

Telephone No. 2419677/2419361  
Fax: 0821-2419363/2419301

e-mail : registrar@uni-mysore.ac.in  
[www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)



**VishwavidyanilayaKaryasoudha**  
**Crawford Hall, Mysuru- 570 005**  
Dated: 15<sup>th</sup> June 2018

No.AC6/32/2018-19

**NOTIFICATION**

Sub: Revision of Journalism and Mass Communication (UG) Syllabus and Scheme of Examination as per CBCS Pattern from the academic year 2018-19.

Ref: 1. Decision of the Board of Studies in Journalism and Mass Communication (CB) held on 03-03-2018.  
2. Decision of the Faculty of Arts Meeting held on 20-04- 2018.  
3. Decision of the Deans committee Meeting held on 22.05.2018.

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The Board of Studies in Journalism and Mass Communication (CB) which met on 03<sup>rd</sup> March 2018 has recommended to revise the Journalism and Mass Communication (UG) Syllabus and Scheme of Examination as per CBCS Pattern from the academic year 2018-19.

The Faculty of Arts and the Deans Committee held on 20-04-2018 and 22.05.2018 respectively have approved the above said proposal with pending ratification of Academic Council and the same is hereby notified.

The contents may be downloaded from the University Website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

*M. Y. S. S. S.*  
Deputy Registrar (Academic)

**Draft Approved by the Registrar**

**To:**

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Arts, Department of Studies in English, Manasagangotri, Mysuru.
3. The Chairman, Department of Studies in Journalism and Mass Communication, Manasagangotri, Mysuru.
4. The Chairman, Board of Studies in Journalism and Mass Communication (CB) Manasagangotri, Mysuru.
5. The Principal, Maharaja College, University of Mysore, Mysuru.
6. All the Principals of Affiliated College running Journalism and Mass Communication Graduate Programme.
7. The Director, College Development Council, MoulyaBhavan, Manasagangotri, Mysuru.
8. The Deputy Registrar/Assistant Registrar/Superintendent, AB and EB, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

Appendix- 1  
**CBCS Syllabus for BA in Journalism and Mass Communication**

**Programme: B.A.**

**Subject: Journalism & Mass Communication**

Semester	Course Code	Course Title	Credits	L	T	P
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 Core - 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	Danial Lerner
4.	Communication and Development	EveretM.Rogers
5.	Mass Media and National Development	Wilbur Schramm
6.	Mass Communication	Uma Nurulla
7.	Development Communication	Uma Nurulla
8.	SamooahaMadyamagalu	B.S.Chandrashekar
9.	Hand Book of Journalism and Mass Communication	VirBalaAggarwal /VSGupta
10.	Mass Communciation	Wilbur Schramm
11.	Communication Models	Denis Mcquail
12.	Theories of MC	Melvin Defleur

## **II Semester**

### **DSC-1B Core 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.	Adhunika Bharathiya Parthrikodhyma	Shree L Bhandarkar
5.	Professional Journalist	John Hohenberg
6.	Mass Communication & Journalism in India	Mehta
7.	Eradu Dadagala Nadhuve	NiranjanVanalli
8.	Pathrikodyama	RanganathRao
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 PathrikaIthihasaVol 1,2,3                            | Karnataka Pathrika Academy |
| 15. | Indian Journalism  | K M Srivastava             |
| 16. | ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ - ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ.                        |                            |
| 17. | ಕರ್ನಾಟಕ ಪತ್ರಿಕೆ ಇತಿಹಾಸ (ಎಲ್ಲಾ ಸಂಪುಟಗಳು) - ವಿವಿಧ ಲೇಖಕರು         |                            |
| 18. | ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ - ಡಾ. ನ. ಪೂರ್ಣಿಮಾ |                            |
| 19. | ಹೊಸಗನ್ನಡದ ಅರುಣೋದಯ - ಡಾ. ಶ್ರೀನಿವಾಸ ಹಾವನೂರು                      |                            |
| 20. | ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಇತಿಹಾಸ - ಗೋಪಾಲರಾವ್ ಎಚ್.ಎಸ್.                     |                            |
| 21. | ಸಂವಹನ ಮಾಧ್ಯಮಗಳು - ಬಿ.ಎಸ್. ಚಂದ್ರಶೇಖರ                            |                            |

### 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& S Schhabra              |
| 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            | NiranjanaVanalli                   |
| 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 JizSissors |
| 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**

1. 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 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;

**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 Elme Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets – hennessy
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 – Jeorge 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 Asa Berger
- 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 references:**

1. Radio and guide to broadcasting techniques – Evans
2. Broadcasting and the people \_ Mehra Masani
3. Writing for TV and radio - Robert Hellard.
4. Modern radio production – O’Donnell Lewis B., Philip Benoit and Carl.Hausman
5. A guide to scripting for TV, Radio and Film – Ronald wolfe.
6. A guide to scripting for TV, Radio and Film – Ronald wolfe.
7. Techniques to TV Production – Rudy Bretz (McGraw Hill)
8. Video Production Handbook – Miller (Focal Press)
9. Techniques of TV Production – Gerald Millerson
10. TV Production Handbook – H Zettel
11. Audio – Visual Journalism – B N Ahuja
12. ಸಿನಿಮಾ ಗಿರೀಶ್ ಕಾಸರವಳ್ಳಿ
13. ಸಿನಿಮಾದ ಯಂತ್ರ ಭಾಷೆ ಕೆ ವಿ ಸುಬ್ಬಣ್ಣ
14. ಸಿನಿಮಾದ ದೂರ ಚಿತ್ರ ಸಮೀಪ ಚಿತ್ರಗಳು ಕೆ ವಿ ಸುಬ್ಬಣ್ಣ

### **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.

**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, Easter & 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 - Hiriyananna
4. Culture, Communication & Social Change - P Joshi
5. The Effects if 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 Practicals**

### **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 and caption it.

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

1. Personality Feature
2. Heritage or Historical Feature.
3. Environmental Story
4. Human Rights issue

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

1. Create a blog account and contribute

2. Create a social media account and voice your opinion.
3. Analyse any one online Newspaper if 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**

Part A

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 timetable.
2. In practical /tutorial class make batches of 20 students each.
3. In papers having credits for practicals, End Semester Examination in Practical 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**