

## UG SYLLABUS

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

**Unit- 3**

**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.**

**Unit- 5**

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

**BOOKS FOR REFERENCE**

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 (6<sup>th</sup> Edition)*, SAGE publication Ltd., 2010
4. Keval. J. Kumar: *Mass Communication in India- (4<sup>th</sup> 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. *Journalism: A Text and Handbook*, by J. J. Van Dine, New York, 1938
9. J. J. Van Dine: *Journalism: A Text and Handbook*, New York, 1938
10. *Journalism: A Text and Handbook*, by J. J. Van Dine, New York, 1938
11. *Journalism: A Text and Handbook*, by J. J. Van Dine, New York, 1938



**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. Pill : *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 REFFERENCE**

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.

### BOOKS FOR REFERENCE

1. B.N. Ahuja and S.S. Chabra: editing, Surjeet Publications, Delhi,2009
2. Bruce Westley: News Editing(3<sup>rd</sup> edition) IBH Publications, New delhi,1980
3. Baskette, Sissors & Brooks: The Art of Editing(5<sup>th</sup> 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.  $\text{ÅæzsÅÉÀ UÅÄgÅÄzÅvÅÛ: } \text{`sÁµÁAvÅgÀ PÀ` É, } \text{,ÅéÅß §ÄPì °É,ï, } \text{`ÉAUÀ¼ÅÆgÅÄ, 2007}$
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## **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, 5<sup>th</sup> edition, Iowa state pr; 1955
3. Trilok N. Sindhvani: 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 – GzÄâªÄÄ, 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.

