

# *Karnataka State Women's University, Bijapur*

## **B.A. Degree Optional Subject**

### *Mass Communication and Journalism*

Syllabus and Course content Under semester Scheme (As per UGC curriculum)

#### **SCHEDULE OF PAPERS, DETAILED SYLLABI & MARKS DISTRIBUTION**

<b>Paper No</b>	<b>Name of the paper &amp; Title</b>	<b>Theory marks</b>	<b>Internal Assessment Marks</b>	<b>Total Marks (Theory)</b>	<b>Practical Marks</b>	<b>Internal Assessment Marks</b>	<b>Total Marks (Practical)</b>
<i>First semester</i> 1.1	Introduction to Mass Communication	80	20	100	40	10	50
<i>Second semester</i> 2.1	Fundamentals of Journalism	80	20	100	40	10	50
<i>Third semester</i> 3.1	Basic Reporting	80	20	100	40	10	50
<i>Fourth semester</i> 4.1	Principals of Editing	80	20	100	40	10	50
<i>Fifth semester</i> 5.1	Media laws and Ethics	80	20	100	40	10	50
5.2	Woman and Media	80	20	100	40	10	50
<i>Sixth semester</i> 6.1	Development Journalism	80	20	100	40	10	50
6.2	Advertising and Public Relations Practice	80	20	100	40	10	50

## **Mass Communication and Journalism**

Paper -1.1-Title of the paper : **INTRODUCTION TO MASS COMMUNICATION**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

### **UNIT – I**

Communication-Definition, Nature, Scope, Purpose, Process of Communication. Functions of Communication. Uses of Communication.

### **UNIT – II**

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types of Communication

### **UNIT – III**

Basic models of Communication – Linear, Non-linear models, Glossary of Journalism and Communication

### **UNIT – IV**

Media for Mass Communication: Print media, Electronic media- Radio, Television, Oral, Traditional and Folk media

### **PRACTICAL: Newspaper, Radio and TV Reporting**

### **BOOKS FOR REFERENCE :**

1. DVAVID.K.BERLO                      The Process Of Communication
2. EMERY & SCHRAMM                      Introduction To Mass Communication
3. WILBUR SCHRAMM                      Mass Communication
4. KEVAL.J.KUMAR                      Mass Communication In India
5. RIVERS.W.L.                              Mass Media
6. FEDREL F                                  Introduction To Mass Media
7. BITNER J                                      Mass Communication – An Introduction
8. SUBIR GHOSH                              Communication In India
9. CHANDRASHEKAR.B.S.                      Adhunika Samuha Madhyamagalu
10. POORNIMA.T.C.                              Samuha Madhyamagalu Mattu Kannada

## **Mass Communication and Journalism**

Paper -2.1- Title of the paper : **FUNDAMENTALS OF JOURNALISM**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

### **UNIT – I**

Definition of Journalism: Nature, Scope, Functions, Role of Press in Democracy, Principals of Journalism.

### **UNIT – II**

Kinds of Journalism – Newspapers, Periodicals and Specialized Magazines. New Journalism.

### **UNIT – III**

Press in India: A brief review of the evaluation of Indian Press – with special reference to James Augustus. Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S,Sadanand, and Frank Moraes.

### **UNIT – IV**

Kannada Journalism : Origin, growth and development of Journalism in Karnataka, Major Newspapers of Karnataka. Recent trends.

**PRACTICAL:** Newspapers, Periodicals and Specialized Magazines- News and Articles Writing.

### **BOOKS FOR REFERENCE :**

- |                         |  |
|-------------------------|--|
| 1. REIVERS W.L          | Mass Media                                 |
| 2. FRASER BOND          | Introduction to Journalism                 |
| 3. MEHATA D.S.          | Mass Communication and Journalism in India |
| 4. NADIGA KRISHNAMURTHY | Indian Journalism                          |
| 5. PARTHSARATHY R       | Journalism in India                        |
| 6. CHALPATHY RAO M      | The Press                                  |
| 7. AHUJA B.N.           | The Theory and Practice of Journalism      |
| 8. GUNDAPPA D.V.        | Vritti Patrikegalu.                        |

Optional Subject 3<sup>rd</sup> SEMESTER  
**Mass Communication and Journalism**

Paper -3.1; Title of the paper : **BASIC REPORTING**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

**UNIT – I**

What is Reporting, Importance and types of Reporting. News: Definition, News Values, Structure. Methods of writing a news story, Leads. Types of leads, Sources of News, Principles of news writing. Traits of a Reporter

**UNIT – II**

Interview – Techniques, types, methods of writing interview stories..

