



ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY OF MYSORE

Manasagangotri, Mysuru-570 006

DEPARTMENT OF STUDIES IN
JOURNALISM AND MASS COMMUNICATION



Genesis

The University of Mysore has many “firsts” to its credit. Education in Journalism is one of these. The Department of Post-Graduate Studies and Research in Journalism was started on August 9, 1972. However, the regular classes were formally inaugurated on September 20, 1972. Thus, the University of Mysore created history by introducing Journalism as a subject of study at the post-graduate level offering M.A. degree. Dr. Nadig Krishna Murthy, Professor and Head, who is pioneer in Journalism Education in India is the founder of the department. The Government of Karnataka, the University Grants Commission and the University of Mysore have played an important role in establishing the post-graduate department on a strong base. In this regard special mention must be made of Prof. D. Javare Gowda, former Vice-Chancellor and of Mr. D.V. Urs, former Vice-Chancellor.

ACADEMIC PROGRAMME

1. M.A. Journalism and Mass Communication

Eligibility: Candidates with any Bachelor's Degree from any university recognized with an aggregate minimum of 55% (50% in case SC/ST) or equivalent grade. Duration: Two years (4 semesters)

2. Ph.D (with course work)

Research areas: Journalism (News Paper Journalism, Magazine Journalism, Film Journalism, Radio Journalism, Television Journalism and Social Media Journalism), Communication (Health Communication, Development Communication, Intercultural Communication, Business Communication, Political Communication, Agricultural Communication, Environment Communication, Global Communication and so on), Advertising and Corporate Communication, Film (Making, Marketing, Artistic contribution and so on), Media and Social Issues (Women, Children, Adolescents, Rural Development, Tribal Development and so on).

Admission: Through National Fellowship (UGC), JRF/ UGC-NET/KSET or through University entrance examination.

RESEARCH PROJECT

- UGC-UPE- University with Potential for Excellence Project- Role of Media in Social Development: A Case Study of Karnataka. (2011-17)
- UGC-UPE Project- Centre for Education of Visually Challenged- Drushtee- (2011- 2017).
- UGC Major Research Project- 'Growth of Kannada Journalism in the pre and post independent India'. (2012-15).
- SAP – project on Tribal and Media , UGC
- UNESCO projects in association with MNBC, Maldives has a trainer for working journalists
- UNICEF project worth 9.5 lakhs related to ADOLESCENTS REPORTING IN KARNATAKA , 2018-19

GOLD MEDALS AND PRIZES

- Smt. Chinnamma Ramakrishna Gold Medal
- Sampemane Krishnamurthy Gold Medal
- Janmabhoomi Press Trust Gold Medal
- The Late Puranik Gundacharya Memorial Prize
- Agaram Rangaiah Memorial cash prize
- The Zee News Gold Medal
- Star of Mysore Silver Jubilee Endowment Medal
- Dr. Nadig Krishnamurthy, Felicitation Endowment Committee Cash Prize
- Dr. Masti Venkatesha Iyengar Gouravartha Gold Medal

FACILITIES

- Well equipped TV Studio with latest facilities, upgraded cameras and recording equipment, latest editing software with complete technical support
- Well developed radio station with latest software and equipment for training and broadcasting facility
- Full-fledged computer lab with newspaper editing software
- Smart class room with LCD facilities
- Department library with subject based books and journals for reference
- E-news journal
- Television
- Subscription to leading regional and national dailies and magazines

M.A. JOURNALISM AND MASS COMMUNICATION COURSE PAPERS

Thrust Areas of Research

- Analysis of contents in newspaper, magazine, radio, television programs, film and social media.
- Evaluation of impact and effectiveness of media on society (rural, tribal and other disadvantaged section of the society).
- Importance of folk media in development communication.
- Technical aspects of film theaters and film making.
- Role of media and communication in health awareness and development.
- Media and global warming.
- Effectiveness of public service advertising in socio-economic development.
- Focus group interviews with listenership, readership, viewership.
- Role of media in people participation in development activities.
- Communication and rural sports, culture and so on.

Research Output

Ph.D Guided	: 36
Publications	: 131
National Journals	: 66
International Journals:	65

Best Practices

1. Students will bring out Manasagangotri - a bipractice journal of journalism students. It is a registered newspaper
2. The 'Varsity TV' is a regular activity where students shoot, edit and produce news program. It is serving as a good spring board for the students who would be TV Journalists and producers.
3. "Radio Manasa" is a community radio station being established by the university, which trains students on the area of scripting, programming and anchoring. It also provides platform for making radio programs.
4. Students are encouraged to work in news paper offices to get practical exposure.
5. Students attend a compulsory internship program to complete their course.
6. Students are getting hands on experience in radio, TV program productions, photography, pagination and editing in the respective labs.

Hard Core

1. Introduction to Communication & Journalism
2. Advanced Reporting & Editing
3. New Media and Computer Skills
4. Communication Theories
5. Newspaper and Media Management
6. Basics of Radio & TV Broadcasting
7. Communication Research Methods and Application
8. Media Laws & Ethics
9. Advanced Radio & TV Program Production
10. Advertising and Management
11. Comparative Journalism
12. Dissertation Work

Soft Core

1. Mandatory Softcore
Lab-Journal Production - 1
2. Translation & Journalistic Writing
3. Advanced Business Communication
4. Magazine and Photo Journalism
5. Mandatory Softcore
Lab Journal Production - 2
6. Development Communication
7. Corporate Communication
8. Kannada Journalism
9. Health Communication
10. Mandatory Softcore
Lab Journal Production - 3
11. Environmental Communication
12. Folk Media
13. Intercultural Communication
14. Mandatory Softcore - 4
15. Media Internship
16. Agricultural Communication
17. Film Studies
18. Political Communication
19. Global Communication

Open Elective

1. Communication Skills
2. Film Appreciation

Faculty Profile



Dr. Niranjana

Professor

Specialization: Print Media, Communication Skills and Feature and Freelance Journalism

Awards: National award for short film making(2016) Award presented by Panchayat Raj Ministry, Government of India, Rotary Amaravani Award. President's nominee for Central University of Haryana, Director, Swami Vivekananda Cultural Centre, Embassy of India, Dushanbe, Tajikistan.



Dr. C.K. Puttaswamy

Professor

Specialization: Translation and Journalistic Writing, Radio script writing, Comparative Journalism, Folk Media, Agriculture Journalism & Kannada Journalism



Dr. Sapna. M.S

Professor

Specialization: Corporate Communication, Reporting, Environmental Journalism, Electronic Media, Advertising and Public Relations

Awards: Best Women in education field, Indo Sri Lankan fellowship, Best Media Educator. Member Public Relations Council of India (PRCI), Chairman, Young Communicators Club.



Dr. N. Mamatha

Assistant Professor

Specialization: Intercultural communication, TV production, Film Appreciation, Media Laws.

Awards: Ditta Mahile from Bangalore Municipal Corporation.



Dr. N.Usha Rani, Ph.d

Professor and ICSSR Senior Professor Fellow (Superannuated 2018)

Specialization: Communication Theories, Communication and Media Research, Folk Media Communication.

Awards: ICSR fellowship, Nadoja Dr.Patil Puttappa Press award, lifetime Achievement award.



Dr. B.P.Mahesha Chandra Guru

Professor (Superannuated 2019)

Specialization: Development Communication, Media Research , Media Management, Corporate Communication.



Contact

The Chairperson

Department of Studies in Journalism and Mass Communication

Manasagangotri, Mysore-570 006

Phone No.: 0821-2419511

www.uni-mysore.ac.in