

**UNIVERSITY OF MYSORE**  
Estd. 1916



No.AC6/387/2019-20

Vishwavidyalaya Karyasoudha  
Crawford Hall, Mysuru- 570 00  
Dated: 01.01.2021

**NOTIFICATION**

**Sub:-** Workload and Syllabus for Journalism and Mass Communication in UG Programs from the academic year 2020-21.

**Ref:-** 1. This office letter No AC6/32/2018-19 Dated: 01.08.2018.  
2. Chairman (BOS) DOS in Journalism and Mass Communication, MGM, Mys Letter No PGJMC/276/2020-21 dated 14.12.2020

\*\*\*\*\*

The Board of Studies in Communication and Journalism (UG) in its annual meeting which met on 27.11.2020 has resolved to changes in the syllabus is applicable to batch 2020-21.

The scheme of syllabus and revised theory and practical component is appendix-1 is annexed and downloaded from the University website i.e., [www.uni.mysore.ac.in](http://www.uni.mysore.ac.in).

**DRAFT APPROVED BY THE REGISTRAR**

**Deputy Registrar (Academic)**  
Deputy Registrar (Academic)  
University of Mysore  
Mysore-570 005

**To:-**

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Arts, KIKS, Manasagangotri, Mysore.
3. The Chairman, Department of Studies in Communication and Journalism, Manasagangotri, Mysuru.
4. The Chairman, Board of Studies in Communication and Journalism (CB), Manasagangotri, Mysuru.
5. Prof. M.A Sridhar, Chief Nodal officer (CBCS-CAGP), Department of Studies in Physics, Manasagangotri, Mysuru.
6. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy





UNIVERSITY OF MYSORE

Estd.1916

Journalism and Mass Communication  
University of Mysore  
Manasagangothri,  
Mysore 570 006  
Office: 2419511

----- (Re-accredited by NACC at "A" Grade with a CGPA of 3.47) -----

----- Ranked 57<sup>th</sup> overall and 36<sup>th</sup> among Universities in NIRF ranking 2017) -----

PGJMC/ 276 /2020-2021

14<sup>th</sup> December, 2020

To,  
Registrar (Academic),  
University of Mysore - 05

Dear Sir/Madam,

Sub: Workload and UG Syllabus for Journalism & Mass Communication

Ref: AC 6/32/2018-19 dated 1<sup>st</sup> August, 2018

With reference to the above, I would like to bring to your kind notice that there were two BoS meetings held – one on 1<sup>st</sup> September, 2020 and 27<sup>th</sup> October, 2020. The following were discussed during the meeting:

- i. Introduction of six-months certificate course in Anchoring and Technical Writing  
The draft of the syllabus shall be prepared to be introduced from the academic year 2021-22
- ii. The CBCS syllabus scheme that has been effective from 2019-2020. There is no software or regulation in the University of Mysore to implement the scheme of marks distribution for papers with theory and practical that was introduced in the syllabus. Hence, the marks distribution has been decided to abide by the university guidelines. The same has been attached along with this letter with **Annexure I** having the earlier distribution of marks and **Annexure II** having the revised scheme of marks distribution. The question paper pattern shall also change to meet the new scheme of marks distribution.

Thank you.

Dr. C. K. Puttaswamy,  
Chairman, BoS



## **ANNEXURE I**

### **Department of Journalism and Mass Communication**

#### **CBCS Syllabus for BA in Journalism and Mass Communication**

**Course: B.A.**

**Subject: Journalism & Mass Communication**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
I	DSC-1A Core	Introduction to Communication	6	5	1	0
II	DSC-1B Core	Applied Journalism	6	5	1	0
III	DSC-1C Core	Reporting	6	4	0	2
IV	DSC-1D Core	Editing	6	4	0	2
V	DSE-1A	Media Law and Ethics	6	6	0	0
	DSE-2 A	Media Management	6	6	0	0
	DSE-3 A	Freelancing & Feature writing	6	4	0	2
	GE- 1	Media and Society	2	2	0	0
VI	DSE-1B	Advertising and Public Relations	6	6	0	0
	DSE-2B	Introduction to Electronic Media	6	6	0	0
	DSE-3B	Online Media	6	4	0	2
	GE -2	Intercultural Communication	2	2	0	0



## **I Semester**

### **DSC-1A - Introduction to Communication**

- I** Concept of Communication: Nature and scope of communication, functions and significance of communication, Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication, Process of communication.
- II** Mass communication – Definition, nature, scope, functions. Mass Media—TV, Radio, Newspapers, magazines, and Internet, Mass media and society- Role of communication in cultural promotion, social transformation and national development.
- III** Communication Skills: Oral and written communication skills. Art of public speaking-- personal letters and business letters
- IV** Communication models: Aristotle Model, SMCR model, Lasswell model, Osgood model and Schramm model.

#### **Books for Reference:**

- |     |  |                             |
|-----|--|-----------------------------|
| 1.  | Theories of Mass Communication                 | Daniel Learner              |
| 2.  | Understanding Media                            | Marshall McLuhan            |
| 3.  | Passing of the traditional Society             | Daniel Lerner               |
| 4.  | Communication and Development                  | Everett M. Rogers           |
| 5.  | Mass Media and National Development            | Wilbur Schramm              |
| 6.  | Mass Communication                             | Uma Nurulla                 |
| 7.  | Development Communication                      | Uma Nurulla                 |
| 8.  | Samoocha Madyamagalu                           | B.S. Chandrashekar          |
| 9.  | Hand Book of Journalism and Mass Communication | Vir Bala Aggarwal/V S Gupta |
| 10. | Mass Communication                             | Wilbur Schramm              |
| 11. | Communication Models                           | Denis Mcquail               |
| 12. | Theories of MC                                 | Melvin Defleur              |



## **II Semester**

### **DSC-1B - Applied Journalism**

- I** Journalism: Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies.
- 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, Mohare Hanumantha Rao, Post Independent India
- III** Qualifications, Duties and Responsibilities of Journalists, Principles of Journalism. Journalism and democracy, Theories of press
- IV** Journalism as profession, Career opportunities, Professional Ethics. Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism and Folk Media.

