

**ADIKAVI SRI MAHARSHI VALMIKI UNIVERSITY
RAICHUR**



Syllabus

For

**Master of Arts in Journalism and Mass
Communication**

Choice Based Credit System (CBCS)

w.e.f 2025-26 & Onwards

REVISED SYLLABUS

First semester

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| HCT 1.1 | History of Journalism | Marks 20+80=100 |
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COURSE OUTCOMES (CO's) After the completion of this course, students will be able to:

CO-1 Trace the glorious movements of journalism in past times.

CO-2 Elaborate on the development of printing technology over the period of time.

CO-3 Recognise the contributions of renowned journalists of the country.

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| Unit - I | Teaching hours: 12 |
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An overview of journalism history, the invention of the printing press, a brief history of British and American Journalism, Benjamin Franklin, Benjamin Harris- Penny press and Yellow Journalism.

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| Unit - II | Teaching hours: 12 |
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Origin, growth and development of the 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.

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| Unit - III | Teaching hours: 12 |
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Role of newspapers during the Freedom struggle - publications of Tilak, Gandhiji, Nehru and Dr. B.R.Ambedkar. Growth of newspapers in post-independent India- Chain and Group publications, Contemporary trends of Indian press. Magazine journalism, types of magazines, and Characteristics of contemporary Kannada magazines.

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| Unit - IV | Teaching hours: 12 |
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A brief history of Kannada press- Mangalore Samachara, role press during the freedom movement and post-independence, Characteristics of contemporary Kannada dailies.

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| Unit - V | Teaching hours: 12 |
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Publications of D.V.Gundappa, M. Venkatakrishniah, Mohare Hanumanthraya, Nanjanagudu Tirumalamba, P.Ramiah, T.T.Sharma and B.N.Gupta,

References:

1. Indian Journalism, by Murthy, N. K. Prasaraanga, University of Mysore, 1966.
2. Mass Communication in India, by Keval J. Kumar. Jaico, Mumbai, 2011.
3. A History of the Press in India, Natarajan, S. New York, Asia, 1962.
4. Journalism in India, by Lovett, P. 1926.
5. History of Indian Journalism, by J Natarajan Publication Division Ministry of I&B, 2021.
6. India's Newspaper Revolution by Jeffrey, R. C. HURST & CO. PUBLISHERS, 2000.
7. History of Journalism in India, by Kundra, G.C. 2011.
8. A History of Indian Journalism, by Moitra, M. Calcutta : National Book Agency, 1969.
9. Modern History of Indian Press, by Ghosh, S. 1998 January 1.
10. ಪ್ರತಿರೋಧ, ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, ೨೦೦೦.
11. ಪ್ರತಿರೋಧ ಮೊಹರ ಹಣಮಂತರಾಯ, ಡಾ.ಜಿ.ಎಂ. ಚಂದ್ರನವರ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ, ೨೦೦೭.
12. ವೃತ್ತ ಪ್ರತಿರೋಧ, ಡಿ.ವಿ.ಜಿ. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.

REVISED SYLLABUS

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| HCT 1.2 | Introduction to Communication | Marks 20+80=100 |
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COURSE OUTCOMES (CO's) After the completion of this course, students will be able to:

CO-1 Discuss the process and nature of communication and various forms of communication

CO-2 Identify the barriers to effective communication.

CO-3 Trace the various models and theories of communication.

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| Unit - I | Teaching hours: 12 |
| Communication: Definitions, Nature and Scope of Communication, Types of Communication: Inter and Intrapersonal Communication, Group and Mass Communication, Verbal and Non-Verbal Communication. | |

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| Unit - II | Teaching hours: 12 |
| Principles of communication, functions of communication, Process of Communication and Barriers of Communication. Communication flow, Horizontal and vertical. | |

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| Unit - III | Teaching hours: 12 |
| Models of Communication: Aristotle model, Harold Lasswell's model, Shannon and Weaver model, David Berlo's S-M-C-R model, Charles Osgood model, Wilber Schramm model, Dance's Helical model, spiral of silence. | |

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| Unit - IV | Teaching hours: 12 |
| 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. | |

