Core							
MCJ: 2.8	Media Entrepreneurship	3hrs	3 hours	30	70	100	3
Practical							
MCJ: 2.4A	Advertising and Corporate Communication	2hrs	1hours	15	35	50	1
MCJ: 2.5A	Digital Media Production	2hrs	1hours	15	35	50	1
MCJ: 2.6A	Radio and T.V Journalism	2hrs	1hours	15	35	50	1
MCJ: 2.7	Lab Journal	2hrs	1hrs	15	35	50	1
Total						800	24



Department of Mass Communication and Journalism

Syllabus for 2019-21 Academic Years

M.A in Mass Communication and Journalism

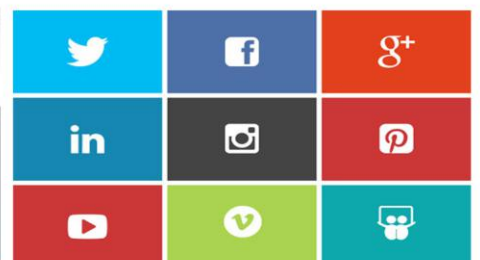
III Semester

NEW MEDIA

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Introduction to New Media	03	03	30	70	100	03
MCJ: 3.2	Understanding New Age Technologies	03	03	30	70	100	03
MCJ: 3.3	Writing Techniques for New Media	03	03	30	70	100	03
MCJ: 3.4	Data Journalism	02	02	15	50	50	02
MCJ: 3.5	Fundamentals of Multimedia	02	02	15	35	50	02
MCJ: 3.6	Web Design and Development	02	02	15	35	50	02
MCJ: 3.7	Lab Journal	02	02	15	35	50	02
MCJ: 3.8	Media and Society (OPEN ELECTIVE)	03	03	30	70	100	03
PRACTICALS							
MCJ:3.54A	Data Journalism	02	02	15	35	50	01
MCJ:3.5A	Fundamentals of Multimedia	02	02	15	35	50	01
MCJ:3.6A	Web Design and Development	02	02	15	35	50	01
MCJ: 3.7A	Lab Journal	02	02	15	35	50	01
TOTAL						800	24

IV Semester

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Digital Media Ecosystem	03	03	30	70	100	03
MCJ: 4.2	Social Media: Concepts & Strategies	03	03	30	70	100	03
MCJ: 4.3	Digital Marketing Tools & Strategies	03	03	30	70	100	03
MCJ: 4.4	Introduction to Virtual Content Development	02	02	15	35	50	02
MCJ: 4.5	Applied Digital Media Production	02	02	15	35	50	02
MCJ: 4.6	Creative Solution Design	02	02	15	35	50	02
MCJ: 4.7	Web and Digital Publishing	02	02	15	35	50	02
MCJ: 4.8	Dissertation/Documentary/ Research Project work	03		50	50	100	03
PRACTICALS							
MCJ:4.4A	Introduction to Virtual Content Development	02	02	15	35	50	01
MCJ:4.5A	Applied Digital Media Production	02	02	15	35	50	01
MCJ:4.6A	Creative Solution Design	02	02	15	35	50	01
MCJ:4.7A	Web and Digital Publishing	02	02	15	35	50	01
TOTAL						800	24



Department of Mass Communication and Journalism

Syllabus for 2019-21 Academic Years

M.A in Mass Communication and Journalism

RADIO AND TELEVISION JOURNALISM

III Semester

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Writing and Reporting Techniques for Radio	03	03	30	70	100	03
MCJ: 3.2	Writing and Reporting Techniques for Television	03	03	30	70	100	03
MCJ: 4.3	Fundamentals of Audio, Video and Light	03	03	30	70	100	03
MCJ: 3.4	Data Journalism	02	02	15	35	50	02
MCJ: 3.5	Script writing	02	02	15	35	50	02
MCJ: 3.6	Audio & Video Editing	02	02	15	35	50	02
MCJ: 3.7	Lab Journal (Audio and Video Magazine)	02	02	15	35	50	02
MCJ: 3.8	Media and Society (Open Elective)	03	03	30	70	100	03
PRACTICALS							
MCJ:3.4A	Data Journalism	02	02	15	35	50	01
MCJ:3.5A	Script writing	02	02	15	35	50	01
MCJ:3.6A	Audio and Video Editing	02	02	15	35	50	01
MCJ:3.7A	Lab Journal (Audio and Video Magazine)	02	02	15	35	50	01
TOTAL						800	24

IV Semester

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Advertising For Broadcast Media	03	03	30	70	100	03
MCJ: 4.2	Film Appreciation	03	03	30	70	100	03
MCJ: 4.3	Economics of Broadcast Media	03	03	30	70	100	03
MCJ: 4.4	Radio Programme Production	02	02	15	35	50	02
MCJ: 4.5	Television Programme Production	02	02	15	35	50	02
MCJ: 4.6	Introduction to Virtual Content Development	02	02	15	35	50	02
MCJ: 4.7	Production Techniques for Digital Platforms	02	02	15	35	50	02
MCJ: 4.8	Dissertation/Documentary/ Project work	03	03	50	50	100	03
PRACTICALS							
MCJ:4.4A	Radio Programme Production	02	02	15	35	50	01
MCJ:4.5A	Television Programme Production	02	02	15	35	50	01
MCJ:4.6A	Introduction to Virtual Content Development	02	02	15	35	50	01
MCJ:4.7A	Production Techniques for Digital Platforms						
TOTAL						800	24