#### **Books for Reference:**

- |  |                            |
|--|----------------------------|
| 1. Professional Journalism                       | M V Kamath                 |
| 2. Theory and Practice of Journalism             | B N Ahuja                  |
| 3. Mass Communication & Journalism in India      | Keval J Kumar              |
| 4. Adhunka Bharathiya Parthrikodhyma             | Shree L Bhandarkar         |
| 5. Professional Journalist                       | John Hohenberg             |
| 6. Mass Communication & Journalism in India      | Mehta                      |
| 7. Eradu Dadagala Nadhuve                        | Niranjana Vanalli          |
| 8. Pathrikodyama                                 | Ranganath Rao              |
| 9. History of Indian Journalism                  | S Natarajan                |
| 10. Indian Journalism                            | Nadig Krishnamurthy        |
| 11. Journalism in India                          | R.Parthasarathy            |
| 12. New History of Indian Journalism             | G N S Raghavan             |
| 13. History of Press, Press Laws & Communication | B N Ahuja                  |
| 14. Karnataka Pathrika Ithihasa Vol1,2,3         | Karnataka Pathrika Academy |
| 15. Indian Journalism                            | K M Srivastava             |



### **III Semester**

#### **DSC-1C - Core Reporting**

- I** Concept of News: Concept of news, elements of news, sources of news, Structure of news, 5 Ws & 1H, presentation of a report, Lead and types of lead, Qualities of a Reporter.
- II** Reporting: Qualifications and responsibilities of a reporter, techniques of news gathering – interview, media conference, press release, field work and observation.
- III** Writing Styles: journalistic writing and Technical writing, Art of Interview- preparation, method, writing Interview stories; Reviews, Types of reviews – Film, Theatre, Book.
- IV** Types of Reporting: Covering Beats: Politics, Speech, Crime, Accident, sports, Legislative, Education, Local Self Governments, Moffusil News, investigative reporting, legislature reporting, interview stories.

#### **Books for Reference**

- |                                |                                     |
|--------------------------------|-------------------------------------|
| 1. News Reporting              | B N Ahuja & SS Chhabra              |
| 2. News Reporting & Editing    | K M Shrivastava                     |
| 3. News Writing and Reporting  | M Neal & Suzanne S Brown            |
| 4. Here is the news            | Rangaswamy Parthasarathy            |
| 5. Journalists Handbook        | M V Kamath                          |
| 6. Professional Journalism     | John Hohenberg                      |
| 7. Professional Journalism     | M V Kamath                          |
| 8. Informing the People        | C H Brown                           |
| 9. Suddiashte Alla             | Niranjana Vanalli                   |
| 10. Headline Writing           | Sunil Saxena                        |
| 11. News Writing and Reporting | Neal James                          |
| 12. Basic News Writing         | Melvin                              |
| 13. Technical Report Writing   | Pauley (Steve) & Richordan (Daniel) |
| 14. Varadhigarike              | Karnataka Pathrika Academy          |
| 15. Varadhigarike              | K.J. Joseph                         |



**IV Semester**  
**DSC-1D Core Editing**

- I** Editing Techniques: Concept of Editing, Organization structure of a newspaper, anatomy of news room, editorial staff members, Functions, Significance of editing; Principles of editing, rewriting, and editorial writing.
- II** Editorial page: Editorial: significance and types – op-ed page, Letters to the Editor, Resident editor / Chief of Bureau; Headlines- functions and types
- III** Newspaper Design: Concept of newspaper design, need for newspaper design, principles of designing, style sheet, designing software. Front page Design, sports page design, pagination, photo editing and caption writing.
- IV** Translation: Meaning, principles, techniques and types.

**Books for Reference:**

- |     |                                    |                              |
|-----|------------------------------------|------------------------------|
| 1.  | The Art of Editing                 | P.K.Baskette and Jiz Sissors |
| 2.  | News Editing                       | Bruce Westley                |
| 3.  | News Headlines                     | Harold Evans                 |
| 4.  | Newspaper Design                   | Harold Evans                 |
| 5.  | The Sub Editor's companion         | Michael Hides                |
| 6.  | News reporting &Editing            | K M Srivastava               |
| 7.  | Elements of newspaper design       | Ames                         |
| 8.  | Simple Sub's Book                  | Lealie Sellers               |
| 9.  | Newspaper Design                   | Harold Evans                 |
| 10. | Editing – A Handbook of Journalism | TJS George                   |
| 11. | Patrika Bhashe                     | Padmaraja Dandavathe         |
| 12. | Bhashanthara Kale                  | Pradhan Gurudutt             |
| 13. | Niyata Kalika Sampadane            | Niranjana Vanalli            |
| 14. | Suddi Sampadane                    | Dr. K.J. Joseph              |



