

B.A Semester – I

DSC-1A INTRODUCTION TO JOURNALISM

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures

II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.

Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES

- The prime objective of the subject is to give adequate knowledge journalism.
- To keep the students updated with changing technology and techniques of communication.
- To prepare the syllabus by focusing on latest issues and trends in the subject.

LEARNING OUTCOME

- To make the students more competent and employable through practical knowledge.
- Teaching of Journalism is aimed to make the students ready for a career in print and broadcast journalism and also in related areas.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total - 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Journalism- Meaning, Definition, Nature and Scope, Function of Journalism, Kinds of Journalism, and Theories of Press.

12hrs

UNIT-2

History- Growth & Development of Journalism in India, Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi,

12hrs

UNIT-3

Indian Press after Independence- Current Status of Indian Press. Media Organizations, Press after Independence, Characteristics of Indian Periodicals.

12hrs

UNIT-4

Journalism as a Profession- Role and Responsibility of Journalists, Ethics of Journalism. Role of Press in Moulding Public Opinion. New Trends in Journalism. News Agencies - National/ International.

12hrs

UNIT-5

History of
N Tirumala
Patil Putta

Books for
Indian Jour
Journalism
Profession
History of
ಪತ್ರಿಕೋದ್ಯಮ
ಪತ್ರಕರ್ತರಾಗಿ
ಒಂದು ಅಧ್ಯಯನ

Assignmen
Practicals

UNIT-5

History of Kannada Journalism- Growth and Development of Kannada Journalism. Pioneers- N Tirumalamba, D.V.G.Venkatkrishnaiah, Mohare Hanumantharaya , T.S.R.,T.T.Sharma, Paul Puttappa. Leading Kannada Papers - Dailies and Weeklies.

Books for Reference

| | |
|--------------------------------|---|
| Indian Journalism | :Nadiga Krishnamurthy |
| Journalism in India | :P Parthasarati |
| Professional Journalism | :M V Kamat |
| History of kannada news papers | :Karnataka madhyama Acadami publication |
| ಇತಿಹಾಸ | ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್ |
| ಪ್ರಾಚೀನ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ | : ಡಾ.ಜಿ.ಎಂ.ಬಂದುನವರ |

Assignment

Practicals for internal assessment

- Content Analysis of a Weekly
- Content Analysis of a Monthly

JOURNALISM TUTORIAL -A(15 hrs)

Syllabus

| | |
|---------------------------------------|-------|
| -Content Analysis of a Daily | 8 hrs |
| -Media visit (Newspaper Organisation) | 4 hrs |
| -Seminars | 3 hrs |

B.A Semester - II

DSC 1B -BASIC COMMUNICATION

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES:

- To make the students aware of communication process and patterns in the changing scenario.
- To help the students understand various dimensions of communication.

LEARNING OUTCOME:

- Students will be able to cultivate abilities to think critically and creatively in a profession and to cope up with the changes in the world of media.
- Students become conscious and concerned with media profession.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Communication- Meaning - Definitions, Nature – Scope - Process and Functions of Communication. Kinds of Communication – Verbal and Non-Verbal, Intra Personal, Inter Personal, Group and Mass Communication.

12hrs

UNIT-2

Basic Models of Communication, Aristotle Model, Herlad D Lasswell, David Berlo's Model, Shannon and Weavers Models, Schramm communication model. Theories of Communication- Sociological and Psychological.

12hrs

UNIT-3

New Communication Media- Internet. Mobile Journalism, Social Media, Characteristics of New Media, Corporate Communication.

12hrs

UNIT-4

Role of Communication, Mass Media and Social Change, Characteristics of Mass Media, Electronic Publications.

