

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
SPECIAL REPORTING	24JMCP41	02		00	50	50	03

A report which is exclusive in nature and this can also be a report on a subject or an issue written by the reporter or correspondent. The students would be given an insight into the way these reports should be written and also the finer points on how these reports should be written following all the set rules.

Submission:

- 1) Special reports=20 any interested area, Ex: Crime, sports etc.**

Submission should be in the form of Journal

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
TRANSLATION EXERCISE	24JMCP42	02		00	50	50	03

Translation plays an important role in the newspapers and electronic media. Particularly for those who prefer to work in the regional language media the knowledge of translation from one language to another, particularly from English to regional language is a must. The students would be taught the nature of translations in the newspaper and electronic media.

Submission:

- 1) Kannada to English=10**

- 2) English to Kannada=10**

Submission should be in the form of Journal

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
ADVERTISEMENT	24JMCP43	02		00	50	50	03

Advertisement layout in a newspaper or an electronic media is an important part of the Journalist work. The students would be taught on how to write advertisement script, use of innovative language skills to write catchy advertisement scripts. In the changed circumstances, the knowledge of writing advertisement scripts for the journalists has become inevitable.

Submission:

- 1) Classifieds=10
 - 2) Colour Advertisement = 10
 - 3) Electronic Media Advertisement Script =05
- Submission should be in the form of Journal**

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
ELECTRONIC PRODUCTION PACKAGE	24JMCP44	02		00	50	50	03

In today's world, electronic media in its every form is a big source of mass communication. It generates direct effect on people. It provides information, news and current affairs at once throughout the world. The student would be taught on how to write a script for electronic programme packages.

Submission:

- 1) News package=02
- 2) Walk and Talk Interview=2
- 3) PTC=02
- 4) Music Anchor=1

Submission should be script with programme DVD

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
MEDIA TOUR & REPORT	24JMCP45	04		00	50	50	03

There shall be an educational study tour to an identified place in the beginning of the fourth semester for a period not exceeding 10 Days. The students have to visit different types of Media Houses and submit an Educational Tour Observation Report to be evaluated.

Submission should be in the form of Journal

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
INTERNSHIP WORK & REPORT	24JMCP45	08		00	50	50	03

There shall be an Internship for a period of one month for the fourth semester examination. Each student shall undergo internship in any one of the reputed Media House or Media Department in the State or Central Govt. approved by BOS in Journalism and Mass Communication (PG). On completion of Internship the students have to submit a report contains details of work done during the internship period. Internship completion certificate in this respect from the concerned Head of the Media House/ Dept. shall be produced by the candidate.

Submission should be in the form of Journal