

BANGALORE  **UNIVERSITY**
JnanaBharathi, Bangalore-56

**JOURNALISM (UG) CHOISED BASED CREDIT
SYSTEM (CBCS) SYLLABUS of B.A. (Hons.)**

2014-2015

JOURNALISM (UG) CHOISED BASED CREDIT SYSTEM (CBCS) SYLLABUS

I SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:1.1	Introduction to Communication And Media	04	3hrs	50	100	150	03

II SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:2.1	Print Media	04	3hrs	50	100	150	03

III SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:3.1	Audio Visual Media	04	3hrs	50	100	150	03

CS: Core Subject **SC:** Soft Core **OE:** Optional Electives

IV SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:4.1	Media Laws	04	3hrs	50	100	150	03

V SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:5.1	Reporting	04	3hrs	50	100	150	03
CS:5.2	Editing	04	3hrs	50	100	150	03

VI SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:6.1	Media Management	04	3hrs	50	100	150	03
CS:6.2	Advertising & Public Relation	04	3hrs	50	100	150	03

CS: Core Subject **SC:** Soft Core **OE:** Optional Electives

VII SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:7.1	Media Issues And Themes	04	3hrs	30	70	100	04
CS:7.2	News Writing And Reporting	04	3hrs	30	70	100	04
CS:7.3	News Processing And Editing	04	3hrs	30	70	100	04
CS:7.4	Business Journalism	04	3hrs	30	70	100	04
CS:7.5	Media Laws, Regulation & Ethics	04	3hrs	30	70	100	04
SC:7.1	Introduction To Communication	04	3hrs	30	70	100	04
Practical	Report Writing	04	3hrs	30	70	100	04

VIII SEMESTER

Theory: 4 Hours/week

Total Hours/ semester: 80

Sem/ Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
CS:8.1	Communication Theories	04	3hrs	30	70	100	04
CS:8.2	Development Communication	04	3hrs	30	70	100	04
CS:8.3	Environmental Communication	04	3hrs	30	70	100	04
CS:8.4	Communication Research Methods	04	3hrs	30	70	100	04
CS:8.5	Radio Broadcasting	04	3hrs	30	70	100	04
CS:8.6	Lab Journal Production/ TV Production	Compulsory Component of the M S Communication Course					

CS: Core Subject **SC:** Soft Core **OE:** Optional Electives

JOURNALISM (UG) SYLLABUS
Semester: 2 Paper: 2 (2.2)
PRINT MEDIA

Theory: 5 Hours/week

Total Hours/ semester: 80

16 hrs.

Unit- 1

Introduction to Printing: Origin of Printing – Types of Printing – Typography

16 hrs.

Unit- 2

Definition of journalism: Nature & Scope - Functions of Journalism – Kinds of journalism

16 hrs.

Unit- 3

Brief History of Indian Journalism – With special reference to J.A.Hickey – Raja Ram Mohan Roy – James silk Buckingham – Annie Besant – S.Sadananda – B.G.Hornieman

16 hrs.

Unit- 4

Kannada journalism: Origin and Growth of Kannada Journalism in Karnataka – Major Newspapers in Karnataka – Recent Trends

16 hrs.

Unit- 5

Review of Newspapers and periodical contents – Photo Journalism – News agencies

BOOKS FOR REFERENCE

1. Rivers W.L. : Mass Media
2. Fraser Bond: Introduction to Journalism
3. Mehta.D.S.: Mass Communication & Journalism in India
4. Nadig Krishna Murthy: Indian journalism
5. Parthasarathy. R.: Journalism in India
6. Chalapathy Rau. M: The Press
7. Ahuja B.N.: The theory & Practice of Journalism
8. Gundappa.D.V.: VruttaPatrikegalu

JOURNALISM (UG) SYLLABUS
Semester: 3 Paper: 3 (3.3)
AUDIO VISUAL MEDIA

Theory: 5 Hours/week

Total Hours/ semester: 80

16 hrs.

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 – YuvaVahini – 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

BOOKS FOR REFERENCE

1. MehraMasani: *Broadcasting and the people*
2. Srinivasa K.M.: *Radio and TV Joyrnalism*
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 – PrasaraBharathi Act

16 hrs.

Unit- 5

Press Council of India – Press commission of India

BOOKS FOR REFERENCE

1. DurgadasBasu: *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. DurgadasBasu: Indian Constitution
6. SomeswaraRao: 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- 1 116 hrs

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

BOOKS FOR REFERENCE

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. RamachandraIyer: Quest for News

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JOURNALISM (UG) SYLLABUS
Semester: 6 Paper: 7 (6.7)
MEDIA MANAGEMENT

Theory: 5 Hours/week

Total Hours/ semester: 80

Unit- 116 hrs

Starting Of A Newspaper: StructureOf A News Paper Organization And Its Operations. Principles Of Newspaper Business: Planning .Staffing, Organization, Directing, Types Of Newspaper Organization.