12hrs

UNIT-5

Public Relation- Definitions, Nature and Scope of Public Relation. Functions of PR – PR Tools Publicity, Propaganda, Public Opinion

12hrs

Reference Books

Mass communication in India

Keval J Kumar

Mass communication Theorie

Denis M Equil

ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು

ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ

Practical Public Opinion

Sam Black

ಪ್ರಾಯೋಗಿಕ ಸಾರ್ವಜನಿಕ ಅಭಿಪ್ರಾಯ

ಜಿ. ಎಸ್. ರಂಗನಾಥರಾವ್

Principles of mass communication

Seema Hassan

Assignment

Practicals for internal assessment

-Public Speaking skills

-Verbal and non-verbal communication skill

JOURNALISM TUTORIAL-B (15 hrs)

Syllabus

-Presentation skills

5 hrs

-Group Discussion

5 hrs

-Seminar

5 hrs

B.A Semester - III

DSC 1C - REPORTING

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|-------------------------|--|
| Credits: I. Theory : 05 | Theory class 5hrs /wk. Total theory: 60 Lectures |
| II. Tutorial : 01 | Tutorial: 1 hr./wk. Total Tutorial: 15 hrs. |
| Total Credits : 06 | Total Theory marks 100. |

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES:

- The course objective of the subject is to give practical knowledge about reporting.
- To help the students to acquire skills to make the news attractive and readable.
- To introduce students to the skills of writing for the print media.

LEARNING OUTCOME:

- Students develop working skills needed for print and electronic media.
- Students get equipped with sufficient knowledge to start a profession in print and electronic media.

Syllabus :

Teaching - Theory cum tutorial 6 hrs per week
Total - 6 credit

Examination - Theory -80 marks - 3hrs duration - 20 - IA marks

UNIT-I

News- Definitions - Elements - News values - News sources - principles of news writing
12hrs

UNIT II

News writing structure- news writing skills, inverted pyramid, chronological, analytical - types of leads.
12hrs

UNIT-III

Qualifications and responsibilities of a reporter - correspondents and stringers Freelance Journalist. Moffusial.
12hrs

UNIT-IV

Reporting- speech, press conference, crime, sports, judiciary, legislature, ecology, agriculture, film and politics
12hrs

Unit- V

Interview- Meaning - types and techniques. Freelancing and feature writing - types and techniques - writing travel articles and creative writings.
12hrs

Books for Reference

News reporting and Editing
Hand book of reporting and editing

Reporting
ಪತ್ರಿಕೋದ್ಯಮ

Hand book of Journalism

Professional Journalism

Madhyama patrika academy publications

K M Shrivastav

Ravindran

B N Ahuja

ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್

M.V. Kamat

M.V. Kamat

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Assignment

Practicals for internal assessment

-Choose few news items and identify the types of Leeds

-Select a published interview and justify

-Reporting exercise

-Feature writings

JOURNALISM TUTORIAL - C (15 hrs)

Syllabus

-Practice Journal (Mahantha Vani)

8 hrs

-Seminar

5 hrs

-Media visit

2 hrs

B.A Semester - IV

DSC-1D EDITING

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|-------------------------|--|
| Credits: I. Theory : 05 | Theory class 5hrs /wk. Total theory: 60 Lectures |
| II. Tutorial : 01 | Tutorial: 1 hr./wk. Total Tutorial: 15 hrs. |
| Total Credits : 06 | Total Theory marks 100. |

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- To give knowledge about pagination, headline writing, translation and editorial setup.
- To achieve competency in reporting and editing.

LEARNING OUTCOME:

- Students learn about the production process.
- Students get basic knowledge about print media.

Syllabus

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit- I

Organisational structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up newspaper jargons, translation techniques.

12hrs

Unit- II

Editing- Meaning – purpose – Process - need for editing - principles of editing – Translation – Meaning nature and techniques.

12hrs

Unit- III

Qualifications, Responsibilities and Functions of Editor, news editor, chief sub- editor and Sub- editor,

12hrs

Unit IV

Editorial page and its importance – Editorial, types of editorials, letters to the editor. Headline writing – Meaning – Kinds – Functions and Techniques.

12hrs

Unit V

News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and caption writing.

