UG SYLLABUS

Sem/	Paper Title	Week/	Duration of	IA	Exam	Total	Credits		
Code		hour	Examination	Marks	Marks				
I SEMESTER									
CS:1.1	INDRODUCTION TO COMMUNICATION AND MEDIA	04	3hrs	50	100	150	03		
II SEMESTR									
CS:2.1	PRINT MEDIA	04	3hrs	50	100	150	03		
III SEMESTER									
CS:3.1	AUDIO VISUAL MEDIA	04	3hrs	50	100	150	03		
IV SEMESTER									
CS:4.1	MEDIA LAWS	04	3hrs	50	100	150	03		
V SEMESTER									
CS:5.1	REPORTING	04	3hrs	50	100	150	03		
CS:5.2	EDITING	04	3hrs	50	100	150	03		
		,	VI SEMESTER						
CS:6.1	MEDIA MANAGEMENT	04	3hrs	50	100	150	03		
CS:6.2	ADVERTISEING AND PUBLIC RELATION	04	3hrs	50	100	150	03		
VII SEMESTER									
CS:7.1	MEDIA ISSUES AND DEVELOPMENT	04	3hrs	50	100	150	03		
VIII SEMESTER									
CS:8.1	COMMUNICATION THEORIES	04	3hrs	50	100	150	03		

JOURNALISM (UG) SYLLABUS Semester: 1 Paper: 1 (1.1) INTRODUCTION TO COMMUNICATION AND MEDIA

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Communication: Meaning – Definition – Nature – Scope – Process of communication – Functions of Communication **16 hrs.**

Unit- 2

Kinds of Communication: Oral & Written, Verbal and Non – Verbal. Levels of Communication: Intrapersonal – Interpersonal – Group – Mass Communication. Differences between levels of Communication **16 hrs.**

<u> Unit- 3</u>

Basic Models of Communication: Aristotle's Model - Herald D Lass well's Model - David Berlo's Model - Shannon & Weaver's Model - Osgood's Model - Differences between Linear and Non - Linear Models. Glossary of Communication.

16 hrs.

Unit- 4

Media Mass communication: Characteristics of Print Media – Electronic Media – Traditional and Folk Media – New Media **16 hrs.**

<u> Unit- 5</u>

Media for Communication: Print Media – Electronic Media: Radio & TV, Oral Media – Traditional and Folk Media. **16 hrs.**

- 1. David Berlo: The Process of Communication Holt, Rinehart & Winston, Newyork, 1960
- 2. Wilbur Schramm: Mass Communication University of Illinois press:urbana,IL,1960
- 3. Denis McQuail: McQuali's Mass Communication Theory (6th Edition), SAGE publication Ltd., 2010
- 4. Keval. J. Kumar: Mass Communication in India- (4th Revised Edition), Jaico Publishing house, Mumbai, 2014
- 5. Uma Narula: Mass Communication: theory & Practice- Haranand Publications Pvt. Ltd, New Delhi, 2008
- 6. Chandrakant P Singh: Dictionary of Media & Journalism IK International Pvt Ltd., Delhi, 2004
- 7. Subhir Ghose: Mass Communication: An Indian Prespective: Shishu Sahitya Samasad, 2009
- 8. ¤gÀAd£À ªÁ£À½î: J®èjUÀÆ "ÉÃPÀÄ ¸ÀAªÀ°À£À P˱À®å, «¸ÀäAiÀÄ ¥ÀæPÁ±À£À, aÉÄÊ ÀÆqÀÄ, 2012
- 9. J.J,ï."Á®,ÀÄŞæºÀätå: ¸ÀªÀÄÆºÀ ªÀiÁzsÀåªÀÄ ¥ÀzÀ «ªÀgÀuÁ PÉÆÃ±À, PÀ£ÀßqÀ C©üªÀÈ¢Þ ¥Á¢üPÁgÀ, "ÉAUÀ¼ÀÆgÀÄ
- 10. n.¹.¥ÀÆtÂðªÀiÁ: CzsÀĤPÀ¸ÀAªÀºÀ£À ªÀiÁzsÀåªÀÄUÀ¼ÀÄ ªÀÄvÀÄÛ PÀ£ÀßqÀzÀ C©üªÀÈ¢Þ: ¥Àæ¸ÀqÁAUÀ, PÀ£ÀßqÀ «±Àé«zÁå®AiÀÄ,ºÀAI,2003
- 11. ªÀiÁzsÀåªÀÄ ¥ÀzÀ PÉÆÃ±À, PÀ£ÁðIPÀ ªÀiÁzsÀåªÀÄ DPÁgÉ«Ä, "ÉAUÀ¼ÀÆgÀÄ

12. ©.J,ï.ZÀAzÀæ±ÉÃRgï: ¸ÀªÀÄÆºÀ ¸ÀA¥ÀPÀð ªÀiÁzsÀåªÀÄUÀ¼ÀÄ, ¥Àæ¸ÀgÁAUÀ, ªÉÄʸÀÆgÀÄ «±Àé«zÁå®AiÀÄ ,ªÉÄʸÀÆgÀÄ, 1987

JOURNALISM (UG) SYLLABUS Semester: 2 Paper: 2 (2.2) PRINT MEDIA

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Introduction to Printing: Origin of Printing – Types of Printing – Typography

16 hrs.

