

KUVEMPU UNIVERSITY
SYLLABUS FOR JOURNALISM
(Optional Subject for B.A. Degree Programme)

(Effective from June 2018)

COURSE OBJECTIVE: The course is intended to introduce the students to basic principles and skills required in the field of journalism and communication. Besides providing a theoretical understanding of media it is also aimed at imparting skills of professional practice in journalism and allied fields.

SCHEME OF EXAMINATION

Seme-ster	Code No.	Paper No.	Paper	Exam Marks	Internal Assessment	Exam Hours
I	SAA 360	1	Introduction to Journalism and Communication	80	10+10	3
II	SAB 360	2	Development of Print Media	80	10+10	3
III	SAC 360	3	Audiovisual and New Media	80	10+10	3
IV	SAD 360	4	Press Laws and Management	80	10+10	3
V	SAE 360	5.1	Reporting and Feature Writing	80	10+10	3
	SAE 361	5.2	Current Affairs	80	10+10	3
VI	SAF 360	6.1	Editing	80	10+10	3
	SAF 361	6.2	Advertising & Public Relations	80	10+10	3

Note: Out of 20 marks for internal assessment, a test shall be conducted for 10 marks and the other 10 marks shall be allotted for practical assignments. The assignments shall be given to each student according to the guidelines given with the syllabus for each of the papers. Students shall submit each assignment within a deadline set by the teacher. The record book containing all assignments shall be submitted to the teacher 10 days before the last working day of the semester.

SEMESTER I

Paper 1: Introduction to Journalism and Communication

[SAA 360]

- UNIT I** Journalism: Definition, nature and scope, Mass media and society: Mass media and democracy, role of a journalist in a democracy. Role of mass media in national development.
- UNIT II** Communication: Definition, process & functions of communication, levels of communication- intra personal communication, interpersonal communication, group communication and mass communication. Types of Communication: verbal and non-verbal.
- UNIT III** Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model.
- UNIT IV** Communication Theories: Normative media theories: Authoritarian, Libertarian, Soviet media, Social responsibility. Magic bullet, two-step flow, diffusion, Agenda setting.
- UNIT V** Characteristics of media: Folk, print, film, broadcast, and new media.

BOOKS FOR REFERENCE:

- Hanson, Ralph E. (2017). *Mass communication: Living in a media world*. New Delhi: Sage.
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- McQuail, Dennis. (2010). *McQuail's mass communication theory*. New Delhi: Sage.
- Melkote, Srinivas R and Rao, Sandhya (2001). *Critical issues in communication*. New Delhi: Sage
- Narula, Uma (2006). *Mass communication theory and practice*. New Delhi: Har-Anand Publications.
- Rao, Shakuntala & Mudgal, Vipul. (2016). *Journalism, democracy, and civil society in India* (6th Edition). New Delhi: Routledge,
- Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- ಚಂದ್ರಶೇಖರ್, ಬಿ.ಎಸ್. (2003). *ಸಂವಹನ ಮಾಧ್ಯಮಗಳು. ಪ್ರಸಾರಾಂಗ*. ಹಂಪಿ: ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ.
- ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks two assignments shall be given to each student based on the topics covered in this syllabus.

SEMESTER II

Paper 2: Development of Print Media [SAB 360]

- UNIT I** Evolution of printing. Development of printing in India. Early newspapers in Europe and America.
- UNIT II** Newspapers in India before independence: Contribution of James Augustus Hickey, James Silk Buckingham, Serampore missionaries. Raja Rammohan Roy.
- UNIT III** The first war of Indian independence and the Press. Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi, Annie Besant, B G Horniman.
- UNIT IV** Major Indian newspapers: The Times of India, The Hindustan Times, The Statesman, The Hindu, The Indian Express.
- UNIT V** Development of Kannada Journalism: Hermann Moegling, M Venkatakrishnaiah, T T Sharma, Mohare Hanumantha Rao, DV Gundappa. Major Kannada Dailies: Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka. Tabloids in Kannada, The present status of Kannada Journalism.