**V Semester**  
**DSE-1A Media Law and Ethics**

- I. Concept of Freedom of Speech, Press during Emergency of 1975, Press freedom in Indian Constitution – Article 19 (1)(a ), Article 19 (2). Case studies.
- II. Defamation : Libel and Slander, Contempt of Court – Civil and Criminal; Censorship, Sedition, Obscenity, Law of Parliamentary Privileges. Case studies
- III. Right to Information, The Official Secrets Act 1923, The Copyright Act, Working Journalist Act, Cyber Laws –case studies, Rules of Newspaper Registration. Press Commission Reports – I and II Press Commission, Press Council – Structure, Functions and Significance.
- IV. Code of Ethics – Reporting, Editing, Broadcasting, case studies

**Books for Reference:**

1. Laws of the press in India – Durga DasBasu
2. Media and Ethics – S KAggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – AN Grover
5. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
6. Mass Media and Freedom of Press in India – K S Padhy
7. The Press Council – T N Trekha
8. Journalism: Ethics, codes and the Law – Someshwara RaoB.
9. Reports of First and Second Press Commission
10. Lakshamana Rekha – N.S.Ashok Kumar
11. Patrika Kanunu – Arjun Deva
12. Madhyama Nirvahane Mattu Madhyama Kanunu –K.J.Joseph



## **DSE-2 A Media Management**

- I. Organization Setup of a Newspaper/ Radio / Television. Managing electronic media – Organizational structure of private radio and TV channels, Akashvani and Doordarshan.
- II. Newspaper Registration, Types of Ownership Patterns and Operation, Merits and Demerits – Small Newspaper – Problems and Prospects.
- III. Factors Affecting Newspaper Production – Newspaper Economics: Finance, Revenue, Expenditure, Raw Materials, Purchase of Machinery.
- IV. Circulation, Management, Promotion and Problems of Circulation.

### **Books for Reference:**

- 1. Newspaper Management in the New Multi-Media Age – Mehre
- 2. Managing Electronic Media – Czech Beckerman
- 3. Newspaper Organization and Management – Herbert Lee Williams
- 4. Electronic Media Management – Mocavatt and Pringle
- 5. Media and Communication Management – C R Rayudu
- 6. Management Principles and Practice – S B Banerjee
- 7. Management: An Integrated Approach – Edited by R S Dwivedi, Nahal Publishing House
- 8. Management Principles and Practice – Dalton E Mac Forland
- 9. Communication and Management – Nataraja Kumar, Gyan Publishing House



### **DSE-3 A Freelancing & Feature writing**

- I. Feature: Definition and Characteristics – Structure of a Feature – Types of Feature.
- II. Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Feature Syndicates. Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.
- III. Freelancing – Illustrations – Illustrating the write-ups with photographs, drawings, maps, caricatures. Channels of News Pictures – viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer,
- IV. Photo Journalism: Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers: Selection, Criteria for News Photographs –Photo Editing, Caption Writing, Photo –presentation.

#### **Books for Reference:**

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elmer Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets –Hennessey
5. Before My Eyes: Film Criticism and Comment –Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing
7. Freelancing – R K Murthy
8. Suddiyashte Alla – Niranjana Vanalli



## **GE- 1 Media and Society**

- I. Role the media in democracy and the effect of political, economic, cultural and technological factors on the operation of the media.
- II. Censorship and government control, media and conflict.
- III. Media diversity and pluralism, issues of social class, poverty, development, and public health, advertising, and trends such as celebrity journalism and –infotainment
- IV. The effect of news coverage on the public, and the ways in which governments exercise power and communicate through the media.

### **Books for references:**

1. Media and culture an introduction to mass communication – Richard Campbell.
2. Mass media issues analysis and debate – George Oddman.
3. Media and Democracy in Asia – An AMIC compilation, 2000.
4. Dynamics of mass communication: Media in Transition – Joseph Dominick
5. Conflict sensitive journalism – Ross Howard
6. Media power in politics - Graber, Doris.1980.
7. Media and Society – Arthur AsaBerger
8. Media and Society: challenges and opportunities – Edited b y Vir Bala Aggarwal



## **VI Semester**

### **DSE-1B Advertising and Public Relations**

- I Advertising: Meaning, nature, scope – origin and development of advertising – types of advertising – Role of advertising in society – Advertisement and Ethics
- II Advertising agencies – structure and functions – copy writing – visualization
- III Public Relations: Meaning, Nature and Scope – qualifications of a Public Relations Officer – Role and responsibilities in an organization – difference between Publicity, Public opinion, Propaganda and Public Relations;
- IV Public Relations Tools – House Journals; Content and Types – Corporate Communication – Professional Bodies of PR

#### **Books for references:**

1. Advertising, principles and practice - William Wells.
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising media planning – Sisson Z .Jack and Lincoln Bumba
5. Brand positioning: strategies for corporate advantage – Subroto Sengupta, Tata Mc Graw Hill.
6. Advertising principles and practice – Chunawala and Sethia
7. Public Relations – Edward L .Bernays
8. Strategic Planning for Public Relations – Ronald D.Smith
9. Mr. Lee's Publicity Book: A Citizen's Guide to Public Relations – Ivy Lee



## **DSE-2B Introduction to Electronic Media**

- I History of radio – Evolution and development of radio in India. AM and FM Radio, Educational radio, Farm radio and principles of writing for radio.
- II History of Television – Development of television in India – Advent of Private channels, Cable and Satellite TV; Television as an educational Medium; TV program formats – Basic production techniques- Writing for TV
- III Brief history of Indian Cinema – Kannada Cinema – Recent trends – Process of Film Censorship –CBFC-NFDC
- IV Writing for Radio, TV and Film Production – Principles and Techniques. Radio Jockey and TV anchoring – Qualities, language, skills.

