

Name of the subject: **Environmental studies and Human rights**

Contact Hours : 52

Contact Hours per Week : 04

Total marks for examination : 80

Internal Assessments : 20

**B.A./B.Sc./BCA/BSW-II Semester**

**Compulsory subject**

**With effect from the Academic Year 2018-19 onwards**

**Teaching Hours: 04 Hours per Week**

**Total Hours: 52**

**UNIT-I**

**10 Hours**

**1) The Multidisciplinary Nature of Environmental Studies**

Definition, scope and importance

Need for public awareness.

**2) Natural Resources**

Renewable and Non-renewable Resources:

Natural resources and associated problems-Forest resources: r resources, Mineral resources, Food resources, Energy resources.

**3) Ecosystems: Concept**-Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem.

**4) Ecosystems:** Introduction, types, characteristic features, structure and function.

**UNIT-II**

**10 Hours**

**1) Biodiversity and Its Conservation**

Introduction, definition: genetic, species and ecosystem diversity.

**2) Biodiversity at global, National and local levels**-Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Conservation of biodiversity.

Environmental Pollution: Definition, Causes, effects and control measures.

**3) Waste Management**-Solid waste management: Causes, effects and control measures of urban and industrial wastes.

**4) Social Issues and the Environment**-Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

**UNIT-III**

**12 Hours**

**1) Human Population and the Environment**-Population growth, variation among nations, Population explosion – Family Welfare Programme.

**2) Field Work**

a) Visit to a local area to document environmental assets – river/forest/grassland/hill/mountain.

b) Study of common plants, insects, birds.

c) Study of simple ecosystems – pond, river, hill slopes, etc.

(Field work equal to 2 lecture hours)

*contd...*

### Concept and Development of Human Rights

- 3) Meaning Scope and Development of Human Rights
- 4) Universal Declaration of Human Rights. UDHR 1948, International Covenant on Civil and Political rights. ICCPR 1996 & International Covenant on Economic social and Cultural Rights.(ICESCR) 1966.

### Unit -IV Human Rights in India

10 Hours

- 1) Protection of Human Rights Act, 1993
- 2) Third Generation Human Rights (Group Rights) and Fourth Generation Human Rights. (Right to Development and Environmental Rights.)
- 3) Convention on the Elimination of All forms of Discrimination against Women.
- 4) Convention on the Rights of the Child

### Unit- V Enforcement of Human Rights

10 Hours

- 1) National Human Rights Commission,
- 2) State Human Rights Commission.
- 3) Judicial Activism and Human Rights.
- 4) Human Rights Courts in India.

### References for Environmental Studies

01. A.K. De, Environmental Chemistry, Wiley International.
02. B.K. Sharma, Environmental Chemistry, Goel Publishing house.
03. E.D. Wagner, Environmental Management, Saunders Co., USA.
04. T.G. Miller, Environmental Science, Wordsworth publishing Co.

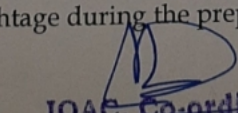
### References for Human Rights

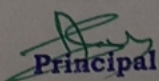
1. K.P. Saksena "Human Rights" 1996 New Delhi.
2. Dr. S. Mangalmurthya "Human Rights" Chetan Book House Mysore 2004.
3. Krishnamurthy S. "Human Rights and Police Administration" B. R. Publishing Corporation, Bangalore.
4. B.P. Singh "Human Rights in India" Deep & Deep Publication New Delhi.
5. D.D. Basu, "Human Rights in Constitutional Law" prentice hall.
6. S.O. Agarwal, "Human Rights" Central law Agency, Allahabad.
7. V.A. Anand "Human Rights" Allahabad Law Agency, Faridabad.

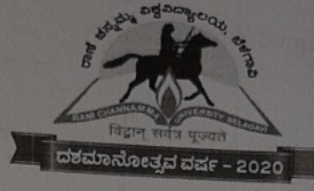
### Scheme of Examination

Semester	Title of the paper	Theory Hours/ week	Theory Marks	I.A. Marks	Exam Hours	Total Marks
II Semester	Environmental Studies and Human Rights(EVS & HRS)	04	80	20	1.5 Hours	100

Note: The final examination is on Multiple Choice Questions(MCQ) Based. Each unit shall carry equal weightage during the preparation of the question paper.

  
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# **RANI CHANNAMMA UNIVERSITY**

## **BELAGAVI**

THE COURSE STRUCTURE & SYLLABUS OF UNDER GRADUATE  
COMPULSORY PAPER

INDIAN CONSTITUTION

1<sup>ST</sup> Semesters

w.e.f.