Unit- 2

Definition of journalism: Nature & Scope - Functions of Journalism - Kinds of journalism

16 hrs.

Unit-3

Brief History of Indian Journalism – With special reference to J.A.Hickey – Raja Ram Mohan Roy – James silk Buckingham – Annie Besant – S.Sadananda – B.G.Hornieman

16 hrs.

Unit-4

Kannada journalism: Origin and Growth of Kannada Journalism in Karnataka – Major Newspapers in Karnataka – Recent Trends

16 hrs.

Unit- 5

Review of Newspapers and periodical contents – Photo Journalism – News agencies

16 hrs.

- 1. Rivers W.L.: Mass Media
- 2. Fraser Bond: Introduction to Journalism
- 3. Mehta.D.S.: Mass Communication & Journalism in India
- 4. Nadig Krishna Murthy: Indian journalism
- 5. Parthasarathy. R.: Journalism in India
- 6. Chalapathy Rau. M: The Press
- 7. Ahuja B.N.: The theory & Practice of Journalism
- 8. Gundappa.D.V.: Vrutta Patrikegalu

JOURNALISM (UG) SYLLABUS Semester: 3 Paper: 3 (3.3) AUDIO VISUAL MEDIA

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Brief History of Radio: Evolution of Radio in India – Present status of Radio in India – Growth of FM Radio – Commercial Radio Broadcasting in India

16 hrs.

Unit-2

Types of Radio programs – Yuva Vahini – News – Farm News – Agricultural News – Special Audience programs – Principles of writing for Radio

16 hrs.

Unit- 3

A Brief History of Television – Development of television in India – Private channels in India – DTH – SITE

16 hrs.

Unit- 4

Types of Television programs – Production Techniques – Recent trends in Television Broadcasting in India

16 hrs.

Unit- 5

History & Development of Cinema - A brief history of Indian cinema - New Trends in Indian Cinema - Status of Kannada C - Film censorship in India

16 hrs.

- 1. Mehra Masani: Broadcasting and the people
- 2. Srinivasa K.M.: Radio and TV Joyrnalism
- 3. Bliss and Patterson: Writing News for Broadcast
- 4. Kaushik S: Introduction to TV Journalism
- **5.** Gerald Millerson: *Techniques of Film Production*
- 6. Mullick K.R.: Tangled tapes
- 7. Barnou & Krishna Swamy: Indian Film
- **8.** Garga B.D.: So Many Cinemas: The Motion Picture in India

JOURNALISM (UG) SYLLABUS Semester: 4 Paper: 4 (4.4) MEDIA LAWS

Theory: 5 Hours/week Total Hours/ semester: 80

<u> Unit- 1</u>

Concept of Freedom of Press: Press as a Fourth Estate: Press during Emergencey-1975: Role of Press in democracy

16 hrs.

Unit- 2

Freedom of Speech and expression: Article 19(1) (a) and Article 19(2) – Case studies

16 hrs.

Unit- 3

Media Laws – Defamation and Slander – Libel – Sedition- Obscenity – censorship – Contempt of Court – Cyber Law

16 hrs.

Unit-4

Media Laws: Official Secret Act – Working Journalists Act of 1955 – Parliamentary Proceedings and Privileges – The Press and Registration of Book Act – Copy right Act – RTI – Prasara Bharathi Act

16 hrs.

Unit- 5

Press Council of India – Press commission of India

16 hrs.

BOOKS FOR REFFERENCE

1. Durgadas Basu: Laws of the Press in India

2. Rayudu C.S.: Communication Laws

3. Umrigar D.M.: Journalist and the Law

4. Pil: The Law and the Press

5. Durgadas Basu: Indian Constitution

6. Someswara Rao: Journalism: Ethics, codes and the Law

7. Radhakrishnamurthy B: Indian Press Laws

8. Reports: 1. First Press Commission

2. Second Press Commission

3. Press Council Act

JOURNALISM (UG) SYLLABUS

Semester: 5 Paper: 5 (5.5)
Reporting

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

News: Definitions – News values – Sources of News – Principles of News writing

16 hrs.