### **Books for Reference:**

1. Broadcasting and the people \_ MehraMasani
2. Writing for TV and radio - RobertHellard.
3. Modern radio production – O'Donnell Lewis B., Philip Benoit andCarl.Hausman
4. A guide to scripting for TV, Radio and Film – Ronaldwolfe.
5. A guide to scripting for TV, Radio and Film – Ronaldwolfe.
6. Techniques to TV Production – Rudy Bretz (McGrawHill)
7. Video Production Handbook – Miller (Focal Press)
8. Techniques of TV Production – GeraldMillerson
9. TV Production Handbook – H Zettel
10. Audio – Visual Journalism – B NAhuja
11. Radio and guide to broadcasting techniques –Evans



### **DSE-3B Online Media**

- I. Introduction to Computers – Hardware and Operations – Computer and Newspaper Production – Reporting, Editing, Pagination and Printing.
- II. Software for Newspaper Production, Internet – DTP, PageMaker, Ventura, Baraha, Srilipi, Unicode.
- III. Web Journalism – Nature, Scope, Techniques of Web Writing, Illustrations and Web Designing, Language, Presentation and Multimedia. Web Glossary, Laws and Ethics related to Cyber Medium
- IV. Online Journalism- Writing for the web- Blogging – Blogging software and Technique - The Public Sphere in the Internet Era- Citizen Journalism- Cyber Laws of India- Code of Ethics in Web Media.

#### **Practical Component:**

### **Books for Reference:**

- 1. Producing for the Web (Media Skills)- Jason Whittaker,2000.
- 2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – Timothy Garrand.
- 3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – Stephen Pite.
- 4. Absolute beginner's guide to computer basics- Michael Miller.
- 5. Discovering Computers 2007: A Gateway to Information, Complete – Gary B. Shelly, Thomas J. Cashman and Misty E. Vermaat.
- 6. Clear Blogging: How People blogging are changing the world and how you can jointhem – Bob Walsh.
- 7. Hands on guide to video blogging and podcasting – Damien Stolarz.
- 8. Journalism and New Media – John V.Pavlik.
- 9. 21<sup>st</sup> century journalism – a practical guide – Andras Nyiro and others..
- 10. The Idea of Public Journalism – Theodore L. Glasser



## **GE -2 Intercultural Communication**

- I. Culture: Definition, Culture as a Social Institution – Value Systems; Primary & Secondary, Eastern & Western perspectives.
- II. Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication.
- III. Modern Mass Media as Vehicles of Inter-Cultural Communication
- IV. Impact of New-Technologies on Culture

### **Book for Reference:**

- 1. Culture & Communication – A World View - K S Sitaram
- 2. Hand of Inter-Cultural Communication -Asante
- 3. An Outlines of Indian Philosophy -Hiriyanna
- 4. Culture, Communication & Social Change - PJoshi
- 5. The Effects of Mass Communication – Joseph Klapper
- 6. Mass Culture, Language & Arts in India - M L Apte
- 7. Media, Culture & Communication – S Banerjee
- 8. Media, Culture & Society – A Critical Reader – R Collins
- 9. Folk Music & Mass Media – Shayam Parmer



## **Syllabus for Practical**

### **DSC – 1C Core Reporting**

1. Rural Reporting
2. Human Interest Story
3. One Personality Interview
4. Crime Reporting

### **DSC – 1D Core Editing**

1. One editorial write up
2. One Letter to the Editor
3. One Translation
4. Headlines
5. Select or shoot a photograph & caption it.

### **DSE – 3A Freelancing & Feature Writing**

1. Personality Feature
2. Heritage/Historical Feature
3. Environmental Story
4. Human Rights Issues

### **DSE – 3B Online Media**

1. Create a blog account & contribute
2. Create a social media account & voice your opinion.
3. Analyse any one online newspaper of your choice.
4. Citizen reporting via online app.



**Pattern of Examination – Distribution of Marks**

Semester	Course Code	Course Title	Total Marks	Theory	Practical	IA
I	DSC-1A <b>Core</b>	Introduction to Communication	100	80	-	20
II	DSC-1B <b>Core</b>	Applied Journalism	100	80	-	20
III	DSC-1C <b>Core</b>	Reporting	100	60	20	20
IV	DSC-1D <b>Core</b>	Editing	100	60	20	20
V	DSE-1A	Media Law and Ethics	100	80	-	20
	DSE-2 A	Media Management	100	80	-	20
	DSE-3 A	Freelancing & Feature writing	100	60	20	20
	GE- 1	Media and Society	50	40	-	10
VI	DSE-1B	Advertising and Public Relations	100	80	-	20
	DSE-2B	Introduction to Electronic Media	100	80	-	20
	DSE-3B	Online Media	100	60	20	20
	GE -2	Intercultural Communication	50	40	-	10



**Format of Examination Paper**

**Theory Papers – Total Marks - 80**

**Part A**

10 Questions of 2 Marks Each =20

**Part B**

4 Questions of 5 Marks Each =20

**Part C**

4 Questions of 10 Marks Each =40

**Theory Papers – Total Marks - 60**

**Part A**

5 Questions of 2 Marks Each =10

**Part B**

4 Questions of 5 Marks Each =20

**Part C**

3 Questions of 10 Marks Each =30

**Theory Papers – Total Marks - 50**

**PartA**

5 Questions of 2 Marks Each =10

**Part B**

4 Questions of 5 Marks Each =20

**Part C**

2 Questions of 10 Marks Each =20

**Practical Paper – Total Marks –20**

4 Questions of 5 Marks each = 20



## **Guidelines**

1. Colleges must show practical and tutorial classes in the time table.
2. In practical / tutorial class make batches of 20 students each.
3. In paper having credits for practicals, end semester examination in practicals like theory is mandatory.
4. BoE has to set papers for practical examination based on practical syllabus.
5. Establishment of computer lab and AV Studio with Journalism related software in the college is mandatory.