BOOKS FOR REFERENCE:

- Briggs, Asa & Peter Burke. (2005). *A social history of the media: From Gutenberg to the internet*. Cambridge: Polity Press
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage
- Kumar, J Keval. (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Mott, Frank Luther (2000). *American journalism: A history of newspapers in the United States through 250 years, 1690-1940*. London : Routledge.
- Murthy, Nadiga Krishna. (1966). *Indian journalism*. Mysore: Prasaranga, Mysore University.
- Natarajan, J. (2017, reprint). *History of Indian journalism*. New Delhi: Publications Division, Govt. of India:
- Parthasarathy, Rangaswami. (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.
- RNI (Annual) *Press in India*. Government of India. Available at rni.nic.in
- ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್. (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.
- ಮೂರ್ತಿ, ನಾಡಿಗ ಕೃಷ್ಣ. (1966). *ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ*. ಮೈಸೂರು: ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿವಿ.
- ಹಾವನೂರ, ಶ್ರೀನಿವಾಸ. (2000). *ಹೊಸಗನ್ನಡದ ಅರುಣೋದಯ*. ಬೆಂಗಳೂರು. ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks two assignments shall be given to each student based on the topics covered in this syllabus.

SEMESTER III

Paper 3: Audiovisual and New Media [SAC 360]

- UNIT I** Evolution of Radio as a mass medium. AM and FM radio. Public service broadcasting and commercial broadcasting. All India Radio: Vividh Bharathi & Private FM. Community Radio. Types of Radio programmes- News, current affairs, special audience programmes.
- UNIT II** Growth of Television in India: Terrestrial, satellite and cable. Doordarshan: Organizational set up, national and regional programmes. Private television channels in India. Television channels in Karnataka.
- UNIT III** Evolution of cinema, development of cinema in India and Karnataka, Types of cinema: popular, new wave. Documentaries and short films.
- UNIT IV** Evolution of computer and internet. Emergence of new media. Merits and demerits of the Internet. Characteristics of new media. Mobile phones and technological convergence.
- UNIT V** Web journalism: Characteristics, importance, merits and demerits. Online newspapers, Electronic news gathering, blogging and social networking. Internet radio and internet television.

BOOKS FOR REFERENCE:

- Anil, Sari. (2011). *Indian cinema: The faces behind the masks*. New Delhi: Oxford University Press.
- Bhatt, SC. (2007). *Broadcast journalism: Basic principles*. New Delhi: Har-Anand.
- Chatterji, P C. (1991). *Broadcasting In India*, 2nd Edition. New Delhi: Sage Publications.
- Chatterji , Shoma A (2014) *100 Years of jump-cuts and fade-outs : Tracking change in Indian cinema*. New Delhi: Rupa Publ.
- Dijk, Jan van. (2006). *The network society: Social aspects of new media*. New Delhi: Sage.
- Shrivastava, K M. (2005). *Broadcast journalism: in the 21st century*. New Delhi: Sterling.
- Saran R (2012) *History of Indian cinema*. New Delhi: Diamod Pocket Books.
- Usharani, N. (2006). *Educational Television in India*. New Delhi: Discovery.
- ಚಂದ್ರಶೇಖರ್, ಬಿ.ಎಸ್. (2003). *ಸಂವಹನ ಮಾಧ್ಯಮಗಳು*. ಪ್ರಸಾರಾಂಗ. ಹಂಪಿ: ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿವಿ.
- ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks two assignments shall be given to each student based on the topics covered in this syllabus.

SEMESTER IV

Paper 4: Press Laws and Management [SAD 360]

- UNIT I** Freedom of speech and expression: Constitutional provisions and reasonable restrictions. Defamation, Sedition, Obscenity.
- UNIT II** Press Laws: The Press and Registration of Books Act, 1867, The Official Secrets Act 1923, The Working Journalists and other Newspaper Employees (conditions of service and miscellaneous provisions) Act 1955, The Parliamentary Proceedings (Protection of Publication Act) – 1956, 1977, Copyright Act 1957, Contempt of Court Act 1971, Right to Information Act, 2005.
- UNIT III** Management: Definition and nature, Types of management, Problems of the media industry. Recommendations of the first and second press commissions. Autonomy to All India Radio and Doordarshan, Prasar Bharati. Broadcast regulations.
- UNIT IV** Media ownership and control, types of media ownership. Media Freedom in India, Pressures on media, Press Council of India, Code of ethics. Media regulation and censorship.
- UNIT V** Organizational structure of newspaper, radio and television. Production, distribution, and exhibition of films.

