

Learning Objectives:

1. To make students understand the glorious movements of journalism in past times.
2. To teach students about the development of printing technology over the period of time.

Unit-I	A brief history of British and American Journalism- Benjamin Franklin, Benjamin Harris- Penny press- Yellow Journalism.
Unit-II	Origin, growth and development of Press in India -Contributions of Christian missionaries to the development of printing. Early newspapers in India, publications of Hicky, Buckingham and Rajaram Mohan Roy and language journalism.
Unit-III	Role of newspapers during Freedom struggle-publications of Tilak, Gandhiji, Nehru and Dr.B.R.Ambedkar.
Unit-IV	Growth of newspapers in post-independent India- Chain and Group publications, Contemporary trends of Indian press. Magazine journalism, types of magazines, Characteristics of contemporary Kannada magazines.
Unit-V	A brief history of Kannada press- Mangalore Samachara, role press during freedom movement and post-independence, Publications of M. Venkatakrishniah, D.V.Gundappa, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P.Ramiah, T.T.Sharma and B.N.Gupta, Characteristics of contemporary Kannada dailies.

Reference:

- 1) Murthy, N.K. (1966). Indian Journalism. Prasaranga, University of Mysore
- 2) Keval J. Kumar, (2011) Mass Communication in India Jaico, Mumbai.
- 3) Natarajan, S. (1962). A History of the Press in India. New York, Asia.
- 4) Lovett, P. (1926). Journalism in India
- 5) J Natarajan (2021) History of Indian Journalism Publication Division Ministry of I&B.
- 6) Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
- 7) Kundra, G.C. (2011). History of Journalism in India.
- 8) Moitra, M. (1969). A History of Indian Journalism. Calcutta: National Book Agency
- 9) Ghosh, S. (1998, January 1). Modern History of Indian Press.
- 10) G. C. Kundra, (2011) History of Journalism in India.

(Dr. Geethamma)

15/10/25

Journalism and Mass Communication		
Semester-I	1.2: Introduction to Mass Communication	Credits-4

Learning Objectives:

1. To explain the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
2. To make the students to acquire effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.

Unit – I Communication: Definitions, Nature and Scope of Communication, Types of Communication: Inter and Intrapersonal Communication, Group and Mass Communication, Verbal and Non-Verbal communication.

Unit – II Principles of communication, functions of communication, Process of Communication and Barriers of Communication. Communication flow, Horizontal and vertical.

Unit - III Models of Communication: Aristotle model, Harold Lasswell's model, Shannon and Weaver model, David Berlo's S-M-C-R model, Charles Osgood model, Wilbur Schramm model and Dance's Helical model, spiral of silence.

Unit – IV Theories of Communication: Four theories of Press, Magic bullet theory, Agenda Setting theory, Uses and gratification theory, Diffusion of innovation theory, Democratic Participatory theory and Marshall McLuhan theory.

Unit - V Media and culture, understanding culture in a globalized world, Cultural industry, Information and knowledge society, cybernetics.

References:

- 1) McQuail, D. (2010). Mass Communication Theory. SAGE.
- 2) Schramm, W., & Roberts, D. F. (1971). The Process and Effects of Mass Communication. Urbana : University of Illinois Press.
- 3) Fortner, R. S., & Fackler, P. M. (2014, March 10). The Handbook of Media and Mass Communication Theory. John Wiley & Sons.
- 4) Mcquail Denis (2004) Mass Communication Theory, Sage publication New Delhi.
- 5) Baran Stanley S. and Davis Dennis K (1999), Mass Communication Theory: Foundations Ferment and future, Singapore.
- 6) Caporaso J. and Lenine D. (1992): Theories of political economy, Cambridge University, Press Cambridge.
- 7) Severin Wand Tankard J. (2000) Communication Theories, New York,

Journalism and Mass Communication

Semester-I

1.3: Reporting

Credits-4

Learning Objectives:

1. To make the students understand the elements, principles, values and structure of news.
2. To teach the students to identify various news sources along with their management.

