

**KUVEMPU UNIVERSITY**  
**SYLLABUS FOR JOURNALISM OPTIONAL SUBJECT FOR**  
**B.A. DEGREE PROGRAM**

**(Effective from June 2012)**

**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**

<b>Seme-ster</b>	<b>Code No.</b>	<b>Paper No.</b>	<b>Paper</b>	<b>Exam Marks</b>	<b>Internal Assessment</b>	<b>Exam Hours</b>
<b>I</b>	<b>SAA 360</b>	1.1	Introduction to Mass Communication	80	10+10	3
<b>II</b>	<b>SAB 360</b>	2.1	Development of Print Media	80	10+10	3
<b>III</b>	<b>SAC 360</b>	3.1	Broadcast and New Media	80	10+10	3
<b>IV</b>	<b>SAD 360</b>	4.1	Press Laws and Management	80	10+10	3
<b>V</b>	<b>SAE 360</b>	5.1	Reporting Techniques	80	10+10	3
	<b>SAE 361</b>	5.2	Current Affairs	80	10+10	3
<b>VI</b>	<b>SAF 360</b>	6.1	Editing and Printing	80	10+10	3
	<b>SAF 361</b>	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-1.1: Introduction to Mass 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, definition and characteristics of intra personal communication, interpersonal communication, group communication and mass communication. Types of Communication: verbal and non-verbal.
- UNIT III** Models of Communication: Aristotle, Harold Lasswell, Shannon and Weaver, David Berlo, and Schramm's Mass Communication model.
- UNIT IV** Communication Theories: Magic bullet, two-step flow, Agenda setting, Brief introduction to Press theories: Authoritarian, Libertarian, Soviet media, Social responsibility.
- UNIT V** Characteristics of various media: folk, print, film, broadcast, and new media.

#### BOOKS FOR REFERENCE:

- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- Mcquail, Dennis. (2004). *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.
- Vilani, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- Zaveri, J. (2003). *Mass Communication in India: A Critical Analysis*. New Delhi: Sage.
- Ghosh, P. (2006). *Mass Communication in India: A Critical Analysis*. New Delhi: Sage.

#### 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-2.1: 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, Raja Rammohan Roy. The first war of Indian independence and the Press.
- UNIT III** Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi, Annie Besant
- 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. The present status of Kannada Journalism.

#### BOOKS FOR REFERENCE:

- Kumar, J Keval. (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Murthy, Nadiga Krishna. (1966). *Indian journalism*. Mysore: Prasara, Mysore University.
- Natarajan, J. (u.d). *History of Indian journalism*. New Delhi: Publications Division, Govt. of India:
- Parthasarathy, Rangaswami. (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.
- 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
- ಗೌರಿ, ಫ.ಜಿ. (2006). *ಭಾರತೀಯ ಮಾಧ್ಯಮ ವ್ಯವಸ್ಥೆ*. ಬೆಂಗಳೂರು: ಪ್ರಜ್ಞಾ ಪ್ರಕಾಶನ
- ಮೂರ್ತಿ, ನಾಡಿಗ ಕೃಷ್ಣ. (1966). *ಭಾರತೀಯ ಮಾಧ್ಯಮ ವ್ಯವಸ್ಥೆ*. ಬೆಂಗಳೂರು: ಪ್ರಜ್ಞಾ ಪ್ರಕಾಶನ
- ಠಾಪ್ಪಾ, ಬಿ. (2000). *ಭಾರತೀಯ ಮಾಧ್ಯಮ ವ್ಯವಸ್ಥೆ*. ಬೆಂಗಳೂರು: ಪ್ರಜ್ಞಾ ಪ್ರಕಾಶನ

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## SEMESTER III

### Paper-3.1: Broadcast and New Media [SAC 360]

- UNIT I** Evolution of Radio as mass medium. AM and FM radio. All India Radio: Organizational set up, programmes, Public service broadcasting and commercial broadcasting: Vividh Bharathi & Private FM.
- UNIT II** Evolution of Television. Doordarshan: Organizational set up, programmes. Private, satellite, and cable television in India, Challenges before All India Radio and Doordarshan.
- UNIT III** Evolution of cinema, Development of cinema in India and Karnataka, Types of cinema: popular, new wave. Film culture.
- UNIT IV** Emergence of New Communication Technologies (NCT). Characteristics of new media. Computer technology and network. Merits and demerits of the Internet. Mobile phones and technological convergence.
- UNIT V** Web journalism: definition, importance, merits and demerits. Electronic newspapers, Electronic news gathering, blogging and social networking. Internet radio and internet television.

#### BOOKS FOR REFERENCE:

- Bhatt, SC. (2007). *Broadcast journalism: basic principles*. New Delhi: Har-Anand.
- Chatterji, P C. (1991). *Broadcasting In India*, 2nd Edition. New Delhi: Sage Publications.
- Kumar, J Keval. (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage
- Shrivastava, K M. (2005). *Broadcast journalism: in the 21st century*. New Delhi: Sterling
- Usharani, N. (2006). *Educational Television in India*. New Delhi: Discovery.
- LAZARGI, ©.J. i. (2003). *Mass Communication in India*. New Delhi: Jaico Publishing House.
- gá'í, f.JEí. gAUAÁxi (2006). *Mass Communication in India*. New Delhi: Jaico Publishing House.