Academic Year 2020-21 and Onwards  
Under

CHOICE BASED CREDIT SYSTEM (CBCS)

contd - - -

Part 3: AECC - Ability Enhancement Compulsory Course

Sem	Course Code	Title of the Paper	Teaching Hours/Week	Credits	Marks		Total	Duration of Exam
					Sem End Exam	IA		
I	AECC	INDIAN CONSTITUTION	2	2	40	10	50	2 Hrs

The constitution of India aims to imbue students with the constitutional making process and its formulations. Further, it is done with the objective to acquaint / embolden students to have the basic understanding of the constitution of India.

**Unit – 1 Constitution – Structure and Principles**

1. Meaning and importance of Constitution.
2. Making of Indian Constitution – Sources
3. Salient features of Indian Constitution

**Unit – 2 Fundamental Rights and Directive Principles**

1. Fundamental Rights.
2. Fundamental Duties.
3. Directive Principles.

**Unit – 3 Government of Union**

1. President of India – Election and Powers.
2. Prime Minister and Council of Ministers.
3. Lok Sabha – Composition and Powers.
4. Rajya Sabha – Composition and Powers.

Reference :

- 1) Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23<sup>rd</sup> edn.)
- 2) M. V. Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16<sup>th</sup> edn.)
- 3) J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55<sup>th</sup> edn.)
- 4) Constitution of India (Full Text), India. Gov. in., National Portal of India, [https://www.india.gov.in/sites/upload\\_files/npi/files/coi\\_part\\_full.pdf](https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf)
- 5) Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; Lexis Nexis Butterworths Wadhawa, 2015.
- 6) Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015.
- 7) ಡಾ. ಎಂ.ಎಸ್. ಪಾಟೀಲ ಪ್ರಾಚಾರ್ಯರು ಎಸ್.ಕೆ.ಕಲಾ, ವಾಣಿಜ್ಯ ಹಾಗೂ ವಿಜ್ಞಾನ ಮಹಾವಿದ್ಯಾಲಯ, ತಾಳಿಕೋಟೆ ಭಾರತದ ಸಂವಿಧಾನ ಪ್ರತಿಭಾ ಪ್ರಕಾಶನ ತಾಳಿಕೋಟೆ.
- 8) ಪ್ರೊ. ಎಚ್. ಎಂ. ರಾಜಶೇಖರ ಭಾರತ ಸರ್ಕಾರ ಮತ್ತು ರಾಜಕೀಯ.
- 9) ಎಸ್. ಪಿ. ಡಂಗಿ ಭಾರತ ಸಂವಿಧಾನ ಪರಮಲಕ್ಷ್ಮೀ ಪ್ರಕಾಶನ.

contd. -

**Question paper pattern:**

There will be two sections in a question paper of theory course for the semester end examination.  
(Part I and Part II).

**Part I - There shall be 6 questions carrying 2marks each. Students should answer any 4 questions out of 6 questions.**

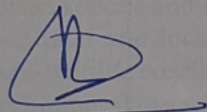
**Part II - There shall be 4 questions (two from each unit with sub questions a, b, & c) carrying 16 marks each. Students should answer any 2 questions out of 4 questions.**

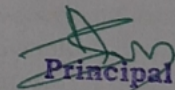
Part I (4x 2) : 08Marks

Part II (2 X 16) : 32 Marks

Distribution of Marks:

<b>Theory Courses:</b>	<b>a) Examination</b>	<b>:</b>	<b>40 Marks</b>
	<b>b) Internal Assessment</b>	<b>:</b>	<b>10 Marks</b>
	<b>c) Total</b>	<b>:</b>	<b>50 Marks</b>

  
**IQAC, Co-ordinator**  
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**Principal**  
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Vijayapur.

**Books for Reference.**

1. History of Karnataka : Desai P.B
2. Karnataka through the Ages : R.R Diwakar and others
3. History of South India : K.A. Nilakantha Shastri.
4. Early History of Deccan : Yazdani. E
5. History and Cultural of Karnataka : Basavaraj. K.R
6. Concise History of Karnataka : Suryanath Kamath
7. History of Karnataka : H. V. Shreenivasmurthy.
8. Karnatakada Itihasa : Suryanath kamat
9. Karnatakada Itihasa : K. Sadashiva
10. ಕರ್ನಾಟಕ ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿ : ಡಾ. ಬಸವರಾಜ ಅಕ್ಕಿ