Unit - I Introduction to reporting, qualifications and responsibilities of a reporter, role of chief reporter, special correspondents, foreign correspondent and stringer. News: Definitions of news, Concept of News, Elements of News, Principles of News, News values, Structure of News, Formats of News, Hard news and Soft news.

Unit - II Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting, Online Sources, Sting Operation, Interview, News and Paid News.

Unit - III Writing News: News gathering skills, Structure of news, Inverted pyramid style of news writing.

Unit - IV Reporting types: Speech, Crime, Sports, Cultural, Political, Social, Crisis and Disaster, Agriculture, Environment, Judiciary and Legislature, Medical, Science and Technology, Business, and Survey findings reporting, of the record and embargo.

Unit - V Ethical aspects of reporting, Objectivities in Reporting, Internal and External pressures, Present status of news reporting in India and Citizen journalism.

Reference:

- 1) B.N. Ahuja and S. S. Chhabra (2013) *News Reporting* Surjeet Publication New Delhi.
- 2) Mames M Nealand Suzanne S Brown (1999) *News Writing and Reporting*, Surjeet Publication New Delhi
- 3) P.N. Williams (1978) *Investigative Reporting and Editing*—Prentese Hall Publishers.
- 4) F. Fedler (2005) *Reporting for the Print Media* – OUP Publishers USA.
- 5) Mitchell V Charnley (1975) *Reporting*—Holt, Rinehart & Winston of Canada Ltd; 3rd Revised edition
- 6) D.D. Mach Dougal (2020) *Interpretive Reporting* – 2nd edition Routledge; publishers New Delhi.
- 7) K.M. Srivastava (1987) *News Reporting and Editing*—Publisher: Stosius Inc/Advent Books Division
- 8) 9. ಥಿನ್. ರಂಟಿನಾ ಷರಾತ್, (2000) ಪತ್ರಿಕೆ 9 ದ, ತು, ಚಿಂತನದ 9 ನು ಪಚಾನ, ಬರಹ ಟಿ B ರು.
- 9) ಡಾ. ವಿವಿಟಿ ರುಪಸಾದ, ಜೈತರ್ ರಿಪರ್ಟಿಂಗ್, ಜರ್ನಲ್ ಚಿಂತನದ, ತು ಅಚಾರವಿ ಬರಹ ಟಿ B ರು.
- 10) ಟಿ 9 ಪಾಲಜಿಷ್ಕ ಹ ಟಿಡ, ಕೆ. 9 ಡಾ ಪತ್ರಿಕೆ 9 ದ, ತು, ಜರ್ನಲ್ ಚಿಂತನದ, ತು ಅಚಾರವಿ ಬರಹ ಟಿ B ರು.

Journalism and Mass Communication		
Semester-I	1.4:Editing	Credits-4

Learning Objectives:

1. To teach students the principles of editing, including fact-checking, language correction and news story rewriting.
2. To make students write various types of headlines, including news and feature headlines, using established techniques.

Unit - I Organizational structure of big daily and small newspapers, Editorial department, Role and functions of editor, News editors, Chief sub - editor, sub - editors and other staff.

Unit - II Principles of editing: Editing Process, Checking facts, Correcting language, Rewriting news stories, Editing agency copies, Usage of computers in news editing, style sheet.

Unit - III Headline: Types of headlines, Techniques of headline Writing: News and Feature Headlines, Functions of headline, Polishing headlines, Translation techniques.

Unit - IV Editorials: Editorial board, Techniques of editorial writing, Letter to the editor, Editing Articles, Editing press releases and press notes, Caption writing.

Unit - V Newspaper Design and layout: Page designing softwares : Indesign, Coral Draw and Photoshop, Photo Editing. Types of News paper layouts, Designing frontpage, Design of inside pages, Designing special supplements, Designing magazine.

