

Bangalore University Journalism Syllabus for the BA Triple Main Courses

Course Structure

Journalism course is a part of the four BA Triple Main Combinations (JPEng, JPCs, JPol Eng, and HTJ), and consists of eight subject titles stretching across all the six semesters of the Undergraduate Programs

Semester wise Subject Allocation

First Semester	Paper 1.1: Introduction to Mass Communication
Second Semester	Paper 2.2: Fundamentals of Journalism
Third Semester	Paper 3.3: Media Laws and Ethics.
Fourth Semester	Paper 4.4: Basic Audio-Visual Media.
Fifth Semester	Paper 5.5: Reporting Methods
	Paper 5.6: Editing Techniques
Sixth Semester	Paper 6.7: Media Management
	Paper 6.8: Advertising & Public Relations

SYALLABUS

I SEMESTER

Paper 1.1

INTRODUCTION TO MASS COMMUNICATION

MAX MARRKS 100 (Theory 90 + Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication.

UNIT II

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types.

UNIT III

Basic models of Communication -Linear, Non-linear models. Glossary of Journalism and Communication.

UNIT IV

Media for Mass Communication: Print media, Electronic media- Radio, Televjson, Oral, Traditionaland Folk media.

Books for Reference:

1. DAVID SERLO The Process of Communication.
2. EMERY & OTHERS Introduction to Mass Communication.
3. WILBUR SCHRAM Mass Communication
4. KEVAL J KUMAR Mass Communication in India.
5. RIVERS W L Mass Media.
6. FEDLER F Introduction to Mass Media.
7. BITNER J Mass Communication- An introduction. 8. SUBIR GHOSH Communication in India.

II Semester
Paper 2.2

FUNDAMENTALS OF JOURNALISM

MAX MARKS 100 (Theory 90 + Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Definition of Journalism: Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism.

UNIT II

Kinds of Journalism- Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism.

UNIT III

Press in India: A brief review of the evolution of Indian Press- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman.

UNIT IV Kannada Journalism: Origin, growth and development of Journalism in Karnataka. Major Newspapers of Karnataka. Recent Trends,

UNIT V

Review of Newspaper and Periodical Contents. Photo-Journalism. Uses of Cartoons, Comic strips. News Agencies. Professional Press Organizations.

Books for reference:

1. RIVERS W.L Mass Media.
2. FRASER BOND Introduction to Journalism.
3. MEHTA. D.S Mass Communication and Journalism in India.
4. NADIG KRSHNAMURTHY Indian Journalism
5. PARTHA SARA THY R Journalism in India.
6. CHALPATHY RAU M The Press.
7. AHUJA B.N The Theory and Practice of Journalism
8. GUNDAPPA O V Vritta Patrikegalu.

SEMESTER III

Paper- 3.3

MEIDA LAWS AND INDIAN CONSTITUTION.

MAX MARRKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

UNIT II

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article19(2).

UNIT III

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

UNIT IV

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

UNIT V

Press Council of India, Press Commissions of India.

Books for References:

- 1.DURGADAS BASU Laws of the Press in India
- 2.RA YUDU C S Communication Laws.
- 3.UMRIGAR O M Journalist and the Law.
- 4.PII The Law and the Press.
- 5.DURGADAS BASU Indian Constitution,6.S0MESWARA RAO B Journalism: Ethics, Codes and The law.
- 7.RADHAKSRISHNAMURTHY B Indian Press Laws.
- 8.REPORTS 1) First Press Commission Report.
2) Second Press Commission Report.
3) Press Council Act

SEMESTER IV

Paper 4.4

BASIC AUDIO,VISUAL MEDIA.

MAX MARKS 100 (Theory 90+Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Brief history of Radio, Evolution of Radio in India. Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.

UNIT II

Impact of Radio on Society: Developed countries and Developing countries. Types of programs on Radio- Yuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.

UNIT III

A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium.

UNIT IV

Types of Television Programmes. Basic Production Techniques, Writing for Television, Recent Trends in Indian Broadcasting Journalism.

UNIT V .

A brief history of Indian Cinema. ,New trends in Indian cinema. Status of Kannada Cinema. Censorship in India.