**UNIT – III**

Features : Definition, Kinds of features, Writing different kinds of features. News writing skills for Covering- Conference, Seminar, Press Conference, Press releases.

**UNIT – IV**

Reporting : Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

**PRACTICAL:** Writing different kinds of features. News writing skills for Covering- Conference, Seminar, Press Conference, Press releases. Reporting : Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

**BOOKS FOR REFERENCE :**

- |                          |                            |
|--------------------------|----------------------------|
| 1. MAMATH.M.V.           | Hand Book of Journalism    |
| 2. SRIVASTAVA.K.M        | News writing and Reporting |
| 3. Mc DOUGAL.C.D.        | Interpretative Reporting   |
| 4. SHEEHAN.P.V.          | Raptorial 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             |
| 9. PADMARAJ DANDAVATI    | Reporting                  |
| 10. GOPALKRISHNA HEGADE  | Krida ptrikodyama          |
| 11. GORANTI V            | Thanika Varadigarike       |
| 12. Dr.NIRANJAN VANNALLI | Nudichitragalu             |

Optional Subject 4<sup>th</sup> SEMESTER  
**Mass Communication and Journalism**

Paper -4.1- Title of the paper : **PRINCIPALS OF EDITING**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

**UNIT – I**

Newspaper Organization- operation, functions and duties of the various Editorial Departments.

**UNIT – II**

Editing: Definition, Nature, Need and Purpose of editing, principles of editing, print and electronic media. Usage of computers in Editing process.

**UNIT – III**

Duties and responsibilities of a editor, news editor, chief sub-editor, sub-editor, headlines, kinds of headlines, functions of headlines, headline writing Techniques.

**UNIT – IV**

Newspaper design and layout, Page make-up and types of Page make up.

**PRACTICAL:** Page Design; News Writing, Heading Writings

**BOOKS FOR REFERENCE :**

- |                       |                                       |
|-----------------------|---------------------------------------|
| 1. MEHAR              | Newspaper Management                  |
| 2. RUCKER & WILLIAMS  | Newspaper Organization and Management |
| 3. SINDHWANI          | Newspaper Economics and Management    |
| 4. HERBERT WILLIAMS   | Newspaper Organization and Management |
| 5. RAYUDU C.S.        | Media and Communication Management    |
| 6. MOCAVATT & PRINGLE | Electronic Media Management           |
| 7. BHATTACHARJE A     | Indian Press Profession to Industry   |
| 8. KAMATH M.V.        | Vritti Patrikodyama                   |
| 9. VISHVESHWAR BHATT  | Talebaraha                            |

Optional Subject 5<sup>th</sup> SEMESTER  
**Mass Communication and Journalism**

Paper -5.1- Title of the paper: **MEDIA LAW AND ETHICS**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

**UNIT – I**

Concept of Freedom of press, Press as a Fourth Estate, Press during Emergency, Public and Private Media. Indian Constitution: Preamble, Directive Principles of State Policy, Freedom of Speech and Expression: Article 19 (1) (a) and Article 19 (2)

**UNIT – II**

Media laws : Definition, Slander, Libel, Sedition, Obscenity, Censorship and Contempt of Court, Press council of India, Press Commissions.

**UNIT – III**

Media Acts: Official secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The press and Registration of Books Act.

**UNIT – IV**

What is Ethics and need for the ethics for Journalists, Canons of Journalism, International code of conduct for press, Code of conduct for Indian Journalists.