Unit- 216 hrs

News Papers Ownership: Types of Newspaper Ownership In India. Role Of Circulation And Promotion. Public Relations for Newspaper Organization.

Unit- 316 hrs

Problems And Prospects Of Newspaper Industry In India, Small Newspapers And Their Problems, Global Competition On India Media.

Unit-416 hrs

Starting Of aTV Channel And Radio Station. Organizational Structure of Radio and TV Studios.

Unit-516 hrs

Compulsory: Study Tour

BOOKS FOR REFERENCE

1. AchalMehra: Newspaper Management in the new multimedia age, Asian mass communication research and information centre(AMIC), Singapore, 1988
2. Rucker & Williams: newspaper organization and management, 5thedition, 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. ArunBhattacharjee. Indian press- profession to industry, vikas publications, 1972
7. Barngart T.F: Weekly Newspapers Management, Appleton-century-crofts, 1952
8. ©.PÉ.gÀ« ªÄÄvÄÄÛ ,ÄvÄâ¥ÄæPÁ±iJA.Dgĩ., ªÀiÁzsÀâªÀÄ–GzÀâªÀÄ, PÀ£ÀßqÀ ¥ÄÄ,ÀÛPÀ ¥ÄæøüPÁgÀ, ´ÉAUÀ¼ÄÆgÀÄ,2008

JOURNALISM (UG) SYLLABUS
Semester: 8 Paper: 8(8.8)
ADVERTISING AND PUBLIC RELATION

Theory: 4 Hours/week

Total Hours/ semester: 80

Unit- 116 hrs

Nature, Scope And Meaning Of Advertising, Evolutions Of Advertising; Role Of Advertising In Modern Society; Socio And Economic Impact Of Advertising; Advertising Agencies, Types Of Advertising Agencies; Planning Advertising Campaigns. Advertisements and Ethics. ASCI.

Unit- 216 hrs

Advertising Agencies, Functions Of Advertising Agencies. Writing Advertisement Copy: Writing Advertisement Copy for Print Media, Radio And Television; Visualization, Layout, Illustration, Color; Elements Of Advertisement Copy; Headline, Sub-Headline, Text, Slogan, Logo, Trade Mark. Writing For Different Media.

Unit- 316 hrs

Brand positioning – creative strategies – creating ads for FMCG products – Brand promotions and sales promotions.

Unit- 416 hrs

Nature and scope of public relation. Qualification and responsibilities of a public relations officer. Differences between publicity, public opinion, propaganda and public relations.

Unit-5

16 hrs

PR Tools: house journals, press conferences, press releases, exhibitions, advertising, media tour. Marketing communication: Role of advertising in the marketing communication process; the importance of marketing to advertising

BOOKS FOR REFERENCE

1. KevalJKumar: 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: 9 (9.9)
MEDIA ISSUES AND DEVELOPMENT

Theory: 5 Hours/week

Total Hours/ semester: 80

UNIT-I 16 hrs

Media and Society: Importance of the Media, the Rise Of Mass Media After 1947, Print, Radio, TV, Cinema And Internet, Sociology Of The Media.

UNIT-II 16 hrs

Mass Media and Democracy: Hebermasand the Public Sphere, Media As A Watch Dog, Government And Media Relationship, Adversaries Or Friends? Information Role.

UNIT-III 16 hrs

Ideology Of The Media: Who Owns The Media? Definition, Characteristics Of Ideology, Ideology Of The Indian Mass Media. Influence of Ideology On Content; Corporatization Of Media, Entry Of Multi-National Companies; Sociology Of News Production.

UNIT-IV 16 hrs

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 16 hrs

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.

Books for Reference:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah

4. Press and the Law – An Grover
5. Press in Chains – ZamirNaizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India – B Basu
- 10 The Press Council – T N Trekha

JOURNALISM (UG) SYLLABUS
Semester: 10 Paper: 10(10.10)
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 Behavior; 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 Has 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:

Specialized 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 Man Make It- Gate Keeping And News Making Process; Validation Of News Sources.

UNIT-V:

News Reporting Professionalism: Some Constrains 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.

Books for Reference

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown

3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism – M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman's Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
15. $\text{PÉÆzÀ}^{\text{a}}\text{Ä}$, - f.JËi. $\text{gÀAUÀ}^{\text{É}}\text{xÀgÁ}^{\text{a}}\text{i}$, $\text{PÁ}^{\text{a}}\text{ÄzsÉ}^{\text{Ä}}\text{Ä}$ $\text{PÁ}^{\text{a}}\text{Ä}$,
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