Department of Mass Communication and Journalism

Syllabus for 2019-21 Academic Years

M.A in Mass Communication and Journalism

ADVERTISING AND CORPORATE COMMUNICATION

III Semester

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 3.1	Introduction to Marketing Communication	03	03	30	70	100	03
MCJ: 3.2	Fundamentals of Corporate Communication	03	03	30	70	100	03
MCJ: 3.3	Content Creation Techniques for Advertising	03	03	30	70	100	03
MCJ: 3.4	Data Journalism	02	02	15	35	50	02
MCJ: 3.5	Visual Communication for Ad & Corporate Communication	02	02	15	35	50	02
MCJ: 3.6	Social Media Strategies for Corporate Communication	02	02	15	35	50	02
MCJ: 3.7	Lab Journal (Audio, Video and Digital Production)	02	02	15	35	50	02
MCJ: 3.8	Media and Society (Open Elective)	03	03	30	70	100	03
PRACTICALS							
MCJ:3.4A	Data Journalism	02	02	15	35	50	01
MCJ:3.5A	Visual Communication for Ad & Corporate Communication	02	02	15	35	50	01
MCJ:3.6A	Social Media Strategies for Corporate Communication	02	02	15	35	50	01
MCJ:3.7A	Lab Journal (Audio, Video and Digital Production)	02	02	15	35	50	01
TOTAL						800	24

IV Semester

Sem/Code	Paper Title	Week/Hour	Duration of Examination	IA Marks	Theory Exam. Marks	Total	Credits
MCJ: 4.1	Media Strategies for Corporate Communication	03	03	30	70	100	03
MCJ: 4.2	Digital Media Strategies for Advertising	03	03	30	70	100	03
MCJ: 4.3	Writing Techniques for Corporate Communication	03	03	30	70	100	03
MCJ: 4.4	Creative Strategies for Advertising	02	02	15	35	50	02
MCJ: 4.5	Public Relations Case Studies	02	02	15	35	50	02
MCJ: 4.6	Media Planning, Buying and Selling	02	02	15	35	50	02
MCJ: 4.7	Writing and Story Telling Across the Platforms	02	02	15	35	50	02
MCJ: 4.8	Dissertation/Documentary/ Project work	03	03	50	50	100	03
PRACTICALS							
MCJ:4.4A	Creative Strategies for Advertising	02	02	15	35	50	01
MCJ:4.5A	Public Relations Case Studies	02	02	15	35	50	01
MCJ:4.6A	Media Planning, Buying and Selling	02	02	15	35	50	01
MCJ:4.7A	Writing and Story Telling Across the Platforms	02	02	15	35	50	01
TOTAL						800	24





VISION

- ❖ To offer the best theory and practical experience to students in the credit-based system.
- ❖ To extend state-of-the-art facilities to students.
- ❖ To update constantly to the changing scenario by having ears to the ground.
- ❖ To make students industry-ready and employable in media organizations.
- ❖ To ensure talented and fully-trained budding journalists leave the campus.
- ❖ Visit to media house to get the first-hand knowledge of functioning of media

Dissertation/ Documentary/Project and Defence

- i. All students of MA in Mass Communication and Journalism shall produce a dissertation/television programme/project work in the IV semester by following guidelines as prescribed by the department. It will carry 50 marks internal assessment.
- ii. All the final semester students of MA in Mass Communication and Journalism shall compulsorily attend Defence conducted by the department. The Defence will have 50 marks

Media Visit

A visit to media house is compulsory after the end of the III Semester.

Internship

Students shall compulsorily undergo an internship in a reputed media organization for a period of not less than 4 weeks immediately after IV semester examination in MA in Mass Communication and Journalism. The results will be announced only after the production of Internship certificate from the media organisation.



Eligibility for Admission

- i. Candidates should have passed any bachelor's degree examination of Bengaluru City University or any other recognized university with at least 50 percent marks (aggregate of all subjects, including languages) or equivalent grade as per the Bengaluru City University rules.
- ii. The Department shall admit a maximum of 60 students. Besides, 10 seats will be filled-up under payment quota.
- iii. In case of SC/ST/CAT-I categories, the minimum percentage of marks will be as per prevailing rules of the University and the government.

Admission procedure

- I. Admission to M.A in Mass Communication and Journalism Course shall be made in order of merit of the candidates, subject to the statutory provision of reservation based on the following criteria.
- ii. Half of the percentage of average marks obtained by the candidates in all the examinations of three years bachelor's degree course, including languages.
- iii. An entrance test will be conducted for 50 marks subject to the decision of the Bengaluru City University.
- iv. Entrance exam shall be designed to test aptitude, general knowledge and language skills.
- v. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting admitted to the course.

Duration of the Course

- i. The course of the study for M.A in Mass Communication and Journalism degree shall be of two years, comprising four semesters.
- ii. The course commencement, programme, examination, scheme of instruction, terms and vacations shall be as prescribed by the Bengaluru City University from time to time.

Contact

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Chairman

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