



RANI CHANNAMMA UNIVERSITY

BELAGAVI

THE COURSE STRUCTURE & SYLLABUS OF UNDER GRADUATE

BACHELOR OF ARTS

MASS COMMUNICATION AND JOURNALISM

1ST TO 6TH Semesters

w.e.f.

Academic Year 2020-21 and Onwards
Under

CHOICE BASED CREDIT SYSTEM (CBCS)

MASS COMMUNICATION AND JOURNALISM

(w.e.f: 2020-21 ONWARDS)

Semester	Code/course	Paper No.	Title of the paper	Teaching hrs per week	Marks				Duration of Sem end exam
					Credits	IA	Sem end exam	Total	
I	DSC 1	1	Introduction to Journalism	5	3	20	80	100	3
II	DSC 2	2	Introduction to Communication	5	3	20	80	100	3
III	DSC 3	3	Reporting	5	3	20	80	100	3
	SEC -1	4	Writing Skills	2	2	10	40	50	2
IV	DSC – 4	5	Editing	5	3	20	80	100	3
	SEC – 2	6	Audio Visual Media	2	2	10	40	50	2
V	DSE 1	7	Media Laws	4	4	20	80	100	3
		7.1	Radio & Advertisement	4	4	20	80	100	3
	SEC– 3	8	Fundamentals of Journalism	2	2	10	40	50	2
VI	DSE 2	9	Photo Journalism & Cinema	4	4	20	80	100	3
		9.1	Television Journalism & Internet	4	4	20	80	100	3
	SEC 4	10	News writing skills	2	2	10	40	50	2
				44	36				

MASS COMMUNICATION AND JOURNALISM
B.A.- I SEMESTER - 01(CBCS)
Subject- DSC 1 P-1 Introduction to Journalism

Teaching – Theory 5 hrs per week

Total - 3 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Journalism- Meaning- Definition- Nature and Scope. Function of Journalism. Kinds of Journalism and Theories of Press. 12hrs

UNIT-2

History- Growth & Development of Journalism in India. Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi. 12hrs

UNIT-3

Indian Press after Independence- Current Status of Indian Press. Media Organizations. Press after Independence . Characteristics of Indian Periodicals. 12hrs

UNIT-4

Journalism as a Profession-Role and Responsibility of Journalists. Ethics of Journalism. Role of Press in Moulding Public Opinion. New Trends in Journalism. News Agencies - National/ International. 12hrs

UNIT-5

History of Kannada Journalism- Growth and Development of Kannada Journalism. Pioneers- N Tirumalamba, D.V.G, Venkatkrishnaih, Mohare Hanumanthrao, T.S.R-, T.T.Sharma, Patil Puttappa. Leading Kannada Papers - Dailies and Weeklies. 12hrs

Books for Reference

Indian Journalism

Nadiga Krishnamurthy

Journalism in India

P Parthasarati

Professional Journalism

M V Kamat

History of kannada news papers

Karnataka madhyama Acadami publication

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Assignment

Content Analysis of a Daily

Content Analysis of a Weekly

Content Analysis of a Monthly

MASS COMMUNICATION AND JOURNALISM
B.A.- I SEMESTER - 02(CBCS)
Subject- DSC2 P-2 Introduction to Communication

Teaching – Theory 5 hrs per week

Total – 3 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Communication- Meaning – Definitions- Nature – Scope - Process and Functions of Communication. Kinds of Communication – Verbal and Non-Verbal- Intra Personal- Inter Personal- Group and Mass Communication. 12hrs

UNIT-2

Basic Models of Communication- Aristotle Model, Herlad D Lasswell, David Berlo’s Model, Shannon and Weavers Models, Schramm communication model. Theories of Communication- Sociological and Psychological. 12hrs

UNIT-3

New Communication Media- Internet. Mobile Journalism, Social Media, Characteristics of New Media. Corporate Communication. 12hrs

UNIT-4

Role of Communication. Mass Media and Social Change. Characteristics of Mass Media. Electronic Publications. 12hrs

UNIT-5

Public Relation- Definitions- Nature and Scope of Public Relation. Functions of PR. PR Tools- Publicity, Propaganda, Public Opinion. 12hrs

Reference Books

Mass communication in India

Keval J Kumar

Mass communication Theory

Denis M Equil

ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು

ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ

Practical Public Opinion

Sam Black

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Assignment

Assignments should be given to the students.