12hrs

B.A Semester - V

DSE- 1E MEDIA LAWS

| | |
|-------------------------|--|
| Credits: I. Theory : 05 | Theory class 5hrs /wk. Total theory: 60 Lectures |
| II. Tutorial : 01 | Tutorial: 1 hr/wk. Total Tutorial: 15 hrs. |
| Total Credits : 06 | Total Theory marks 100. |

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- To make the students understand the legal aspects of journalistic profession.
- LEARNING OUTCOME:
- To carry out their profession legally.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Silent features of Indian constitution, fundamental rights, freedom of speech and expression. Article 19 (1) (a) - Article 19(2). Directive principles of state policy. Fundamental duties.

Unit II

Defamation, sedition, obscenity, censorship, the contempt of court act.

Unit III

12hr

The press and registration of book act, newspaper registration process, working journalist Act 1955. The copy right Act. Official secrecy. RTI. Right to privacy.

Unit IV

12hrs

Press council of India. Press commissions- first and second press commission. press and democracy.

Unit V

12hrs

Media Ethics. Ownership of media. PrasarBharati Act. Sensationalism and yellow journalism.

Books for Reference

12hrs

Law of press India

Press and Law

Media and ethics

Press and the Law

ಪತ್ರಿಕೋದ್ಯಮ

D D Basu

A N Grover

S.K. Agarwal

A.N. Grover

ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್

Assignments

Practicals for internal assessment

-Case studies- sedition

-Case studies- Defamation

B.A Semester – V

(Candidate shall choose either Paper-I or II)
DSE- 2 E RADIO AND ADVERTISEMENT

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- Introduction to Radio program production.
- Introducing various program scripts of radio.
- Introduction to advertisements.

LEARNING OUTCOME:

- Students are able to produce various radio programs.
- Students are able to create attractive advertisements.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Evolution of radio in India - Radio as a communicational media, growth and development of radio in India, characteristics of radio.

12hrs

Unit II

Organisational structure of AIR, prasar Bharati, vividh Bharati, Growth of FM radio, news service, Commercial radio broadcasting in India.

12hrs

Unit III

Radio program pattern- radio drama, talks, children, Women, health, agricultural, youth, folk, phone in programme. Radio writing techniques and principles.

12hrs

Unit IV

Advertisement- Nature and meaning – definition - functions of advertisement. social and economical impact of advertisement, ad agency. Role of Advertising in modern society.

12hrs

Unit V

Types of advertisement- classifieds, retail, display, public services, advertorial, political advertising, corporate, commercial and industrial advertisement. advertising standard council of India.

12hrs

B.A Semester – VI

DSE-1 F PHOTO JOURNALISM AND CINEMA

(Candidate shall choose either Paper-I or II)

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures

II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.

Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- Introduce students to the essentials of feature writing.
- To prepare students to analyze and appreciate good cinema
- Introduction to basic photography.
- Understanding historical background of photo journalism and cinema.

LEARNING OUTCOMES:

- Students understand the relationship of films with other mass media.
- Students get an opportunity to make documentaries.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Nature and scope of photography. Evolution of camera - types and parts of camera. Visual language

12hrs

Unit II

Nature and scope of photo journalism, legal and ethical aspects of photography, caption writing.

12hrs

Unit III

Lens- types of lens, different types of photography, photo essay and photo feature, qualities of a photo journalist.

12hrs

Unit IV

Evolution of cinema. Growth and development of cinema in India. Cinema after independence. current trends in cinema, cinema and society, classical, semi classical, commercial movies. New trends in Indian Cinema.

12hrs

B.A Semester – VI

DSE- 2F TELEVISION JOURNALISM AND INTERNET

(Candidate shall choose either Paper-I or paper-II)

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures

II. Tutorial : 01 Tutorial: 1 hr/wk. Total Tutorial: 15 hrs.

Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- The main objective of the course is to introduce television production and role of internet in media.
- To make the students analyze the working of media in a democratic setup.
- To make students aware of the importance of television production in india.