**Prof. N. Usha Rani**

**Dean – Faculty of Arts**

**Chairman – BoS**

**Journalism &**

**Mass Communication**



## **ANNEXURE II**

### **Department of Journalism and Mass Communication**

#### **Modification of Syllabus 2020-21**

#### **CBCS Syllabus for BA in Journalism and Mass Communication**

**Course: B.A.**

**Subject: Journalism & Mass Communication**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>P(hrs)</b>
I	DSC-1A Core	Introduction to Communication	6	4	0	2	4
II	DSC-1B Core	Applied Journalism	6	4	0	2	4
III	DSC-1C Core	Reporting	6	4	0	2	4
IV	DSC-1D Core	Editing	6	4	0	2	4
V	DSE-1A	Media Law and Ethics	6	4	0	2	4
	DSE-2 A	Media Management	6	4	0	2	4
	DSE-3 A	Freelancing & Feature writing	6	4	0	2	4
	GE- 1	Media and Society	2	2	0	0	0
VI	DSE-1B	Advertising and Public Relations	6	4	0	2	4
	DSE-2B	Introduction to Electronic Media	6	4	0	2	4
	DSE-3B	Online Media	6	4	0	2	4
	GE -2	Intercultural Communication	2	2	0	0	0



## **I Semester**

### **DSC-1A - Introduction to Communication**

- I** Concept of Communication: Nature and scope of communication, functions and significance of communication, Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication, Process of communication.
- II** Mass communication – Definition, nature, scope, functions. Mass Media—TV, Radio, Newspapers, magazines, and Internet, Mass media and society- Role of communication in cultural promotion, social transformation and national development.
- III** Communication Skills: Oral and written communication skills. Art of public speaking-- personal letters and business letters
- IV** Communication models: Aristotle Model, SMCR model, Lasswell model, Osgood model and Schramm model.

### **Practical Component:**

**Practical Record – 40, Practical Exam – 40; Total - 80**

- a) Public speaking/ Group Discussion
- c) Interview two news worthy personalities
- d) Prepare your own CV
- e) Two Business Letters
- f) Two Personal Letters

### **Books for Reference:**

- |     |  |                          |
|-----|--|--------------------------|
| 1.  | Theories of Mass Communication                 | Daniel Learner           |
| 2.  | Understanding Media                            | Marshall McLuhan         |
| 3.  | Passing of the traditional Society             | Daniel Lerner            |
| 4.  | Communication and Development                  | Everet M. Rogers         |
| 5.  | Mass Media and National Development            | Wilbur Schramm           |
| 6.  | Mass Communication                             | Uma Nurulla              |
| 7.  | Development Communication                      | Uma Nurulla              |
| 8.  | Samoocha Madyamagalu                           | B.S.Chandrashekar        |
| 9.  | Hand Book of Journalism and Mass Communication | Virbala Aggarwal/VSGupta |
| 10. | Mass Communication                             | Wilbur Schramm           |
| 11. | Communication Models                           | Denis Mcquail            |
| 12. | Theories of MC                                 | Melvin Defleur           |



## **II Semester**

### **DSC-1B - Applied Journalism**

- I** Journalism: Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies.
- II** History of Journalism in India with special reference to James Augustus Hickey, Raja Rammohan Roy, B.G.Horniman, James Silk Buckingham, B.G.Tilak, M.K.Gandhi; Kannada Press – Origin and growth, Stalwarts of Kannada Journalism – M. Venkatakrishnaiah, DVG, Mohare Hanumantha Rao, Post Independent India
- III** Qualifications, Duties and Responsibilities of Journalists, Principles of Journalism. Journalism and democracy, Theories of press
- IV** Journalism as profession, Career opportunities, Professional Ethics. Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism and Folk Media.

#### **Practical Component:**

##### **Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Comparative analysis of a news story from 2 different newspapers.
- b) Comparative analysis of any 2 magazines.
- c) News Writing based on a Press Release.
- d) One write up on Environmental journalism.
- e) Being a Citizen Journalist, prepare a story.

#### **Books for Reference:**

- |   |                     |
|---|---------------------|
| 1. Professional Journalism                  | M V Kamath          |
| 2. Theory and Practice of Journalism        | B N Ahuja           |
| 3. Mass Communication & Journalism in India | Keval J Kumar       |
| 4. Adhunik Bharathiya Parthikodhaya         | Shree L Bhandarkar  |
| 5. Professional Journalist                  | John Hohenberg      |
| 6. Mass Communication & Journalism in India | Mehta               |
| 7. Eradu Dadagala Nadhuve                   | Niranjana Vanalli   |
| 8. Pathrikodyama                            | Ranganath Rao       |
| 9. History of Indian Journalism             | S Natarajan         |
| 10. Indian Journalism                       | Nadig Krishnamurthy |
| 11. Journalism in India                     | R.Parthasarathy     |



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|-----|--|----------------------------|
| 12. | New History of Indian Journalism             | G N S Raghavan             |
| 13. | History of Press, Press Laws & Communication | B N Ahuja                  |
| 14. | Karnataka Pathrika Ithihasa Vol1,2,3         | Karnataka Pathrika Academy |
| 15. | Indian Journalism                            | K M Srivastava             |



### **III Semester**

#### **DSC-1C - Core Reporting**

- I** Concept of News: Concept of news, elements of news, sources of news, Structure of news, 5 Ws & 1H, presentation of a report, Lead and types of lead, Qualities of a Reporter.
- II** Reporting: Qualifications and responsibilities of a reporter, techniques of news gathering – interview, media conference, press release, field work and observation.
- III** Writing Styles: journalistic writing and Technical writing, Art of Interview-preparation, method, writing Interview stories; Reviews, Types of reviews – Film, Theatre, Book.
- IV** Types of Reporting: Covering Beats: Politics, Speech, Crime, Accident, sports, Legislative, Education, Local Self Governments, Mofussil News, investigative reporting, legislature reporting, interview stories.