MASS COMMUNICATION AND JOURNALISM
B.A.- II SEMESTER - 03(CBCS)
DSC3 P-3 - Reporting

Teaching – Theory 5 hrs per week

Total – 3 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-I

News- Definitions – Elements - News values - News sources - principles of news writing.
12hrs

UNIT II

News writing structure- news writing skills- inverted pyramid, chronological, analytical .
Types of leads. 12hrs

UNIT-III

Qualifications and responsibilities of a reporter – correspondents and stringers. Freelance
Journalist. Mofussial. 12hrs

UNIT-IV

Reporting- speech, press conference, crime, sports, judiciary, legislature, ecology,
agriculture, film and politics 12hrs

Unit- V

Interview- Meaning - types and techniques. Freelancing and feature writing – types and
techniques. Writing travel articles and creative writings. 12hrs

Books for Reference

News reporting and Editing	K M Shrivastav
Hand book of reporting and editing	Ravindran
Reporting ಪತ್ರಿಕೋದ್ಯಮ	B N Ahuja ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್
Hand book of Journalism	M.V. Kamat
Professional Journalism	M.V. Kamat
Madhyama patrika academy publications	

Assignment

Choose few news items and identify the types of Leads

Select a published interview and justify

Reporting exercise

Feature writings

MASS COMMUNICATION AND JOURNALISM
B.A.- II SEMESTER - 04(CBCS)
DSC4 P-5- Editing

Teaching – Theory 5 hrs per week

Total – 3 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit- I

Organisational structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up. Newspaper jargons. 12hrs

Unit- II

Editing- Meaning – purpose – Process - need for editing - principles of editing. Translation – Meaning nature and techniques. 12hrs

Unit- III

Qualifications- Responsibilities and Functions of Editor, news editor, chief sub- editor and Sub- editor. 12hrs

Unit IV

Editorial page and its importance – Editorial- types of editorials. Letters to the editor. Headline writing – Meaning – Kinds – Functions and Techniques. 12hrs

Unit V

News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page make up – Picture editing and caption writing. 12hrs

Books for Reference

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News reporting and Editing

Hand book of reporting and editing

Hand book of Journalism

Professional Journalism

Journalism

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ವಿಶ್ವೇಶ್ವರ ಭಟ್

K M Shrivastav

Ravindran

M.V. Kamat

M.V. Kamat

G.K. Puri

Assignments

-Content analysis of the editorial page of a daily

- Selection of the best designed page of a daily with justification

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 05(CBCS)
DSE1 P-7 – Media Laws

Teaching – Theory 4 hrs per week

Total – 4 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Silent features of Indian constitution, fundamental rights, freedom of speech and expression. Article 19 (1) (a) - Article 19(2). Directive principles of state policy. Fundamental duties.

12hrs

Unit II

Defamation. Sediton. Obscenity. Censorship. The contempt of court Act.

12hrs

Unit III

The press and registration of book Act. Newspaper registration process. Working journalist Act 1955. The copy right Act. Official secrecy. RTI. Right to privacy.

12hrs

Unit IV

Press council of India. Press commissions- first and second press commission. Press and democracy.

12hrs

Unit V

Media Ethics. Ownership of media. PrasarBharati Act. Sensationalism and yellow journalism.

12hrs

Books for Reference

Law of press India

D D Basu

Press and Law

A N Grover

Media and ethics

S.K. Agarwal

Press and the Law

A.N. Grover

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Assignments

Assignments should be given to the students.

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 05(CBCS)
DSE1 P-7.1 – Radio and Advertisement

Teaching – Theory 4 hrs per week

Total – 4 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Evolution of radio in India - Radio as a communicational media, growth and development of radio in India. Characteristics of radio. 12hrs

Unit II

Organisational structure of AIR. Prasar Bharati. Vividh Bharati. Growth of FM radio. News service. Commercial radio broadcasting in India. 12hrs

Unit III

Radio program pattern- radio drama, talks, children, Women, health, agricultural, youth, folk, phone in programme. Radio writing techniques and principles. 12hrs

Unit IV

Advertisement- Nature and meaning – definition - functions of advertisement.

Social and economical impact of advertisement. Ad agency. Role of Advertising in modern society. 12hrs

Unit V

Types of advertisement- classifieds, retail, display, public services, advertorial, political advertising, corporate, commercial and industrial advertisement. Advertising standard council of India. 12hrs

Books for Reference

Broadcasting in India

P C Chatarji

Radio and TV Journalism

K M Shrivastava

Advertising Principles and practice

Chunawala and Sethia

Advertising in India

Keval J Kumar

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Assignments

Assignments should be given to the students.

