

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
Total Teaching Hours		50

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

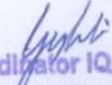
UNITS	Syllabus	HOURS
Unit I	Evolution of Radio - Origin and Development of Radio in India - Characteristics of Radio.	10
Unit II	Evolution of Television - Origin and Development of Television in India - Characteristics of Television.	10
Unit III	Privatization of Radio -FM Stations - Community Radio -Different 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
	Total Teaching Hours	50

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
	Total Teaching Hours	50

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
	Total Teaching Hours	50

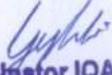
REFERENCE BOOKS:

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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2018-19

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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 -
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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

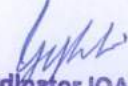
UNITS	Syllabus	HOURS
Unit I	Reporting: Definitions, Nature, Functions and Qualifications of Reporter.	08
Unit II	News: Definitions, Elements, Principles, Sources of News, , Structure of News, Lead Body and Conclusion , News Values.	10
Unit III	News Writing Skills – Intro, types of Lead. Reporting for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

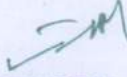
1. News Reporting :B.N.Ahuja and S.S.Chhabra
2. Reporting the Print Media : F.Fedler
3. Reporting :Mithell.V.Charnley
4. Journalism :K.G.Puri
5. Journalist Hand Book : M.V.Kamat



6. News Reporting and Editing : K.M.Srivastsava
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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Department of Journalism and Mass Communication

B.A: I Semester

DSC:BA130-Introduction to Mass Communication
(w.e.f. 2020-21 onwards)

Teaching hours per week – 06 :	Maximum Marks :	100 Marks
Total Teaching Hours – 78	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: Definition, Nature and Scope of Communication, Functions and Significance of Communication, Process of Communication Barriers to Communication.	15
Unit II	Levels of Communication – Intrapersonal, Interpersonal, Group Communication, Organizational Communication, Forms of Communication Verbal and Non Verbal Communication.	20
Unit III	Communication Models: Linear Models of Communication, Non – Linear Models of Communications, Aristotle Model, SMCR model, Lass well model, Osgood model and Schramm Model. Communication for social change.	15
Unit IV	Mass Communication – Definition, Nature, Scope, Functions. Mass Media—TV, Radio, Newspapers, Magazines, Internet, Mass media and society- Role of Communication in Cultural Promotion, Social Transformation and National Development.	15
Unit V	Communication Skills: Oral and Written Communication Skills. Art of Public Speaking Personal Letters and Business Letters, ICT	13
	Total Teaching Hours	78

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. Theories 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 Introduction - Dennis.M.Equil
7. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988
8. Mass Communication Theory &Practice in the 21st Century : Diwaker Sharma : Deep and Deep Publications Rajouri Garden New Delhi – 110027
9. Mass Communication in India :Valanilam : Sage Publications Mathur road New Delhi – 110044
೧೦. ಪತ್ರಿಕೋದ್ಯಮ-ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, ೨೦೦೬

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Department of Journalism and Mass Communication

B.A: II Semester

DSC: BA230-Introduction to Journalism
(w.e.f. 2020 - 21 onwards)

Teaching hours per week – 06 :	Maximum Marks :	100 Marks
Total Teaching Hours – 78	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

CO 2: To understand the meaning of Journalism

CO 3: To Study the role of Journalism

Syllabus

UNITS	Syllabus	HOURS
Unit I	Journalism: Definition, Nature, Scope, Principles, Functions and Significance. Fourth Estate, Journalistic Terminologies. Brief History of Brittan and American Journalism.	14
Unit II	History of Journalism in India with Special Reference to James Augustus Hickey, Raja Rammohan Roy, B.G.Horniman, James Siilk Buckingham, B.G.Tilak, M.K.Gandhi; Kannada Press – Origin and growth, Stalwarts of Kannada Journalism – M. Venkatakrishnaiah, DVG, MohareHanumanthaRao, Post Independent India	20
Unit III	Qualifications, Duties and Responsibilities of Journalists, Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Penny Press, Citizen Journalism Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism and Folk Media, Four Theories of Press	20
Unit IV	Language and Principles of Writing: Basic differences between the Print, Electronic and Online Journalism, Journalism as a Profession, Career Opportunities.	12
Unit V	Role of Media in a Democracy, Responsibility to Society, Press and Democracy Contemporary Debates and Issues Relating to Media Ethics in Journalism	12
	Total Teaching Hours	78

REFERENCE BOOKS:


Reference Books :

1. Mass Communication in India - Keval J Kumar - Jaico Books, New Delhi

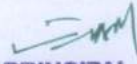


2. Media and Mass Communication : An Introduction - ShamaliBhattacharjee - Kanishka Publishers Delhi -2005
3. Theories of mass Communication - Mehin L Delfuer and Ssndra J Ball – Langman Publications
4. Reporting & Writing Journalism : C.S.Shrivastava – R.K.Parekh : Creslent Publishing Corporation Ansari road New Delhi-110002
5. Press and National Movement in India : BasantiSiaha : Manak Publication ShastriMarg New Delhi – 110053
6. The Journalist Handbook : M V Kamat : Vikas Publication Jangpur New Delhi – 110014
7. Professional Journalism : M V Kamat : Vikas Publication Jangpur New Delhi – 110014
೮. ಕನ್ನಡ ಪತ್ರಿಕಾ ಲೋಕದ ದೀಪಂತರು : ಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿ : ಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿಡಾ.ಬಿ.ಆರ್.ಅಂಬೆಡ್ಕರರಸ್ತೆ- ೫೬೦೦೦೧
೯. ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ : ನಾಡಿಗಕೃಷ್ಣಮೂರ್ತಿ : ಪ್ರಸಾರಾಂಗ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ ಮತ್ತುಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿಡಾ.ಬಿ.ಆರ್.ಅಂಬೆಡ್ಕರರಸ್ತೆ - ೫೬೦೦೦೧

೧೦.ಪತ್ರಿಕೋದ್ಯಮ -ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್-ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು - ನವೆಂಬರ್, ೨೦೦೬


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