

UG SYLLABUS

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
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

INTRODUCTION TO COMMUNICATION AND MEDIA

Total Hours/ semester: 80

16 hrs.

16 hrs.

16 hrs.

16 hrs.

16 hrs.

- David Berlo: The Process of Communication – Holt, Rinehart & Winston, New York, 1960
- Wilbur Schramm: Mass Communication – University of Illinois press: urbana, IL, 1960
- Denis McQuail: McQuali's Mass Communication Theory (6th Edition), SAGE publication Ltd., 2010
- Keval. J. Kumar: Mass Communication in India- (4th Revised Edition), Jaico Publishing house, Mumbai, 2014
- Uma Narula: Mass Communication: theory & Practice- Haranand Publications Pvt. Ltd, New Delhi, 2008
- Chandrakant P Singh: Dictionary of Media & Journalism – IK International Pvt Ltd., Delhi, 2004
- Subhir Ghose: Mass COMMUNICATION : An Indian Prespective: Shishu Sahitya Samasad, 2009
- ᄒgÀÀd£Ä ¢Á£Ä½î : J®èjUÅÆ ``ÉÃPÅÄ , ÀAªÀ°À£Ä PË±Â®â, «„ÄäAiÄÄ ¥ÀæPÁ±Ä£Ä , ¤ÉÃÊ „ÄEgÄÄ, 2012
- J.J.i.“Á®, ÄÄ\$øªÀtå: „ÄªÄÆºªÀ ¢AiAzsÄâªÄÄ ¥ÄZÄ «ªAgAuÁ PÉÆÃ±Ä, PÀ£ÄBqÄ C©üªÄÈçþ ¥ÄçüPAqÄ, “ÉAUÀ¼ÄÆGÄÄ
- n.¹¥ÀEtÄðªAiÁ: CzSÄÄ«PÄ , ÅAªÀ°À£Ä ¢AiAzsÄâªÄÄUA¼ÄÄ ¢ÄÄvÄÄÜ PÀ£ÄBqÄZÄ C©üªÄÈçþ: ¥Àæ, AgAAUA, PÀ£ÄBqÄ «±Äé«ZÁâ®AiÄÄ, °AI, 2003
- ªAiAzsÄâªÄÄ ¥ÄZÄ PÉÆÃ±Ä, PÀ£ÄØIPA ¢AiAzsÄâªÄÄ DPÁqÉ«Ä, “ÉAUÀ¼ÄÆGÄÄ

12. ©.J.ï.ZÄAzÄæ±ÉÄRgï: ,ÄªÄÄÆ°Ä ,ÄA¥ÄPÄðªÄiÄzsÄªªÄÄUÄ¼ÄÄ, ¥Äæ,ÄgÄAUÄ,ªÉÄÊ,ÄÆgÄÄ «±Äé«zÄâ@AiÄÄ,ªÉÄÊ,ÄÆgÄÄ,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.

BOOKS FOR REFERENCE

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.

BOOKS FOR REFERENCE

1. Mehra Masani: *Broadcasting and the people*
2. Srinivasa K.M.: *Radio and TV Journalism*
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

Unit- 1

Concept of Freedom of Press: Press as a Fourth Estate: Press during Emergency-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 REFERENCE

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.

BOOKS FOR REFERENCE

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: Modern 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.

BOOKS FOR REFERENCE

1. B.N. Ahuja and S.S. Chabra: editing, Surjeet 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., New York, 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. "sÁµÁAvÀgÀ PÀ- É, ÀéÀß §ÄPï °Ë, Ì, "ÉAUÀ¼ÀÆgÀÄ, 2007
10. f.JË. gÀAUÀÉÁxī gÁāī: ¥AwæPÉÆÄzÀāÄÄ, PÁªÄÄzsÀðK£ÄÄ ¥ÄæPÁ±À£Ä, "ÉAUÀ¼ÀÆgÀÄ, 2006
11. «±ÉéÄ±ÄégÀ "sÀmiÖ; vÀ- É §gÀ°ÄÄ: ¥AwæPÉ °ÀuÉ§gÀ°Ä: CAQvÀ ¥ÄÄ, ÀÛPÀ, "ÉAUÀ¼ÀÆgÀÄ. 2009
12. PÀ£ÄðIPÀ ªÀiÁzsÀāªÄÄ CPÁqÉ«Ä: ¥AwæPÉÆÄzÀāªÄÄ ¥ÄÄ, ÀÛPÀ ªÀiÁ- ÉAiÄÄ PÀËwUÀ¼ÄÄ

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

BOOKS FOR REFERENCE

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, Iowa 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« ªÄvÄÄÛ ,ÄvÄâ¥ÄæPÄ±ï JA.Dgï., ªÄiÄzsÄâªÄÄ – GzÄªªÄÄ, PÄ£ÄßqÄ ¥ÄÄ,ÄÛPÄ ¥ÄæçüPÄgÄ, "ÉAUÄ¼ÄÆgÄÄ,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.

BOOKS FOR REFERENCE

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 after 1947, print, radio, TV, cinema and internet, sociology of the media.

UNIT-II

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

UNIT-III

IDEOLOGY 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. Are the five W's and 1 H still relevant? Writing for changing time- brief, crisp and to the point; does news have 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 men make it- gate keeping and news making process; validation of news sources.

UNIT-V:

NEWS REPORTING PROFESSIONALISM: some constraints 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.