**PRACTICAL: Court Reporting, Parliament and State Legislature Reporting**

**BOOKS FOR REFERENCE :**

- |                         |   |
|-------------------------|---|
| 1. DURGADA BASU         | Laws of the Press in India                                    |
| 2. RAYUDU C.S.          | Communication Law   |
| 3. UMRIGAR D.M.         | Journalists and the law                                       |
| 4. PII                  | The law and the Press   |
| 5. DURGADA BASU         | Indian Constitution   |
| 6. SOMESHWAR RAO B      | Journalism: Ethics, Codes and the Law                         |
| 7. RADHAKRISHNAMURTHY B | India Press Law   |
| 8. REPORTS              | First and Second Press Commission Report<br>Press Council Act |
| 9. NADIGA KRISHNAMURTY  | Bharatiya Patrikodyama  |

Optional Subject 5<sup>th</sup> SEMESTER  
**Mass Communication and Journalism**

Paper -5.2- Title of the paper: **WOMAN AND MEDIA**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

**UNIT – I**

Woman and Media, Definition, Nature, Scope – Functions and role of media in the welfare of woman, Woman and their problems in the society a brief review of woman and their status in society, Problems of woman in India, Need for understanding women’s issues in mass media.

**UNIT – II**

Women content, Themes in the Mass media – Family problems, Sex discrimination, Crime against women, Health, Education, Culture.

**UNIT – III**

Portrayal of women in Newspapers, Magazines, Television, Radio, Cinema, Advertising, Abuse of women contents on Internet.

**UNIT – IV**

Writing about Women and their problems for media, Media and women empowerment and emancipation. Ideas for Creative writing. on women themes and issues.

**PRACTICAL:** Writing about Women and their problems for media.

**BOOKS FOR REFERENCE :**

- |                            |                                    |
|----------------------------|------------------------------------|
| 1. NEERAJA DESAI & OTHERS  | Women and Society in India         |
| 2. MAITHREYI KRISHNARAJ    | Women’s Studies in India           |
| 3. H.C.UPADHYAY            | Status of Women in India           |
| 4. RAMA SHARMA.S.          | Education of Women and Empowerment |
| 5. RIVERS.W.L.             | Mass Media                         |
| 6. SRIVASTAVA.K.M.         | News Writing and Reporting         |
| 7. KAMALA BSHASIN          | Women and Media                    |
| 8. BROWN MARY ELLEN (ED)   | Television and Women’s Culture     |
| 9. JASBIR JAIN & SUDHARANI | Films and Feminism                 |

**Mass Communication and Journalism**

Paper - 6.1- Title of the paper : **DEVELOPMENT JOURNALISM**

Theory 80 + Internal Assessment 20 = 100; Practical- 40+ Internal Assessment 10= 50

**UNIT – I**

Define development Journalism – Definition, Nature, Scope, Elements, Process of development.

**UNIT – II**

Development- Definition, Importance, Characteristics, Evaluation of development Journalism. Role of Journalism in development process. Areas of development for Journalists to write.

**UNIT – III**

The process of development Journalism. Strategies of development Journalism. Themes of development Journalism, Socio-Economic changes, Economic and political planning, Panchayatraj and other democratic institutions. Extension in agriculture, Health, Family welfare, Education, Environment, National integration and disaster management.

**UNIT – IV**

Indian case studies in development Journalism, techniques of development writing for print, Radio, Television and Traditional media.

**PRACTICAL: Development Reporting; Development Feature Writing**

**BOOKS FOR REFERENCE :**

- |                  |  |
|------------------|--|
| 1. WILBER SCHRAM | Mass Media and National Development                    |
| 2. B.KUPPUSWAMY  | Social Change in India                                 |
| 3. S.MELUKOTE    | Communication for Development in Third World Countries |
| 4. NARULA        | Development Communication                              |
| 5. H.K.RANGANATH | Folk Media and Communication                           |
| 6. S.PARAMAR     | Traditional Folk Media                                 |
| 7. N.USHARANI    | Folk Media for Development                             |