#### **Practical Component:**

#### **Practical Record – 40, Practical Exam – 40; Total – 80**

- a) One Rural Report
- b) One Human Interest Story
- c) One Crime report
- d) One Book Review
- e) Attend a press conference and prepare a report of the same. Include a photograph.

#### **Books for Reference**

- |                                |                          |
|--------------------------------|--------------------------|
| 1. News Reporting              | B N Ahuja & SS Chhabra   |
| 2. News Reporting & Editing    | K M Shrivastava          |
| 3. News Writing and Reporting  | M Neal & Suzanne S Brown |
| 4. Here is the news            | Rangaswamy Parthasarathy |
| 5. Journalists Handbook        | M V Kamath               |
| 6. Professional Journalism     | John Hohenberg           |
| 7. Professional Journalism     | M V Kamath               |
| 8. Informing the People        | C H Brown                |
| 9. Suddiashte Alla             | Niranjana Vanalli        |
| 10. Headline Writing           | Sunil Saxena             |
| 11. News Writing and Reporting | Neal James               |



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|-----|--------------------------|--------------------------------|
| 12. | Basic News Writing       | Melvin                         |
| 13. | Technical Report Writing | Pauley Steve&Richordan(Daniel) |
| 14. | Varadhigarike            | Karnataka Pathrika Academy     |
| 15. | Varadhigarike            | K.J.Joseph                     |



**IV Semester**  
**DSC-1D Core Editing**

- I** Editing Techniques: Concept of Editing, Organization structure of a newspaper, anatomy of news room, editorial staff members, Functions, Significance of editing; Principles of editing, rewriting, and editorial writing.
- II** Editorial page: Editorial: significance and types – op-ed page, Letters to the Editor, Resident editor / Chief of Bureau; Headlines- functions and types
- III** Newspaper Design: Concept of newspaper design, need for newspaper design, principles of designing, style sheet, designing software. Front page Design, sports page design, pagination, photo editing and caption writing.
- IV** Translation: Meaning, principles, techniques and types.

**Practical Component:**

**Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Two editorial write-ups.
- b) One letter to the editor to be published in any newspaper/web portal.
- c) Two translations of news stories.
- d) Five different headlines
- e) Select or shoot 5 photographs and caption them.

**Books for Reference:**

- |     |                                    |                              |
|-----|------------------------------------|------------------------------|
| 1.  | The Art of Editing                 | P.K.Baskette and Jiz Sissors |
| 2.  | News Editing                       | Bruce Westley                |
| 3.  | News Headlines                     | Harold Evans                 |
| 4.  | Newspaper Design                   | Harold Evans                 |
| 5.  | The Sub Editor's companion         | Michael Hides                |
| 6.  | News reporting &Editing            | K M Srivastava               |
| 7.  | Elements of newspaper design       | Ames                         |
| 8.  | Simple Sub's Book                  | Lealie Sellers               |
| 9.  | Newspaper Design                   | Harold Evans                 |
| 10. | Editing – A Handbook of Journalism | TJS George                   |
| 11. | Patrika Bhashe                     | Padmaraja Dandavathe         |
| 12. | Bhashanthara Kale                  | Pradhan Gurudutt             |
| 13. | Niyata Kalika Sampadane            | Niranjana Vanalli            |
| 14. | Suddi Sampadane                    | Dr. K.J. Joseph              |



**V Semester**  
**DSE-1A Media Law and Ethics**

- I. Concept of Freedom of Speech, Press during Emergency of 1975, Press freedom in Indian Constitution – Article 19 (1)(a ), Article 19 (2). Case studies.
- II. Defamation : Libel and Slander, Contempt of Court – Civil and Criminal; Censorship, Sedition, Obscenity, Law of Parliamentary Privileges. Case studies
- III. Right to Information, The Official Secrets Act 1923, The Copyright Act, Working Journalist Act, Cyber Laws –case studies, Rules of Newspaper Registration. Press Commission Reports – I and II Press Commission, Press Council – Structure, Functions and Significance.
- IV. Code of Ethics – Reporting, Editing, Broadcasting, case studies

**Practical Component:**

**Practical Record – 40, Practical Exam – 40; Total – 80**

- a) File an RTI application and produce an acknowledgement.
- b) Compile 5 recent cases of Freedom of Speech and Expression related to media.
- c) Compile 5 cases of Defamation involving media.
- d) Compile 5 cases of Obscenity related to media.
- e) Practical exam consists of students making oral presentation of the above case studies compiled.

**Books for Reference:**

1. Laws of the press in India – Durga Das Basu
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – AN Grover
5. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
6. Mass Media and Freedom of Press in India – K S Padhy
7. The Press Council – T N Trekha
8. Journalism: Ethics, codes and the Law – Someshwara Rao B.
9. Reports of First and Second Press Commission
10. Lakshamana Rekha – N.S.Ashok Kumar
11. Patrika Kanunu – Arjun Deva
12. Madhyama Nirvahane Mattu Madhyama Kanunu –K.J.Joseph



## **DSE-2 A Media Management**

- I. Organization Setup of a Newspaper/ Radio / Television. Managing electronic media – Organizational structure of private radio and TV channels, Akashvani and Doordarshan.
- II. Newspaper Registration, Types of Ownership Patterns and Operation, Merits and Demerits – Small Newspaper – Problems and Prospects.
- III. Factors Affecting Newspaper Production – Newspaper Economics: Finance, Revenue, Expenditure, Raw Materials, Purchase of Machinery.
- IV. Circulation, Management, Promotion and Problems of Circulation.