BOOKS FOR REFERENCE:

- Basu, Durga Das. (1996). *Law of the press*. New Delhi: Prentice Hall of India.
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage
- Munshi, Shoma. (2012). *Remote control: Indian television in the new millennium*. New Delhi: Penguin.
- Myneni, S.R. (2015). *Media law*. Hyderabad: Asia Law House.
- Neelamalar, M. (2009). *Media law and ethics*. Delhi: PHI Learning Private Limited.
- Pathak, Juhi P. (2014). *Introduction to mass media laws and ethics*. Delhi: Shipra Publication.
- Prasad, Kiran. (2011). *Media law in India*. Delhi: Kluwer Law International.
- ರವಿ ಬಿ.ಕೆ., ಸತ್ಯಪ್ರಕಾಶ್ ಎಂ.ಆರ್. (2008). *ಮಾಧ್ಯಮ ಉದ್ಯಮ*. ಬೆಂಗಳೂರು: ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ.
- ಕುಮಾರ್, ಎನ್.ಎಸ್.ಅಶೋಕ್, ಮಾಧವ ಐತಾಳ್. (2008). *ಲಕ್ಷಣ ರೇಖೆ*. ಬೆಂಗಳೂರು

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks two assignments shall be given to each student based on the topics covered in this syllabus.

SEMESTER V

Paper 5.1: Reporting and Feature Writing [SAE 360]

- UNIT I** News: Definition, elements, news values. Structure of a news story: headline, lead, body. Types of lead. Hard news and soft news. Sources of news.
- UNIT II** Reporting: Nature and scope, qualifications and duties of a reporter, foreign and special correspondents. Types of reporting: Interpretative and Investigative. Covering beats: politics, speech, crime, accident, legislature, education, press release, press conference.
- UNIT III** Specialized Reporting: Science, business, sports, women, agriculture, lifestyle, covering war. Art of Interview: Preparation, types of interview.
- UNIT IV** Feature: Definition, characteristics, techniques of writing features. Types of features: news, personality, scientific, travel, agriculture, culture, human interest, historical features.
- UNIT V** Difference between news and features, articles and feature, Photography for news and features, freelancing.

BOOKS FOR REFERENCE:

- Friedlander, Jay & Lee, John (eds.). (2010). *Feature writing for newspapers and magazines: The pursuit of excellence* (7th Ed). London: Allyn & Bacon
- Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
- Pape, Susan & Featherstone, Susan. (2006). *Feature writing: A practical introduction*. New Delhi: Sage.
- Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage
- Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.
- Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.
- Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage
- ಪದ್ಮರಾಜ ದಂಡಾವತಿ. ರಿಪೋರ್ಟಿಂಗ್. ಬೆಂಗಳೂರು: ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ
- ಎಂ.ಎನ್.ರಾಮಪ್ರಕಾಶ್. ಪತ್ರಿಕಾ ವರದಿಗಾರಿಕೆ. ಬೆಂಗಳೂರು: ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ
- ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks the following assignments shall be given to each student.

1. Two news reports
2. One article on any topical issue
3. One feature
4. One personality profile

SEMESTER V

Paper 5.2: Current Affairs [SAE 361]

- UNIT I** Indian political system, parliamentary democracy, Centre-state relations, electoral process and reforms. Ideologies: capitalism, socialism, fascism, Gandhism, neo-liberalism, humanism.
- UNIT II** Economic planning and development, economic reforms, liberalization, privatization and globalization, neo-colonialism.
- UNIT III** International affairs: United Nations, UNESCO, European Union, West Asia, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement. Olympic movement.
- UNIT IV** Social issues: Illiteracy, poverty, health, education, gender, caste and colour, corruption, terrorism, separatist movements, Environmental movement.
- UNIT V** Cultural issues: Mass culture, impact of mass media on culture. Indian cultural heritage, folk culture, impact of western culture on Indian culture.

BOOKS FOR REFERENCE:

- Baradat, Leon P. (2016). *Political Ideologies: Their Origins and Impact* (12th Ed), New Jersey: Routledge.
- Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). *Modern Indian political thought: Text and context*. New Delhi: Sage.
- Chandhoke, Neera & Priyadarshi, Praveen. (2009). *Contemporary India: Economy, Society, Politics*. New Delhi: Dorling Kindersley (India).
- Nageshwar, K. (2016). *Interpreting Cotemporary India*. Bloomington: Author House.
- Rangarajan, Mahesh. (2007). *Environmental issues in India*. New Delhi: Dorling Kindersley.
- Rajagopal, Arvind. (2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge: Cambridge University Press.
- Magazines:** *Frontline, Seminar, Mainstream, Outlook, India Today, Economic and Political Weekly.*

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks seminars shall be conducted. Each student shall present a seminar paper on the topic given by the teacher. The teacher shall give a different topic to each student. The topic shall be from the syllabus or related subjects. After presenting seminar paper the student shall submit the paper to the teacher 10 days before the last working day of the Semester.