Unit- 2

News structure – types – Leads: types of Leads – types of News stories

16 hrs.

Unit- 3

Qualifications of Reporter – Beat Reporter – Correspondents _ foreign Correspondence – Stringers – Free lance journalist – Mofussial

16 hrs.

Unit- 4

Interviews _ Meaning - types and techniques of Interviews - Methods of writing Interview stories

16 hrs.

Unit- 5

Reporting – Parliament – Crime – Sports – Press Conferences – Speech

16 hrs.

- 1. Kamath M.V.: Handbook of journalism
- 2. Srivastava. K.M.: News writing and reporting
- 3. McDougal C.D.: Interpretative Reporting
- 4. Sheean P.V.: Reportorial Writing
- 5. Sherwood H.C.: Journalistic Writing
- 6. Kamath.M.V.: Professional Journalism
- 7. Carl Warren: Modren News Reporting
- 8. Ramachandra Iyer: Quest for News

JOURNALISM (UG) SYLLABUS Semester: 6 Paper: 6 (6.6)

Editing

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Functions of Newsrooms – Reporting Sections- Editorial Dept. – Different Designations in Reporting and Editorial Depts.

16 hrs.

Unit- 2

Editing: Meaning – Purpose – Principles of Editing – Rewriting: Purpose – Principles – translation: meaning – purpose – Principles

16 hrs.

Unit- 3

Qualifications and responsibilities of Editor – news editor – Chief sub editor – Sub Editor

16 hrs.

Unit-4

Headlines: Meaning – kinds – Functions – Headline writing

16 hrs.

- 1. B.N. Ahuja and S.S. Chabra: editing, Surject Publications, Delhi, 2009
- 2. Bruce Westley: News Editing(3rd edition) IBH Publications, New delhi,1980
- 3. Baskette, Sissors & Brooks: The Art of Editing(5th edition) McMillan Publications co.,Newyork,1992
- 4. Harold Evans: Newspaper Design, Holt, Rinehart & Winston, 1976
- 5. Wolesley & Campbell: newsmen at Work, Houghton and Mifflin, 1949
- 6. TJS George: Editing-A handbook for the Journalist, IIMC, New Delhi, 1989
- 7. Spencer L.M. Editorial Writing
- 8. Robert C Mcgiffert: The Art of Editing News Chilton Book Co.,1972
- 9. ¥ÀæzsÁ£À UÀÄgÀÄzÀvÀÛ: "sÁµÁAvÀgÀ PÀ⁻É, ¸Àé¥Àß §ÄPï ºË¸ï, "ÉAUÀ¼ÀÆgÀÄ, 2007
- 10. f.J£ï.gÀAUÀ£Áxï gÁªï: ¥ÀwæPÉÆÃzÀåªÀÄ, PÁªÀÄzsÀðK£ÀÄ ¥ÀæPÁ±À£À, "ÉAUÀ¼ÀÆgÀÄ, 2006
- 11. «±ÉéñÀégÀ "sÀmïÖ; vÀ É §gÀ°ÀÀ: ¥ÀwæPÉ °ÀuɧgÀ°À: CAQvÀ ¥ÀĸÀÛPÀ, "ÉAUÀ¼ÀÆgÀÄ.2009
- 12. PÀ£ÁðIPÀ ªÀiÁzsÀåªÀÄ CPÁqÉ«Ä: ¥ÀwæPÉÆÃzÀåªÀÄ ¥ÀĸÀÛPÀ ªÀiÁ¯ÉAiÀÄ PÀÈwUÀ¼ÀÄ

JOURNALISM (UG) SYLLABUS Semester: 6 Paper: 7 (6.7) MEDIA MANAGEMENT

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Starting of a Newspaper: Structure of a News Paper organization and its operations. Principles of newspaper business: planning .staffing, organization, directing, types of newspaper organization.

Unit- 2

News papers ownership: types of newspaper ownership in India. Role of circulation and promotion. Public relations for newspaper organization.

Unit-3

Problems and prospects of newspaper industry in india, small news papers and their problems, global competition on India media.

Unit-4

Starting of a TV channel and radio station. Organizational structure of radio and tv studios.