### **Practical Component:**

#### **Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Prepare a proposal to start a newspaper.
- b) Make a comparative study of two newspapers with different ownership patterns.
- c) Make a comparative study of the program pattern of a Private Radio Station & Akashvani
- d) Make a comparative study between Doordarshan & a Private TV Channel with respect to news presentation.
- e) Visit a newspaper plant and prepare a report on it.

### **Books for Reference:**

1. Newspaper Management in the New Multi-Media Age – Mehre
2. Managing Electronic Media – Czech Beckerman
3. Newspaper Organization and Management – Herbert Lee Williams
4. Electronic Media Management – Mocavatt and Pringle
5. Media and Communication Management – C R Rayudu
6. Management Principles and Practice – S B Banerjee
7. Management: An Integrated Approach – Edited by R S Dwivedi, Nahal Publishing House
8. Management Principles and Practice – Dalton E Mac Forland
9. Communication and Management – Nataraja Kumar, Gyan Publishing House



### **DSE-3 A Freelancing & Feature writing**

- I. Feature: Definition and Characteristics – Structure of a Feature – Types of Feature.
- II. Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Feature Syndicates. Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.
- III. Freelancing – Illustrations – Illustrating the write-ups with photographs, drawings, maps, caricatures. Channels of News Pictures – viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer,
- IV. Photo Journalism: Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers: Selection, Criteria for News Photographs –Photo Editing, Caption Writing, Photo –presentation.

#### **Practical Component:**

**Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Personality Feature
- b) Heritage or Historical Feature
- c) Collect 5 write-ups of your favorite columnist.
- d) Collect 5 news photographs of a photo journalist.
- e) Shoot and prepare a photo feature consisting of minimum 15 photographs.

#### **Books for Reference:**

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elmer Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets –Hennessey
5. Before My Eyes: Film Criticism and Comment –Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing
7. Freelancing – R K Murthy
8. Suddiyashte Alla – Niranjana Vanalli



## **GE- 1 Media and Society**

- I. Role the media in democracy and the effect of political, economic, cultural and technological factors on the operation of the media.
- II. Censorship and government control, media and conflict.
- III. Media diversity and pluralism, issues of social class, poverty, development, and public health, advertising, and trends such as celebrity journalism and -infotainmentll.
- IV. The effect of news coverage on the public, and the ways in which governments exercise power and communicate through the media.

### **Books for references:**

1. Media and culture an introduction to mass communication – Richard Campbell.
2. Mass media issues analysis and debate – George Oddman.
3. Media and Democracy in Asia – An AMIC compilation, 2000.
4. Dynamics of mass communication: Media in Transition – Joseph Dominick
5. Conflict sensitive journalism – Ross Howard
6. Media power in politics - Graber, Doris.1980.
7. Media and Society – Arthur AsaBerger
8. Media and Society: challenges and opportunities – Edited b y Vir Bala Aggarwal



## **VI Semester**

### **DSE-1B Advertising and Public Relations**

- I Advertising: Meaning, nature, scope – origin and development of advertising – types of advertising – Role of advertising in society – Advertisement and Ethics
- II Advertising agencies – structure and functions – copy writing – visualization
- III Public Relations: Meaning, Nature and Scope – qualifications of a Public Relations Officer  
– Role and responsibilities in an organization – difference between Publicity, Public opinion, Propaganda and Public Relations;
- IV Public Relations Tools – House Journals; Content and Types – Corporate Communication  
– Professional Bodies of PR

#### **Practical Component:**

#### **Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Prepare a Classified Ad
- b) Prepare a Display Ad ( Product & Service)
- c) Prepare a poster carrying a social message.
- d) Prepare a press invite for a program being organized by your college.
- e) Prepare a brochure for the program mentioned in component (d).

#### **Books for references:**

- 1. Advertising, principles and practice - William Wells.
- 2. Advertising Procedure – Otto Kleppner
- 3. Ogilvy in Advertising – David Ogilvy
- 4. Advertising media planning – Sisson Z .Jack and Lincoln Bumba
- 5. Brand positioning: strategies for corporate advantage – Subroto Sengupta, Tata Mc Graw Hill.
- 6. Advertising principles and practice – Chunawala and Sethia
- 7. Public Relations – Edward L .Bernays
- 8. Strategic Planning for Public Relations – Ronald D.Smith
- 9. Mr. Lee's Publicity Book: A Citizen's Guide to Public Relations – Ivy Lee



## **DSE-2B Introduction to Electronic Media**

- I History of radio – Evolution and development of radio in India. AM and FM Radio, Educational radio, Farm radio and principles of writing for radio.
- II History of Television – Development of television in India – Advent of Private channels, Cable and Satellite TV; Television as an educational Medium; TV program formats – Basic production techniques- Writing for TV
- III Brief history of Indian Cinema – Kannada Cinema – Recent trends – Process of Film Censorship –CBFC-NFDC
- IV Writing for Radio, TV and Film Production – Principles and Techniques. Radio Jockey and TV anchoring – Qualities, language, skills.

### **Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Prepare a radio script for a PSA & record it.
- b) Write a Film Review.
- c) Prepare a script for TV News Bulletin.
- d) Review your favorite program on Akashvani.
- e) Record a program as an RJ.

