

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 Pradeep Mathur - Kanishka Publishers Delhi 2008.
3. Media and Mass Communication : An Introduction - Shamali Bhattacharjee - 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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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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2018-19

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Department of Journalism and Mass Communication

B.A : III Semester

Optional :BA330- History of Indian Journalism
(w.e.f. 2018-19 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: This paper provides a history of print media. The student will learn about print media.

CO 2: They will be encouraged to apply this historical knowledge to the changing media contexts.

CO 3: Describe the growth and development of Journalism in India.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Origin, Growth and Development of Journalism in India. Contribution of Christian Missionaries to the Development of Printing in India.	12
Unit II	Early Newspapers in India – Publications of Hicky , Buckingham and Rajaram Mohan Roy	08
Unit III	Role of Newspapers During the Freedom Struggle – Publications of Tilak, Gandhiji and Dr.B.R.Ambedkar	10
Unit IV	Growth of Newspapers in Post Independent India – Chain and Group Publications, Ownership Patterns of Indian Media	10
Unit V	A Brief History of Kannada Journalism, Manglore Samachar, Harman Mogling– Publications of Venkatakrishniah, P.R.Ramiah, T.T.Sharma and B.N.Gupta	10
	Total Teaching Hours	50

REFERENCE BOOKS:

1. Indian Journalism – Nadig Krishnamurthy
2. History of Press in India – S.Nataranjan
3. Journalism in India – R.Parthasarthy
4. India's Newspaper Revolution - Robbin Jeffery



5. Mass Communication in India – Keval J Kumar

6. ವೃತ್ತ ಪತ್ರಿಕೆ- ಡಿ.ವಿ.ಗುಂಡಪ್ಪ

7. ಪತ್ರಿಕೋದ್ಯಮ -ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್- ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು -
ನವೆಂಬರ್, 2006

8. ಪತ್ರಿಕೋದ್ಯಮ - ಶಿವಾನಂದ ಜೋಶಿ

9. ಪತ್ರಕರ್ತ - ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎಂ.ರಾಜಶೇಖರ

10. ಪತ್ರಿಕೋದ್ಯಮ -ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್- ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು -
ನವೆಂಬರ್, 2006


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Department of Journalism and Mass Communication

B.A: IV Semester

Optional:BA430- Reporting
(w.e.f. 2018 - 19 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:Understanding the art of report writing.

CO 2:Develop skill of report writing.

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

Syllabus

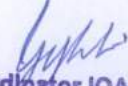
UNITS	Syllabus	HOURS
Unit I	Reporting: Definitions, Nature, Functions and Qualifications of Reporter.	08
Unit II	News: Definitions, Elements, Principles, Sources of News, , Structure of News, Lead Body and Conclusion , News Values.	10
Unit III	News Writing Skills – Intro, types of Lead. Reporting for Radio,T.V. and Online Publication.	10
Unit IV	Types of Reporting: Speeches, Meetings, Conference, Crime, Sports, Judiciary, Legislature, Environment, Economics, Foreign, lobby.	12
Unit V	Techniques of Reporting – Process of News Gathering - Interview Types of Interviews Techniques of Interview.	10
	Total Teaching Hours	50

REFERENCE BOOKS:

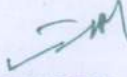
1. News Reporting :B.N.Ahuja and S.S.Chhabra
2. Reporting the Print Media : F.Fedler
3. Reporting :Mithell.V.Charnley
4. Journalism :K.G.Puri
5. Journalist Hand Book : M.V.Kamat



6. News Reporting and Editing : K.M.Srivastava
7. History of Indian Journalism : Natarajan. J : Publication Division, Ministry of Information and Broadcasting Govt of India : 1997
8. ಪತ್ರಿಕಾ ಭಾಷೆ : ಪದ್ಮರಾಜದಂಡಾವತಿ
9. ವರದಿಗರಿಕೆ : ಪದ್ಮರಾಜದಂಡಾವತಿ
10. ಪತ್ರಿಕಾ ವೃತ್ತಿ : ಕೆ.ವಿ.ನಾಗರಾಜ ಮತ್ತು ಪಿ ನಾಗಾಚಾರ
11. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್- ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, 2006


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