#### 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-4.1: 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 Courts 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, Media Freedom in India, Pressures on media, Media regulation and censorship. Press Council of India, Code of ethics.
- UNIT V** Organizational structure of newspaper, radio and television. Production, distribution, and exhibition of films and other audio- visual media.

#### BOOKS FOR REFERENCE:

- Basu, Durga Das. (1996). *Law of the press*. New Delhi: Prentice Hall of India.
- Grover, A.N. (1990). *Press and the law*. New Delhi: Vikas Publishing House.
- Rayudu, C.S. & Rao, Nageshwara S.B. (1995). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.
- Venkateshwaran, K.S. (1993). *Mass media laws and regulations in India*. Singapore: Asian Mass Communication.
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage
- Chiranjeevi, Aravind. (2000). *Electronic media management*. New Delhi: Authors Press.
- gA<sup>a</sup>i, f.JEi. gAAAx<sup>i</sup> (2006). ~~YABEIZAA, AAUe AYI . EUAAgA PA<sup>a</sup> AZEA YBA<sup>+</sup>AA~~

#### 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 Techniques [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. Beat reporting and mofussil reporting. Types of reporting.
- UNIT III** Feature- definition, characteristics, techniques of writing features. Types of features: news, personality, scientific, travel, agriculture, culture, human interest, historical features.
- UNIT IV** Difference between news and features, articles and feature, Photography and photojournalism, freelancing.
- UNIT V** News writing and feature writing practices.

#### BOOKS FOR REFERENCE:

- Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
- Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House
- Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.
- Hohenberg, John. (1978). *The professional journalist- A guide to the practices and the principles of the news media*. New Delhi: Oxford & IBH Publishing Co.
- Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.
- Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.
- Nicholls, Brian. (1972). *Features with flair*. Delhi: Vikas Publications.
- gÁ²i, f.Jfi. gÁUÁxi (2006). ~~YÁBÉZÁÁ , ÁUÁÁÁÁ . ÁUÁÁÁÁ PÁÁÁÁÁ YÁÁÁÁÁ~~

#### 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, humanism.
- UNIT II** Economic planning and development, five year plans, economic reforms, liberalization, privatization and globalization, neo-colonialism.
- UNIT III** International affairs: United Nations, UNESCO, European Union, NATO, WTO, India and its neighbors. SAARC, Nonaligned movement.
- UNIT IV** Social issues: illiteracy, poverty and educational needs, gender and caste discrimination, corruption, terrorism, separatist movements.
- 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. (2006). *Political Ideologies: Their Origins and Impact* (9<sup>th</sup> Ed), New Jersey: Prentice Hall.
- 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).
- Gupta, Om. (2006). *Media: society and culture*. New Delhi: Isha Books.
- 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.
- Gupta, N L. (2000). *Cross cultural communication: Global perspective*. New Delhi: Concept Pub House
- Magazines: Fronline, 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 and Printing [SAF 360]

- UNIT I** Editing: Definition, significance & techniques, newsroom organisation, duties and responsibilities of editor, news editor and sub-editor.
- UNIT II** Re-writing techniques. Principles and importance of translation. Types and techniques of writing headlines. Photo editing.
- UNIT III** Editorial page contents. Types of editorials and editorial writing techniques, letters to editor, middle column writing.
- UNIT IV** Page makeup: techniques and types, pagination, style sheet, Typography, type families.
- UNIT V** Use of computers in newspaper production. Various printing technologies for newspapers: Letter press, gravure, offset, DTP.

#### BOOKS FOR REFERENCE:

- Mencher, Melvin. (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.
- Ludwig, Mark D. & Gilmore, Gene. (2005). *Modern news editing*: Iowa: Blackwell.
- Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publications.
- Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.
- Kamath, M.V. (1980). *Professional journalism*. New Delhi: Vikas Publishing House.
- Wastly, Bruce. (1975). *News editing*. New Delhi: Oxford & IBH.
- Roy, Barun. (2000). *Beginners' guide to journalism*. Delhi: Pustak Mahal.
- gA<sup>a</sup>i, f.JEi. gAUAxi (2006). YABEIZAA, AAUe AYI. EUAAgA PA<sup>a</sup> AZEA YBA AA

#### 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: definition, evolution; functions, social and economic effects of advertising; Development of advertising in India.
- UNIT II** Advertising copy. Illustration and layout. Slogans. Preparing advertisements for newspapers, magazines, radio, television and internet. Media selection and target audience. Outdoor advertising.
- UNIT III** Definition and importance of public relations. Functions of PR. Image building and Corporate communication. Qualities 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, writing press release, organizing press conferences exhibitions and road shows.
- UNIT V** Corporate Social responsibility: meaning and importance, case studies, Ethics in PR.

#### BOOKS FOR REFERENCE:

- Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6<sup>th</sup> ed.). New Delhi: Himalaya.
- Vilanilam, J V and Varghese A K. (2004). *Advertising basics- a resource guide for beginners*. New Delhi: Sage.
- Batra, Rajeev. (1996). *Advertising management*. New York: Prentice Hall.
- Singh J.K. (2007). *Media and public relations*. New Delhi: APH Publishing Corporation.
- Smith. D. Ronald. (2009). *Strategic planning for public Relations*. New York: Routledge.
- दाईरुआ (2009). *आदरुआ, आरुआ, आरुआ, आरुआ, आरुआ, आरुआ, आरुआ, आरुआ, आरुआ, आरुआ*.

#### 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 script for a radio commercial
3. One script for a television commercial
4. One press release.