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| Unit - V | Teaching hours: 12 |
| Culture and communication, understanding culture in a globalised world, Cultural industry, Information and knowledge society, cybernetics. | |

References:

1. Mass Communication Theory: An Introduction, by Denis McQuail - Sage Publications, New Delhi, 1983.
2. The process and effects of mass communication, by Wilbur Schramm. Harper & Row, The University of Michigan, 1954.
3. Meaning, messages and media by Wilbur Schramm. Harper & Row, The University of Michigan, 1973.
4. The effects of mass communication, by Joseph Klapper . Free Press Publishers, 1960.
5. Mass communication theory, by Stanley J. Baran and Dennis K. Davis. Thomson words worth publishers, 2006.
6. Mass Communication Theory, by Denis McQuail. Sage Publication New Delhi, 2010.
7. Theories of Communication- A short introduction, by Thomson Wadsworth. London Sage publication, 1998.
8. Mass Communication Theory: Foundations, Ferment and Future, by Stanley S. Baran and Dennis K. Davis. Singapore, 1999.
9. Mass Communication Theory- Foundations Ferment & Future by S.J. Baran & D.K. Davis. Cambridge University Press, Cambridge, 2003.
10. ಸಂವಹನ ಕ್ರಿಯೆ-ಪ್ರಕ್ರಿಯೆ, ಪ್ರೊ.ಎನ್.ಉಷಾರಾಣಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, ೨೦೧೫.

REVISED SYLLABUS

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| HCT 1.3 | News Reporting Practice | Marks 20+80=100 |
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COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:

CO-1 Define news and understand the elements, principles, values and structure of news.

CO-2 Identify various news sources along with their management.

CO-3 Report for various media on any given event/ topic for different forms of media.

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| Unit - I | Teaching hours: 12 |
| 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. | |

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| Unit - II | Teaching hours: 12 |
| Introduction to reporting, qualifications and responsibilities of a reporter, role of a chief reporter, special correspondents, foreign correspondents and stringers. | |

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| Unit - III | Teaching hours: 12 |
| Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting, Online Sources, Sting Operations, Interviews, News and Paid News. | |

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| Unit - IV | Teaching hours: 12 |
| Reporting types and techniques: Speech, Crime, Sports, Cultural, Political, Social, Crisis and disaster, Agriculture, Environment, Judiciary and Legislature, health, Science and Technology, Business, and Survey findings reporting, off the record and embargo. Investigative reporting and interview. | |

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| Unit - V | Teaching hours: 12 |
| Writing News: News gathering skills, Structure of news, Inverted pyramid style of news writing. Ethical aspects of reporting, Objectivity in Reporting, Internal and External pressures, Present status of news reporting in India. | |

References:

- 1) News Reporting, by B. N. Ahuja and S.S.Chhabra. Surjeet Publication New Delhi, 2013.
- 2) News Writing and Reporting, by Mames M Neal and Suzanne S Brown. Surjeet Publication New Delhi, 1999.
- 3) Investigative Reporting and Editing by P. N. Williams. Prentese Hall Publishers. 1978.
- 4) Reporting for the Print Media by F. Fedler. OUP Publishers USA, 2005.
- 5) Dynamics of Reporting, by Dr.Kudli Gururaja, Jayathirtha Publications, Bangaluru, 2022.
- 6) ಪತ್ರಿಕೋದ್ಯಮ, ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್. ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2000.
- 7) ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್, ಡಾ.ಖಿ.ವಿ. ಗುರುಪ್ರಸಾದ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 8) ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 9) ಮಾಧ್ಯಮ ಭಾಷಾ ಡಾ.ಪದ್ಮರಾಜ ದಂಡಾವತಿ, ದೀಪಿಕಾವಿಕಾಸ ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು, 2022.
- 10) ಪತ್ರಿಕಾ ಭಾಷೆ, ಡಾ.ಪದ್ಮರಾಜ ದಂಡಾವತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು, 2014.
- 11) 1990 ರಿಂದ ಈಚೆಗೆ ವರದಿಗಾರಿಕೆಯಲ್ಲಿ ಬದಲಾದ ಪ್ರವೃತ್ತಿಗಳು, ಗಿರೀಶ ಆರ್ ದೊಡ್ಡಮನಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು, 2015.
- 12) ವಾಣಿಜ್ಯ ಪತ್ರಿಕೋದ್ಯಮ, ಜಯದೇವ ಪ್ರಸಾದ ಮೊಳೆಯಾರ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು, 2015.
- 13) ವಿಜ್ಞಾನ ಪತ್ರಿಕೋದ್ಯಮ, ಪ್ರೊ.ಸುಧೀಂದ್ರ ಹಾಲ್ದೋದ್ದೇರಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು, 2015.
- 14) ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ, ಈಶ್ವರ ದೈತೋಟ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು, 2015.