**2. Journalism & Mass Communication**

**Syllabus for B.A.**

**Semester - I**

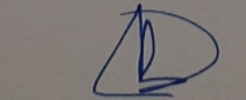
**Optional Journalism and Mass Communication**

**paper: 1 Basic Journalism**

**Teaching : Theory 5 hours per week Total 60 hrs.**

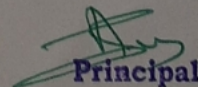
Examination: Theory – 80 marks 20 IA

1. Meaning, nature and scope of journalism, Functions of journalism-Press and democracy-Role of press in moulding public opinion-Theories of Press. (12)hrs
2. Journalism as a profession-Need for training-Role and responsibilities of journalists- Ethical aspects of journalistic profession.
3. Growth of journalism in India –Journalistic career of James Augustus, Hicky, James Silk Buckingham and Rajaram Mohan Roy-Role of press during freedom struggle-Publications of Mahatma Gandhi and Jawaharlal Nehru. (12) hrs
4. Indian press after independence –Reports of first and second press commissions- Current status of Indian press. (12) hrs
5. Leading personalities of Kannada journalism; Venkatakrishiah, Mohary DVG, T.T. Sharma TSR, Patil Puttappa – Leading Kannada publications, Samyukta Karnataka, Prajavani, Vijay Karnatak, Kannada Prabha and Udayavani-Subha, Taranga and Kasturi. (12)hrs



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# **RANI CHANNAMMA UNIVERSITY**

## **BELAGAVI**

THE COURSE STRUCTURE & SYLLABUS OF UNDER GRADUATE

BACHELOR OF ARTS

MASS COMMUNICATION AND JOURNALISM

1<sup>ST</sup> TO 6<sup>TH</sup> Semesters

w.e.f.

Academic Year 2020-21 and Onwards  
Under

CHOICE BASED CREDIT SYSTEM (CBCS)

contd.--

## 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				

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**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  
Mass communication Theory  
ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು  
Practical Public Opinion  
ಪತ್ರಿಕೋದ್ಯಮ

Keval J Kumar

Denis M Equil

ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ

Sam Black

ಜಿ. ಎನ್. ರಂಗನಾಥರಾವ್

**Assignment**

Assignments should be given to the students.

10/10/20

**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

ಪತ್ರಿಕೋದ್ಯಮ

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**Assignment**

Content Analysis of a Daily

Content Analysis of a Weekly

Content Analysis of a Monthly

contd.--

**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**

ಪತ್ರಿಕೋದ್ಯಮ  
ತಲೆ ಬರಹ

News reporting and Editing  
Hand book of reporting and editing  
Hand book of Journalism  
Professional Journalism  
Journalism

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್  
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

contd---

**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  
Hand book of reporting and editing  
Reporting  
ಪತ್ರಿಕೋದ್ಯಮ  
Hand book of Journalism  
Professional Journalism  
Madhyama patrika academy publications

K M Shrivastav  
Ravindran  
B N Ahuja  
ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್  
M.V. Kamat  
M.V. Kamat

**Assignment**

Choose few news items and identify the types of Leads  
Select a published interview and justify  
Reporting exercise  
Feature writings

Contd--

**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
ಪತ್ರಿಕೋದ್ಯಮ	ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

**Assignments**

Assignments should be given to the students.

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**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. Sedition. 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

ಪತ್ರಿಕೋದ್ಯಮ

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**Assignments**

Assignments should be given to the students.

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

Teaching – Theory 4 hrs per week

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

Total – 4 credit

**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
ಪತ್ರಿಕೋದ್ಯಮ	ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

**Assignments**

Assignments should be given to the students.

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**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 Rothstrelina

Our Films and Their Film

Satyajit Rai

Indian Films

Barnou and Krishna Swamy

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

**Assignments**

Assignments should be given to the students.

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**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
ಪತ್ರಿಕೋದ್ಯಮ	ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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**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

Contd---

**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

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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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

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

Media translation

Dr. Mohan kumar

*contd---*

**SECTION – C**

Answer any four of the following

04X10=40

16

17

18

19

20

21

contd--

**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

*contd--*

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

Question paper pattern for SEC

Time: 2.00 hrs

Max- 40 marks

**SECTION –A**

1 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

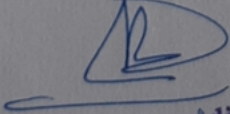
11

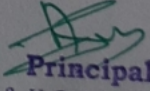
12

13

14

15

  
**IQAC, Co-ordinator**  
S.B.Arts & K.C.P.Science College,  
Vijayapur.

  
**Principal**  
S.B.Arts & K.C.P.Science College,  
Vijayapur.