### **Books for Reference:**

- 1. Broadcasting and the people \_ MehraMasani
- 2. Writing for TV and radio - RobertHellard.
- 3. Modern radio production – O'Donnell Lewis B., Philip Benoit andCarl.Hausman
- 4. A guide to scripting for TV, Radio and Film – Ronaldwolfe.
- 5. A guide to scripting for TV, Radio and Film – Ronaldwolfe.
- 6. Techniques to TV Production – Rudy Bretz (McGrawHill)
- 7. Video Production Handbook – Miller (Focal Press)
- 8. Techniques of TV Production – GeraldMillerson
- 9. TV Production Handbook – H Zettel
- 10. Audio – Visual Journalism – B NAhuja
- 11. Radio and guide to broadcasting techniques –Evans



### **DSE-3B Online Media**

- I. Introduction to Computers – Hardware and Operations – Computer and Newspaper Production – Reporting, Editing, Pagination and Printing.
- II. Software for Newspaper Production, Internet – DTP, PageMaker, Ventura, Baraha, Srilipi, Unicode.
- III. Web Journalism – Nature, Scope, Techniques of Web Writing, Illustrations and Web Designing, Language, Presentation and Multimedia. Web Glossary, Laws and Ethics related to Cyber Medium
- IV. Online Journalism- Writing for the web- Blogging – Blogging software and Technique - The Public Sphere in the Internet Era- Citizen Journalism- Cyber Laws of India- Code of Ethics in Web Media.

### **Practical Component:**

**Practical Record – 40, Practical Exam – 40; Total – 80**

- a) Create a blog account and contribute 3 write-ups.
- b) Create a social media account and voice your opinion on three latest issues.
- c) Compare any 2 news web portals of your choice.
- d) Citizen Reporting via online app.
- e) Prepare a report on any violation of cyber laws in the recent times.

### **Books for Reference:**

- 1. Producing for the Web (Media Skills)- Jason Whittaker, 2000.
- 2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – Timothy Garrand.
- 3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – Stephen Pite.
- 4. Absolute beginner's guide to computer basics- Michael Miller.
- 5. Discovering Computers 2007: A Gateway to Information, Complete – Gary B. Shelly, Thomas J. Cashman and Misty E. Vermaat.
- 6. Clear Blogging: How People blogging are changing the world and how you can join them- Bob Walsh.
- 7. Hands on guide to video blogging and podcasting – Damien Stolarz.
- 8. Journalism and New Media – John V. Pavlik.
- 9. 21<sup>st</sup> century journalism – a practical guide – Andras Nyiro and others..
- 10. The Idea of Public Journalism – Theodore L. Glasser



## **GE -2 Intercultural Communication**

- I. Culture: Definition, Culture as a Social Institution – Value Systems; Primary & Secondary, Eastern & Western perspectives.
- II. Inter-Cultural Communication – Definition, Process, Philosophical & Functional Dimensions – Cultural Symbols in Verbal & Non-Verbal Communication.
- III. Modern Mass Media as Vehicles of Inter-Cultural Communication
- IV. Impact of New-Technologies on Culture

### **Book for Reference:**

- 1. Culture & Communication – A World View - K S Sitaram
- 2. Hand of Inter-Cultural Communication -Asante
- 3. An Outlines of Indian Philosophy -Hiriyanna
- 4. Culture, Communication & Social Change - P Joshi
- 5. The Effects of Mass Communication – Joseph Klapper
- 6. Mass Culture, Language & Arts in India - M L Apte
- 7. Media, Culture & Communication – S Banerjee
- 8. Media, Culture & Society – A Critical Reader – R Collins
- 9. Folk Music & Mass Media – Shyam Parmer



### **Pattern of Examination – Distribution of Marks**

Semester	Course Code	Course Title	Total Marks	Theory	Practical	IA
I	DSC-1A <b>Core</b>	Introduction to Communication	100	80	80	20
II	DSC-1B <b>Core</b>	Applied Journalism	100	80	80	20
III	DSC-1C <b>Core</b>	Reporting	100	80	80	20
IV	DSC-1D <b>Core</b>	Editing	100	80	80	20
V	DSE-1A	Media Law and Ethics	100	80	80	20
	DSE-2 A	Media Management	100	80	80	20
	DSE-3 A	Freelancing & Feature writing	100	80	80	20
	GE- 1	Media and Society	50	40	-	10
VI	DSE-1B	Advertising and Public Relations	100	80	80	20
	DSE-2B	Introduction to Electronic Media	100	80	80	20
	DSE-3B	Online Media	100	80	80	20
	GE -2	Intercultural Communication	50	40	-	10

### **Format of Examination Paper**

### **Theory Papers – Total Marks - 80**

#### **Part A**

10 Questions of 2 Marks Each =20

#### **Part B**

4 Questions of 15 Marks Each with internal choice =60

### **G E paper**

### **Theory Papers – Total Marks - 40**

#### **Part A**

5 Questions of 2 Marks Each =10



## **Part B**

2 Questions of 15 Marks Each =30

## **Practical Paper – Total Marks –40**

4 Questions of 10 Marks each = 40

## **Guidelines**

1. Colleges must show practical classes in the time table.
2. In practical classes, making batches is compulsory as per government norms.
3. In semesters V & VI, in case of a college having more than 15 students, they should be given the option of choosing the next elective in the DSE list.
4. BoE has to set papers for practical examination based on practical syllabus.
5. Establishment of computer lab and AV Studio with Journalism related software in the college is mandatory.

**Prof. C K Puttaswamy**

**Chairman – BoS**

**Journalism &**

**Mass Communication**