Reference:

- 1) Basket, Scissors And Brooks (Eds) (2002). Book Of Art Editing, London, Harper And Row.
- 2) Joseph (2002) Outlines Of Editing, Amol Publication. New Delhi.
- 3) Desai MV & Nainan Sevanti (1996) Beyond Those Headlines. Bangalore Allied Publishers Limited.
- 4) Parthasarathy Ranganaswamy (1984) Basic Journalism. Macmillan India Ltd, New Delhi.
- 5) George (1998). TJS, Editing, A Hand Book For Journalist, New Delhi IIMC.
- 6) Quinn (1999). Digital Sub Editing & Design, New Delhi, Sage Publication.
- 7) K. Baskette and J.L. Sissors The Art of Editing.
- 8) Hides Michael: The Sub Editors Communications.

Learning Objectives:

1. To make students understand the basics of computer.
2. To make students understand Operating system, System software's and different application software's.

- Unit - I Introduction to Information Technology: Components of information technologies. Computer basics: Evolution, types of computers, Hardware: Components of a computer and peripherals, Compilers, Interpreters.
- Unit - II Input Devices: Keyboard, Mouse, Touch Screen, Types of Scanners. Output devices: Printers, Monitor and other devices. Primary Memory: RAM, ROM, Cache Memory. Secondary Memory devices: Hard Disk, Pen Drives, CD/DVD etc.
- Unit - III Computer Software: definition, System Softwares, Open Source Softwares, proprietary softwares. Application software. Application Softwares used in Media, Operating Systems: MS-WINDOWS, UNIX/LINUX.
- Unit - IV Introduction to Networking: Definition of concept, LAN, WAN, MAN. Origin and development of Internet. Internet based services. Latest developments in Computer hardware and software.
- Unit - V DTP and Multimedia: Introduction to DTP; Characteristics and elements of Multimedia, Writing for Multimedia. DTP software: Nudi, Quark Express, Corel Draw, Photoshop. Computer applications in print and electronic media.

Reference:

- 1) Alexander, Tom and Mathew, Joe. (2012). Computer and Information Technology.
- 2) Bansandra, S.K. (2002). Computer Today.
- 3) Sunders, R. (2000). Computer Today Ed. 2, John Wiley.
- 4) Dhamdher, D.M. (2012). Operating Systems A Concept Based Approach,
- 5) P.K. Sinha and Priti Sinha - Computers Fundamentals
- 6) Dr. Satish Jain and Shalini Jain - Basic Computer Course Made Simple 1st Edition
- 7) Michael Miller - Absolute beginner's guide to computer basics.
- 8) Sahoo, R. S.G. (2016). Multimedia and Web Technology. New Saraswati House India Pvt Ltd.

Journalism and Mass Communication		
Semester-I	1.6(a): Reporting and Editing(Practical)	Credits-2

Learning Objectives:

1. Understand the techniques of reporting for print, Electronic and New media.
2. Apply the process of editing the news and give appropriate headline.

Particulars of Practical Components
1. Identify various news items published in newspapers during the semester (Kannada and English)
2. Write a news story based on given facts (Kannada/English)
3. Write a news in inverted pyramid style and explain its components (Kannada/English)
4. Rewrite the given news item (Kannada/English)
5. Translate the given news item to Kannada to English and English to Kannada
6. Design a newspaper with InDesign software (2 pages)
7. Write a caption for given photograph (Two items)

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Journalism and Mass Communication		
Semester-I	1.6(b): Journal(Lab)	Credits-2

Learning Objectives:

1. To make students to write accurate and objective reports of various events
2. Give appropriate headline for different news stories
3. Select appropriate photographs and write caption.
4. Design the layout of the journal using different softwares

The Lab Journal shall be weekly/fortnightly and each student shall produce textual and photographic content on a given theme/functions held in different of the campus on regular basis. All the students (Issue wise) will be assigned to produce a one lab journal practical paper under the supervision of one faculty.

All the students must bring out a lab journal within stipulated time (At least fortnightly) and submit the same to the department and circulate in the campus.