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 06(CBCS)
DSE2 P-9 – Photo Journalism and Cinema

Teaching – Theory 4 hrs per week

Total – 4 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Nature and scope of photography. Evolution of camera - types and parts of camera. Visual language 12hrs

Unit II

Nature and scope of photo journalism, legal and ethical aspects of photography, caption writing. 12hrs

Unit III

Lens- types of lens. Different types of photography, photo essay and photo feature, qualities of a photo journalist. 12hrs

Unit IV

Evolution of cinema. Growth and development of cinema in India. Cinema after independence. Current trends in cinema, cinema and society, classical, semi classical, commercial movies. New trends in Indian Cinema. 12hrs

Unit V

Growth and development of Kannada Cinema. Film Censorship and Certification. Current status of Kannada Cinema industry. Cinema and Youth. 12hrs

Books for Reference

Photo Journalism

Arthur Rothstrelaine

Our Films and Their Film

Satyajit Rai

Indian Films

Barnou and Krishna Swamy

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Assignments

Assignments should be given to the students.

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 06(CBCS)
DSE2 P-9.1 – Television Journalism and Internet

Teaching – Theory 4 hrs per week

Total – 4 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

A brief history of television in India, growth and development of TV in India, Characteristics of TV, TV as a communication media. 12hrs

Unit II

Doordarshan -Organisational structure of DD, program pattern of DD, current status of DD. 12hrs

Unit III

TV script writing. TV program productions- pre and post production. TV serials. Television and its social effect. BCCC. 12hrs

Unit IV

Private channels in India – DTH – SITE - Edu-Sat- Panel discussion. Documentary. Reality shows. News pattern of news channel. 12hrs

Unit V

Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming. 12hrs

Books for Reference

Radio and TV Journalism

K M Shrivastava

Audio Visual Journalism

B N Ahuja

Internet Journalism in India

Gupta and Jasra

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Assignments

Assignments should be given to the students.

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 05(CBCS)
SEC -3 P-8
Subject-Fundamentals of Journalism
Teaching hrs 2 (Credit 2)

UNIT-I

Journalism- Meaning –Definition- Nature and Scope. Functions of Journalism. Kinds of Journalism.

UNIT-II

History- Growth & Development of Journalism in India. Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, M.K.Gandhi,

UNIT-III

Growth and Development of Kannada Journalism. Pioneers- ,Venkat krishnaih, D.V.G , Mohare Hanumanthrao, T.T. Sharma & Patil Puttappa . Leading Kannada Papers.

Reference Books

Indian Journalism
Journalism in India
Professional Journalism
History of kannada news papers
ಪತ್ರಿಕೋದ್ಯಮ

Nadiga Krishnamurthy
P Parthasarati
M V Kamat
Karnataka madhyama Acadami publication
ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

MASS COMMUNICATION AND JOURNALISM
B.A.- III SEMESTER - 06(CBCS)
SEC-4 P-10
Subject-News Writing
Teaching hrs 2 (Credit 2)

UNIT-I

News structure and News writing skills, inverted pyramid, chronological. Feature writings and Article writing.

UNIT-II

Reporter – Duties, responsibilities, functions and qualifications of a reporter.

UNIT-III

Types of reporting- speech, press - conference, sports, legislature, environment, film and politics. Interview

Reference Books

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

Reporting

B N Ahuja

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MASS COMMUNICATION AND JOURNALISM
SEMESTER - 03(CBCS)
SEC-1 P-4
Subject- Writing Skills
Teaching hrs 2 (Credit 2)

UNIT-I

Feature writing –definition, techniques, difference between news and feature.

UNIT-II

Writing reviews - Book reviews - Film reviews.

UNIT-III

Translation techniques in media. Writing Articles. Advertorial writing.

Reference Books

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

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Media translation

Dr. Mohan kumar

MASS COMMUNICATION AND JOURNALISM
SEMESTER - 04(CBCS)
SEC-2 P-6
Teaching hrs 2 (Credit 2)
Subject-Audio – Visual Media

Unit- I

Follow up story in media. Short stories. Citizen Journalism. Development Journalism.

Unit- II

Radio Jackie- Video Jackie- Anchoring for Radio and TV News.

Unit- III

Types of TV Channels- News , Entertainment, Movies, Educational, Environment, Sports.

Reference Books

Radio and TV Journalism

K M Shrivastava

Broadcasting in India

P C Chatarji

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**MASS COMMUNICATION AND JOURNALISM
CHOICE BASED CREDIT SYSTEM**

Question paper pattern

Time: 3.00 hrs

Max- 80 marks

SECTION –A

I Answer the following questions

10X 02 =20

1

2

3

4

5

6

7

8

9

10

SECTION – B

Answer any four of the following

04X05=20

11

12

13

14

15

SECTION – C

Answer any four of the following

04X10=40

16

17

18

19

20

21

**MASS COMMUNICATION AND JOURNALISM
CHOICE BASED CREDIT SYSTEM**

Question paper pattern for SEC

Time: 2.00 hrs

Max- 40 marks

SECTION –A

I Answer the following questions

10 X 02=20

1

2

3

4

5

6

7

8

9

10

SECTION – B

Answer any two of the following

02X10=20

11

12

13

14

15