REVISED SYLLABUS

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| HCT 1.4 | Editing Practice | Marks 20+80=100 |
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COURSE OUTCOMES: (COs) after the completion of this course, students will be able to:

CO-1 Apply the principle of editing, including fact-checking, language correction, and news rewriting to produce accurate and polished news content.

CO-2 Create various types of headlines, including news and feature headlines, using established techniques.

CO-3 Use page designing software to design and layout newspapers.

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| Unit - I | Teaching hours: 12 |
| Organisational structure of a big daily and small newspapers, Editorial department, Role and functions of editor, News editors, Chief sub-editor, sub-editors and other staff of the editorial department. | |

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| Unit - II | Teaching hours: 12 |
| Principles of editing: Editing Process, Checking facts, Correcting language, Rewriting news stories, Editing agency copies, Usage of computers in news editing, and style sheet. | |

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| Unit - III | Teaching hours: 12 |
| Headline: Types of headlines, Techniques of headline Writing: News and Feature Headlines, Functions of headline, Polishing headlines, Translation techniques. | |

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| Unit - IV | Teaching hours: 12 |
| Editorials: Editorial board, Techniques of editorial writing, Letter to the editor, Editing Articles, Editing press releases and press notes, Caption writing. | |

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| Unit - V | Teaching hours: 12 |
| Newspaper Design and layout: Page designing software: In design, Coral Draw and Photoshop, Photo Editing. Types of Newspaper layouts, Designing front page, Design of inside pages, Designing special supplements, Designing a magazine. | |

References:

- 1) Basket, Scissors And Brooks, Book Of Art Editing, Harper And Row. Publication London, 2002.
- 2) Outlines Of Editing, by Joseph. Amol Publication New Delhi, 2002.
- 3) Beyond Those Headlines, by M V Desai & Sevanti Nainan. Allied Publishers Bangalore Limited, 1996.
- 4) Editing and Design, by Herold Evan. Harper And Row Publication London, 1998.
- 5) Basic Journalism, by Rangaswamy Parthasarathy, Macillan India Ltd, New Delhi, 1984.
- 6) Editing, A Hand Book For Journalist, George.TJS, IIMC New Delhi, 1998.
- 7) Digital Sub Editing & Design, by Quinn. Sage Publication. New Delhi, 1999.
- 8) The Art of Editing. By F.K. Baskette and J.L.Sissors. Macillan India Ltd, New Delhi, 2002.
- 9) ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಎಂ.ವಿ.ಕಾಮತ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- 10) ಪತ್ರಿಕೋದ್ಯಮ: ವೃತ್ತಿ ಮಾರ್ಗದರ್ಶಿ, ಶಿವಾನಂದ ಜೋಶಿ, ಸವಿ ಸ್ನೇಹ ಪ್ರಕಾಶನ, ಹುಬ್ಬಳ್ಳಿ.
- 11) ಪತ್ರಿಕೋದ್ಯಮ ಪರಿಚಯ, ಕೆ.ಜೆ.ಜೋಸೆಫ್. ಪ್ರಸಾರಂಗ, ಮೈಸೂರು ವಿವಿ ಮೈಸೂರು.

REVISED SYLLABUS

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| HCP 1.5 (a) | Reporting and Editing Practical-I | Marks 10+10+30=50 |
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COURSE OUTCOMES: (CO's) After the completion of this course, students will be able to:

CO-1 Understand the techniques of reporting. Apply the process of editing.

CO-2 Report various events happening in society.