LEARNING OUTCOMES:

- Platform for the students to interact with the best minds of media.
- To impart students to the essentials of television production techniques.
- Students are able to write blogs.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

A brief history of television in India, growth and development of TV in India, Characteristics of TV, TV as a communication media.

12hrs

Unit II

Doordarshan -Organisational structure of DD, program pattern of DD, current status of DD.

12hrs

Unit III

TV script writing, TV program productions- pre and post production, TV serial, Television and its social effects, BCCC.

12hrs

Unit IV

Private channels in India – DTH – SITE - Edu-Sat, Panel discussion. Documentary, Reality shows. News pattern of news channel.

12hrs

Unit V

Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming, Digital Media- meaning and functions.

Books for Reference

12hrs

Radio and TV Journalism
Audio Visual Journalism
Internet Journalism in India
ಪತ್ರಿಕೋದ್ಯಮ

K M Shrivastava
B N Ahuja
Gupta and Jasra
ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್

Assignments

- Practicals for internal assessment
- News reading and News writing

JOURNALISM TUTORIAL -F (15 hrs) (Common for both Paper I and II)

Syllabus

- Film appreciation
- Photo caption writing
- Seminars
- Making documentary

5 hrs
3 hrs
2 hrs
5 hrs

SKILL ENHANCEMENT COURSES (SEC) in JOURNALISM

B.A Semester - V SEC 1E - WRITING SKILLS

(For those students who have opted JOURNALISM as one of the subject)

Total Syllabus: 30 hrs / Sem.:

2 hrs / W

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

COURSE OBJECTIVE:

- Introduce feature writing, film reviews, book review and translation.

LEARNING OUTCOME:

- Students are able to write articles.
- Students can master Feature writing and advertorial writing.

Syllabus and reference books

Subject- Writing Skills

Teaching :2 hrs(Credit 2)

UNIT-I

Feature writing –definition, techniques, difference between news and feature

UNIT-II

Writing reviews - Book reviews - Film reviews.

UNIT-III

Translation techniques in media, Writing Articles, Advertorial writing.

Reference Books

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

Media translation

Dr. Mohan kumar

Assignment

-Film Review

-Reporting Practice

B.A Semester - V GE 1E- FUNDAMENTALS OF JOURNALISM

(For those students who have NOT opted JOURNALISM as one of the subject)

Total Syllabus: 30 hrs / Sem.:

2 hrs / Week

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

COURSE OBJECTIVES

- The prime objective of the subject is to give adequate knowledge journalism.
- To keep the students updated with changing technology and techniques of communication.
- To prepare the syllabus by focusing on latest issues and trends in the subject.

LEARNING OUTCOME

- To make the students more competent and employable through practical knowledge.
- Teaching of Journalism is aimed to make the students ready for a career in print and broadcast journalism and also in related areas.

Syllabus and reference books

Subject-Fundamentals of Journalism

Teaching hrs 2 (Credit 2)

UNIT-1

Journalism- Meaning, Definition, Nature and Scope. Function of Journalism, Kinds of Journalism.

UNIT-2

History- Growth & Development of Journalism in India, Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, M.K.Gandhi,

UNIT-III

Growth and Development of Kannada Journalism, Pioneers- Venkat krishnaih, D.V.G , Mohare Hanumanthrao, T.T. Sharma & Patil Puttappa - Leading Kannada Papers.

Reference Books

| | |
|-----------------------------------|--|
| Indian Journalism | :Nadiga Krishnamurthy |
| Journalism in India | :P Parthasarati |
| Professional Journalism | : M V Kamat |
| History of kannada news papers | : Karnataka madhyama Acadami publication |
| ಪ್ರತಿಷ್ಠಿತ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ | :ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್ |
| ಪ್ರತಿಷ್ಠಿತ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸ | : ಡಾ.ಬಿ.ಎಂ.ಜಂಡಾನವರ |

Assignment

Content analysis of newspapers