

2017-18

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of Journalism and Mass Communication

B.A : I Semester

Optional:BA130-Introduction to Mass Communication
(w.e.f. 2017-18 onwards)

| | | | |
|--------------------------------|--------------------------|---|-----------|
| Teaching hours per week – 05 : | Maximum Marks | : | 100 Marks |
| Total Teaching Hours – 50 | Semester End Examination | : | 70 Marks |
| | Internal Assessment | : | 30 Marks |

Course Outcome:

At the end of this course students will be able to:

CO 1:To acquaint students with the perspectives of Mass Communication as a science of communication study.

CO 2:To familiarize students with the different approaches to and concepts of media studies.

CO 3:To enable students to see mass communication from the inter-disciplinary perspectives

Syllabus

| UNITS | Syllabus | HOURS |
|----------|---|-----------|
| Unit I | Communication –Definitions, Nature and Scope of communication – Process and Elements of Communication – Types of Communication Intra, Inter-personal, Group and Mass Communication. | 12 |
| Unit II | Verbal and Non Verbal communication, Importance of communication | 08 |
| Unit III | Models of Communication–Shanan Weaver, Lasswell, and Wilbar Schramm. Communication Theories. Communication for Social Change. | 10 |
| Unit IV | Mass Media and their role for New Media Communication, Internet and Electronic Publications | 10 |
| Unit V | Communication and Development - National, State and Regional level. Communication and Economic Development Sociological Context, Relevance of Community and Cultural Diplomacy. | 10 |
| | Total Teaching Hours | 50 |

REFERENCE BOOKS:

1. Mass Communication in India - Keval J Kumar - Jaico Books, New Delhi
2. Issues in Mass Communication : The Basic Concepts – J.S.Yadava and PradeepMathur - Kanishka Publishers Delhi 2008.
3. Media and Mass Communication : An Introduction - ShamaliBhattacharjee - Kanishka Publishers Delhi -2005



4. Theries of mass Communication -Mehin L Delfuer and Ssndra J Ball – Langman Publications
5. Mass Communication Theory - Foundations Format and Future – S.I.Baran and D.K.Davis
6. Mass Communication Theory : An Intruduction - Dennis.M.Equil
7. Communication theory and Models –N.Adul
8. Communication for Development – S.Melkde
9. Mass Media and National Development –Wilbur Schramm
10. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988
11. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, ೨೦೦೬
೧೨. ಹೇಳಲಾಗದ ಕತೆಗಳು-ಸರಜೂಕಾಟ್ಟರ್
೧೩. ಸುದ್ದಿ ಹಿಂದಿನ ಸತ್ಯ-ಸರಜೂಕಾಟ್ಟರ್
೧೪. ವೃತ್ತಾಂತ-ಸರಜೂಕಾಟ್ಟರ್


Co-ordinator IQAC
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BELAGAVI




PRINCIPAL
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KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of Journalism and Mass Communication

B.A : II Semester

Optional: BA230-Introduction to Journalism
(w.e.f. 2017-18 onwards)

| | | | |
|--------------------------------|--------------------------|---|-----------|
| Teaching hours per week – 05 : | Maximum Marks | : | 100 Marks |
| Total Teaching Hours – 50 | Semester End Examination | : | 70 Marks |
| | Internal Assessment | : | 30 Marks |

Course Outcome:

At the end of this course students will be able to:

CO 1: Develop skill of report writing.

CO 2: Understanding the art of report writing.

CO 3: To foster an understanding of what is news and how to approach different stories.

Syllabus

| UNITS | Syllabus | HOURS |
|----------|---|-----------|
| Unit I | Introduction to Journalism – Meaning, Nature and Scope of Journalism – Growth of Journalism in India, Functions of Journalism, | 10 |
| Unit II | Four Theories of Press, Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Media Theory. Role of Press in Moulding Public Opinion, Press and Democracy. | 10 |
| Unit III | Journalism as a Profession – Role and Responsibilities of a Journalist, Ethics in Journalism Profession | 08 |
| Unit IV | Characteristics of Mass Media : Newspaper, Magazine, Radio, T.V, Cinema, Folk Media and New Media | 12 |
| Unit V | Photo Journalism, History of Photography Digital and Analog photography Importance of Photography in Print Media. | 10 |
| | Total Teaching Hours | 50 |

REFERENCE BOOKS:

1. Mass Communication - A Critical analysis – Keval J Kumar
2. Professional Journalism -M.V.Kamat
3. Theory and Practice of Journalism – B.N.Ahuja
4. American Journalism – Nadig Krishnamurthy



5. Folk Media for Development – N Usha Rani
6. Professional Journalist – JhonHohenberg
7. Journalism in india – P.Parthasarathy
8. Mass Communication – Wilber Schramm
9. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, 2006



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