Books for Reference:

1. MEHRA MASANI Broadcasting and the People.
2. SRIVASTAVA K M Radio and TV Journalism.
- 3; BLISS AND PA TTERSON Writing News for Broadcasts.
4. KAUSHIK S Introduction to TV Journalism.
5. GERALD MILLER SON Techniques of Television Production.
6. MULLICK K R Tangled Tapes.
7. BARNOU & KRISHNASWAMY Indian Film
8. GARGA B D So many Cinemas: The Motion Picture in India.

SEMESTER V

SEMESTER IV
PAPER.5.5

REPORTING METHODS

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

News: Definitions, News Values, Structure. Methods of writing a news story. Leads: types of leads. Sources of News. Principles of news writing. Traits of a Reporter.

UNIT II

Interview-Techniques, Types. Methods of writing Interview Stories.

UNIT III

Features: Definition, Kinds of features, Writing different kinds of features. News writing skills for covering - Conference, Seminar, Press Conference, Press releases. Advance stories and Complex stories.

UNIT IV

Reporting: Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

Books for Reference:

1. KAMATH M V Hand Book of Journalism.
2. SRIVASTAVA K M News writing and Reporting.
3. Mc DOUGAL C D Interpretative Reporting.
4. SHEEHAN P V Reportorial writing.
5. SHERWOOD H C Journalistic writing.
6. KAMATH M V Professional Journalism.
7. CARL WARREN Modern news reporting.
8. RAMACHANDRA IYER Quest for news.

SEMESTER V

Paper – 5.6

EDITING TECHNIQUES

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

Newspaper Organization- Operations. Functions and Duties of the Editorial Departments.

UNIT II

Need and Purpose of Editing. Principles of Editing: Print and Electronic media.

UNIT III

Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. Sub Editor. Headlines: Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

UNIT IV

Introduction to Typography. Graphic Arts. Importance and Methods.

Books for Reference:

1. BRUCE WESTLEY News Editing
2. BASKETT & SCISSORS The Art of Editing.
3. HAROLD EVANS Newspaper Design.
4. WOLSELEY & CAMPBELL Newsmen At Work.
5. GEORGE T J S Editing-A Handbook for Journalism.
6. HUNT A Newspaper Design.
7. SPENCER L M Editorial Writing.
8. McGRIFFERT R C The Art of Editing News.

SEMESTER VI

PAPER-6.7

MEDIA MANAGEMENT

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

Starting of a Newspaper: Newspaper Organization and Management. Principles of Newspaper Business, Divisions, Operations. Types of Newspaper Organizations in India.

UNIT II

Newspaper Ownership: Types of Newspaper ownership in India. Circulation and Promotion. Public Relations for Newspaper Organization.

UNIT III

Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition on Indian Media. Status of Radio and Television in India.

UNIT IV

Principles of Television and Radio Management in India. Recent Trends in Broadcasting Management.

Books for reference:

1. MEHRA Newspaper Management.
2. RUCKER & WILLIAMS Newspaper Organization and Management.
3. SINDHWANI Newspaper Economics and Management.
4. HERBERT WILLIAMS Newspaper Organization and Management
5. RA YUDU C S Media and Communication Management.
6. MOCAVATT & PRINGLE Electronic media Management
7. BHATT ACHARJEA A Indian Press- Profession to Industry.) -: B. BARNHART T F Weekly Newspaper Management:

SEMESTER VI
PAPER-6.8

INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS.

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK -4

UNIT I

Advertising- Meaning, Nature, Scope. Types of Advertisements. Role of Advertising in Society. Advertisements and Ethics.

UNIT II

Advertising Agencies. Functions of Advertising Agencies. Copy writing, Slogan writing, Visualisation.

UNIT III

Nature and Scope of Public Relations. Qualifications and responsibilities of a Public Relations Officer. Difference between Publicity, Public Opinion, Propaganda and Public Relations.

UNIT IV

House Journals, Corporate Communication. Professional Organizations in Public Relations.

Books for Reference:

1. KEVAL J KUMAR Advertising in India.
2. SANDAGE AND OTHERS Advertising -Theory and Practice.
3. SETHIA & CHUNAWALA Advertising- Principles and Practice.
4. OTTO KLEPPNER Advertising Procedure.
5. CUTLIP & CENTER Effective Public Relations.
6. RA VINDRAN Handbook of Public Relations.
7. AHUJA & CHANDRA Public Relations.
8. SAM BLACK Practical Public Relations,