SEMESTER VI

Paper 6.1: Editing [SAF 360]

- UNIT I** Editing: Definition, principles, structure and functions of newsroom. Duties and responsibilities of an editor, news editor and sub-editor.
- UNIT II** News writing and re-writing techniques. Translation- importance and techniques, Headlines- functions, types and techniques of headline writing. Photo editing.
- UNIT III** Editorial page. Types of editorials and editorial writing techniques, letters to the editor, column, middle, op-ed.
- UNIT IV** Page makeup: techniques and types, pagination, style sheet, page making software, typography.
- UNIT V** Use of computers in newspaper production. Printing methods for newspapers: Letter press, gravure, offset, DTP.

BOOKS FOR REFERENCE:

- Kamath, M.V. (1980). *Professional journalism*. New Delhi: Vikas Publishing House.
- Ludwig, Mark D. & Gilmore, Gene. (2005). *Modern news editing*: Iowa: Blackwell.
- Mencher, Melvin. (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.
- Prasad, Sharada. (1993). *Editors on editing*. New Delhi: National Book Trust.
- Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publ.
- Roy, Barun. (2000). *Beginners' guide to journalism*. Delhi: Pustak Mahal.
- Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.
- Wastly, Bruce. (1975). *News editing*. New Delhi: Oxford & IBH.
- ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks the following assignments shall be given to each student:

1. Translation of one news report from Kannada to English
2. Translation of one news report from English to Kannada
3. Two letters to editor
4. One editorial on topical issues.

SEMESTER VI

Paper 6.2: Advertising and Public Relations [SAF 361]

- UNIT I** Advertising: Evolution, definition, functions, marketing and advertising, social and economic effects of advertising. Structure and functions of advertising agencies.
- UNIT II** Advertising copy. Illustration and layout. Slogans. Advertising in newspapers, magazines, radio, television, outdoor and the internet. Media selection and target audience.
- UNIT III** Definition and importance of public relations. Functions of PR. Image building. Qualifications and responsibilities of a public relation professional. External and internal PR.
- UNIT IV** Differences among Publicity, Propaganda, Advertising and Public Relations. PR Tools: House journals, press release, press conferences exhibitions and events.
- UNIT V** Corporate Social responsibility: meaning and importance, crisis management, case studies, Ethics in PR.

BOOKS FOR REFERENCE:

- Batra, Rajeev. (1996). *Advertising management*. New York: Prentice Hall.
- Chaudhuri, Arun. (2014). *Indian advertising: Laughter and tears-1950-2013*. New Delhi: Niyogi Books.
- Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.
- Cluley, Robert. (2017). *Essentials of advertising*. New York: Kogan Page.
- Jefkins, Frank. (1986). *Advertising made simple* (4th ed.). London: Heinemann.
- Ogilvy, David. (1985). *Ogilvy on advertising*. New York: Random House.
- Sachdeva, S. Iqbal. (2009). *Public Relations: Principles and Practices*. New Delhi: Oxford University Express.
- Reddy, C.V. Narasiman. (2014). *Effective public relations and media strategy* (92nd edition). Delhi: PHI Learning Private Limited.
- Singh, J.K. (2007). *Media and public relations*. New Delhi: APH Publishing Corporation.
- ಜಯಸಿಂಹ. (2009). *ಸಾರ್ವಜನಿಕ ಸಂಪರ್ಕ ಪರಿಚಯ*. ಬೆಂಗಳೂರು: ಸ್ಕೇಪ್ ಬುಕ್ ಹೌಸ್.

Guidelines for Internal Assessment:

Of the 20 marks for the internal assessment a test shall be conducted for 10 marks and for the other 10 marks the following assignments shall be given to each student:

1. One print advertisement in A4 size for any product
2. One press release.
3. One script for a radio commercial
4. One script for a television commercial

Question Paper Model
(Effective from the academic year 2018-19)
BA DEGREE EXAMINATION
JOURNALISM

Paper:

Time: 3 hours

Maximum Marks: 80

Section-A

Answer any FIVE of the following.

5X12=60

ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section-B

Write notes any FOUR of the following.

4X5=20

ಯಾವುದಾದರೂ ನಾಲ್ಕಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

- 9.
- 10.
- 11.
- 12.
- 13.
- 14.