Unit-5

Compulsory: study tour

- 1. Achal Mehra: Newspaper Management in the new multimedia age, Asian mass communication research and information centre(AMIC), Singapore, 1988
- 2. Rucker & Williams: newspaper organization and management, 5th edition, lowa state pr; 1955
- 3. Trilok N. Sindhwani: newspaper economics and management, Ankur publishing house, 1979
- 4. Rayudu C.S: Media and communication management, Himalaya publishing House, 2011
- 5. Mocavatt & pringle: Electronic Media Management, stoneham, MA: Focal Press, 1986
- 6. Arun Bhattacharjee. Indian press- profession to industry, vikas publications, 1972
- 7. Barngart T.F: Weekly Newspapers Management, Appleton-century-crofts, 1952
- 8. ©.PÉ.gÀ « ªÀÄvÀÄÛ ¸ÀvÀå¥ÀæPÁ±ï JA.Dgï., ªÀiÁzsÀåªÀÄ GzÀåªÀÄ, PÀ£ÀßqÀ ¥ÀĸÀÛPÀ ¥Áæ¢üPÁgÀ, ¨ÉAUÀ¼ÀÆgÀÄ,2008

JOURNALISM (UG) SYLLABUS Semester: 8 Paper: 6(6.8) ADVERTISING AND PUBLIC RELATION

Theory: 5 Hours/week Total Hours/ semester: 80

Unit- 1

Advertising: meaning, nature, scope, types of advertisement. Role of advertising in society advertisements and ethics. ASCI.

Unit- 1

Advertising agencies, Functions of advertising agencies. Copy writing, slogan writing, and visualization.

Unit- 1

Nature and scope of public relation. Qualification and responsibilities of a public relations officer. Differences between publicity, public opinion, propaganda and public relations.

Unit- 1

Pr Tools: house journals, press conferences, press releases, exhibitions, advertising, media tour.

- 1. Keval J Kumar: advertising in India
- 2. Sandage and others: Advertising theory and practice
- 3. Sethia & Chunawala: Advertising principles and practice
- 4. Otto kleppner: Advertising procedure
- 5. Cutlip & center: Effective Public Relations
- 6. Ravindran: Handbook of Public Relation
- 7. Ahuja & Chandra: Public Relations
- 8. Sam black: Practical Public Relations
- 9. K. R. Balan: Applied Public Relations & Communication, Sultan Chand & sons, new delhi, 2008

JOURNALISM (UG) SYLLABUS Semester: 9 Paper: 7(6.8) MEDIA ISSUES AND DEVELOPMENT

Theory: 5 Hours/week Total Hours/ semester: 80

UNIT-I

MEDIA AND SOCIETY: importance of the media, the raise of mass media after1947, print, radio, TV, cinema and internet, sociology of the media.

UNIT-II

MASS MEDIA AND DEMOCRACY: Hebermas and the public sphere, media as a watch dog, government and media relationship, adversaries or friends? Informational role.

UNIT-III

ODEOLOGY OF THE MEDIA: who owns the media? Definition, characteristics of ideology, ideology of the Indian mass media.Influence of ideology on content; corporatisation of media, entry of multinational companies; sociology of news production.

UNIT-IV

MASS MEDIA AND THE PUBLIC INTEREST: consumers of the mass media what is public interest? A critical study of the media and its role in serving public interest and marginalized groups; role of the media in Indian social movements, media and civil society in India.

UNIT-V

MASS MEDIA A CHANGING GLOBAL CULTURE: what is globalization? The global media industry, commodification of news; infotainment; the debate over cultural imperialism; the Indian media after 1990;socio, political, economic and technological impact on Indian media. Media convergence and fragmentation.

JOURNALISM (UG) SYLLABUS Semester: 10 Paper: 6(6.8) NEWS WRITING AND REPORTING

Theory: 5 Hours/week Total Hours/ semester: 80

UNIT-I:

NEWS PERSPECTIVES:

PRINCIPLES OF NEWS: changing value of news. News as purposive behaviour; news as propaganda. Aare the five W's and 1 H still relevant? Writing for changing time- brief, crisp and to the point; does news has mere informational value or is it a form of knowledge?

UNIT-II:

ROUTINE REPORTING: A typology of events, accidents, scandals, speeches and covering celebrities; page 3 reporting sunshine stories, court and legislative reporting, press conferences, planted stories and superficial events. Crime and sports stories, interviews.

UNIT-III:

SPECIALISED REPORTING: in-depth analysis of events and individuals; interpretation of political, scientific, economics, sociological events, covering various movements; investigative reporting, reporting war and conflicts, communal riots and ethical issues (with relevant examples); special reporting; agriculture, drought, floods and other national disasters; covering foreign affairs.

UNIT-IV:

SOURCES OF NEWS: Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- gate keeping and news making process; validation of news sources.

UNIT-V:

NEWS REPORTING PROFESSIONALISM: some constrains defining objectivity, pressures- political, economic and sociological and PR professionals, and spin doctors, intra organizational controls; owner and editor's relationship; professional norms and ethics. Present status of Indian news reporting (with recent examples) as case studies.