

2019-20

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

Department of Journalism and Mass Communication

**B.A : V Semester**

**Optional: BA5301-Editing (Paper - 1)**  
(w.e.f. 2019-20 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 make the item readable and interesting
- CO 2: To put the item in a presentable manner – layout, design etc.
- CO 3: To enhance the Clarity of News.

**Syllabus**

UNITS	Syllabus	HOURS
Unit I	Organizational Structure of Editorial Department – Setup – Principles of Editing - Need for Editing - Editing Techniques – Newspaper Jargon's	12
Unit II	Functions and Responsibilities of a Editor - Chief Editor - Sub editor - News Editor and Other Staff	08
Unit III	Headlines - Types of Headlines - Techniques of Headline Writing - News and Feature Headlines - Recent trends in Headline Writing.	10
Unit IV	Editorials – Functions - Concept of Editorials - Need for Editorial Writing - OP-ED page - Translation Need for Translation - Proof Reading - Editing Symbols.	10
Unit V	Newspaper Design and Layout – Pagination - Techniques of Page Make Up - Photo Editing and Caption Writing.	10
<b>Total Teaching Hours</b>		<b>50</b>

**REFERENCE BOOKS:**

1. The art of Editing – P.K.Baskette and JizSissors
2. Journalism Hand Book – M.V.Kamat
3. News Headlines – Herald Evans
4. Newspaper Design \_ Herald Evans
5. Headling Newspaper text - Herald Evans



6. Basic Journalism – RangaswamyParthsarthy
7. Editorial Writing – Herald Spencer
8. ವೃತ್ತ ಪತ್ರಿಕೋದ್ಯಮ- ಎಂ.ವಿ.ಕಾಮತ್
9. ತಲೆಬರಹ- ವಿಶ್ವೇಶ್ವರ ಭಟ್
10. ಪತ್ರಿಕೋದ್ಯಮ ಪಲ್ಲವಿ - ವಿಶ್ವೇಶ್ವರ ಭಟ್
11. ದಿನಪತ್ರಿಕೆಗಳು -ಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿ
12. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, 2006

  
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Department of Journalism and Mass Communication

**B.A:V Semester**

**Optional:BA5302-Radio and Television Program (Paper - 2)**  
(w.e.f. 2019-20 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 describe the characteristics of radio as a medium of mass communication and its limitations.

CO 2: To acquaint the process of gathering news and report for TV.

CO 3: To identify different modes of broadcasting and types of radio stations.

CO 4: To enlist the different formats of TV.

**Syllabus**

UNITS	Syllabus	HOURS
Unit I	Evolution of Radio - Origin and Development of Radio in India - Characteristics of Radio.	10
Unit II	Evolution of Television - Origin and Development of Television in India - Characteristics of Television.	10
Unit III	Privatization of Radio -FM Stations - Community Radio -Different types of Radio Program - Private Television Channels - Recent Trends in Television Programs - PrasarBharati Act.	12
Unit IV	Writing for Radio - News Writing - Feature Programs - Special Audience Program.	08
Unit V	Television News Writing - Stages of Television Program - Free Production - Post Production - Code of Ethics of Broadcasting Media.	10
	<b>Total Teaching Hours</b>	<b>50</b>

**REFERENCE BOOKS:**

1. Mass Communication in India – Keval J Kumar
2. Radio and Broadcasting – Robert Hillard
3. Audio Visual Journalism – B.N.Ahuja
4. Radio and T.V Journalism – K.M.Shreevatava
5. Broadcast Journalism – D.K.Sonker



6. Presenting on TV and Radia – Focal Press, India – Janet Trewin
7. Script to Screen – S.Kaushik
8. Television Production Handbook, 7th Edition — Herbert Zettl
9. Directing and Producing for Television, A Format Approach — Ivan Cury
10. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, 2006

  
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**B.A:VI Semester**

**Optional :BA6301-Media Law (Paper - 1)**  
(w.e.f. 2019 - 20 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 understand basic laws relating media.

CO 2: To give an overview of recent amendments in media laws.

CO 3: To develop students as responsible media person.

**Syllabus**

UNITS	Syllabus	HOURS
Unit I	Indian Constitution - Salient Features of Indian Constitution - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy.	12
Unit II	Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Defamation – Sedition - Obscenity – Censorship.	08
Unit III	Right to Information Act-2005 - Right to Privacy - Official Secrets act - Press Council - The Contempt of Court - The Press and Registration of Book Act - Working Journalist Act - Newspaper Registration Process.	10
Unit IV	Press Commission - Law Relating to Broadcasting - Telecasting and Advertising in India.	10
Unit V	Media Ethics - Ownership of Media - Biased Reporting - Yellow Journalism. • Field Survey, Student project	10
	<b>Total Teaching Hours</b>	<b>50</b>

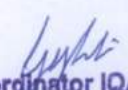
**REFERENCE BOOKS:**

1. Law of press in India - D.D.Basu
2. Press Law and Ethics of Journalism : Author Press – New Delhi - Universal Publishers
3. VidishaBarua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. Broadcasting in India : G.V.Avasthy
5. Media and Ethics : S.K.Aggarwal



6. Press and The Law : A.N.Grovar
7. Media laws and Regulations in India : K.S.Venkateshwaran
8. Mass Media and Freedom of Press in India : K.S.Pandhy
9. Battle of Freedom of Press in India : K.S.Pandhy
10. Law of Press in India : B Basu

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

  
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**B.A :VI Semester**

**Optional: BA6302-Advertising and Public Relation (Paper - 2)**  
(w.e.f. 2019 - 20 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 develop an advertising plan.

CO 2: To list the Characteristic of Public Relation.

CO 3: To develop basic skills in creating main stream media ads.

**Syllabus**

UNITS	Syllabus	HOURS
Unit I	Introduction to Advertisement - Evolution of Advertisement - Types of Advertisement - Functions of Advertisement - Nature and Scope of Advertisement.	10
Unit II	Introduction to Public Relation – Definitions - Nature and Scope of Public Relations - Public Relation in India - Public Relation Society of India.	10
Unit III	Writing Advertisement for Print, Radio, Television, Online Media - Add Agencies.	10
Unit IV	Process of Public Relations - Public Relations for Private Sector - Government and N G O's - Tools of Public Relations	10
Unit V	Media relations - Ethics in Public Relation - Corporate Communication. • Field Survey, Student project	10
	<b>Total Teaching Hours</b>	<b>50</b>

**REFERENCE BOOKS:**

1. Advertising made simple – Frank Jenkins - Rupa and Co , New Delhi
2. Advertising Excellence - Cutland L. Bove, Jhon V Thill
3. Contemporary Advertising – Shaliam Arens
4. Corporation Communication - Argenti
5. Communication & Public Relations – Pill Quirke
6. Mass Communication in India – Keval J Kumar



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



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2017-18

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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
	<b>Total Teaching Hours</b>	<b>50</b>

**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

  
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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
	<b>Total Teaching Hours</b>	<b>50</b>

**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
	<b>Total Teaching Hours</b>	<b>50</b>

**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 -  
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**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**

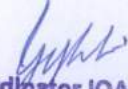
UNITS	Syllabus	HOURS
Unit I	Reporting: Definitions, Nature, Functions and Qualifications of Reporter.	08
Unit II	News: Definitions, Elements, Principles, Sources of News, , Structure of News, Lead Body and Conclusion , News Values.	10
Unit III	News Writing Skills – Intro, types of Lead. Reporting for 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
	<b>Total Teaching Hours</b>	<b>50</b>

**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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