CO-3 Use various software involved in page design.

| Component No | Particulars of Practical Components |
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| 01 | Identify and discuss the types of news published in newspapers during the semester (Kannada and English) |
| 02 | Report any three news stories based on the events held in your university (Kannada/English) |
| 03 | Write a news story in inverted pyramid style and explain its components (Kannada/English) |
| 04 | Rewrite the given press note/agency copy as a news item (Kannada/ English) |
| 05 | Translate the given news item from Kannada to English and English to Kannada |
| 06 | Prepare a dummy newspaper with newspaper designing software (Front page) |
| 07 | Write captions for the given photographs (Two items) |

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

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| HCP 1.5 (b) | Lab Journal Practical- II | Marks 10+40=50 |
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COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:

CO-1: Write accurate and objective reports of various events.

CO-2: Give an appropriate headline for different news stories.

CO-3: Design the newspaper and layout of the journal using different software.

The Lab Journal shall be weekly/fortnightly, and each student shall produce textual and photographic content on a given theme/functions held in different departments of the campus regularly. All the students (Batch/issue-wise) will be assigned to produce a minimum of one lab journal practical paper under the supervision of a faculty member.

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

REVISED SYLLABUS

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| SCT 1.1 | Information and Communication Technology (ICT) for Media | Marks 20+80=100 |
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COURSE OUTCOMES: (COs) After the completion of this course, students will be able to:

CO-1 Identify the hardware and software parts of a computer.

CO-2 Understand various components of Information and Communication Technology.

CO-3 To understand Operating systems, System software's and application software.

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| Unit - I | Teaching hours: 12 |
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Introduction to Information Technology: Components of Information Technologies. Computer basics: Evolution, types of computers, Hardware: Components of a computer and peripherals, Compilers, Interpreters.

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| Unit - II | Teaching hours: 12 |
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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.

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| Unit - III | Teaching hours: 12 |
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Computer Software: definition, System Software, Open Source Software, and proprietary software. Application software. Application Software used in Media, Operating Systems: MS-WINDOWS, UNIX/LINUX.

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| Unit - IV | Teaching hours: 12 |
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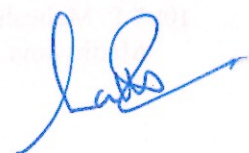
Introduction to Networking: Definition of concepts, LAN, WAN, MAN. Origin and development of the Internet. Internet-based services.

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| Unit - IV | Teaching hours: 12 |
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Multimedia: Characteristics and elements of Multimedia, Writing for Multimedia. Computer applications in print and electronic media.

References:

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



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| SCT 1.2 | Environmental Communication | Marks 20+80=100 |
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COURSE OUTCOMES: (CO's) after the completion of this course, students will be able to:

CO-1 Discuss the importance of environmental issues.

CO-2 Use communication skills to elaborate on environmental issues.

CO-3 Trace the pros and cons of the environment.

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| Unit - I | Teaching hours: 12 |
| Concept of Environment: Nature and its importance for development. Environmental hazards: Pollution (natural and man-made). Global issues: Global warming, climate change. Need for Environmental protection. | |

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| Unit - II | Teaching hours: 12 |
| Regional, National, and International Environmental issues and concerns. Environmental Movements: In India and abroad. Environmental protection programs: In India and abroad. | |

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| Unit - III | Teaching hours: 12 |
| Environmental Communication: Concept and Need. Role of media in environmental protection. Major environmental communication campaigns. Qualifications and responsibilities of an environmental reporter. | |

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| Unit - IV | Teaching hours: 12 |
| Earth Summits and International Agreements on environmental protection. Environmental reporting: Concept and types (print & electronic media). | |

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| Unit - V | Teaching hours: 12 |
| Case Studies of major environmental issues and movements (India and abroad). Social media role: In environmental protection. Ethical Dimensions of Environmental Communication. | |

References:

- 1) Edward Gold Smith & Nicholas Hildyard (Eds) The Earth Report 1988 Oxford Univ. Press, London.
- 2) Kiran B. Chhokar, Mamata Pandya & Meena Raghunathan (Eds) Understanding Environment 1999 Sage Publ., New Delhi.
- 3) Kanchan Chopra & S.C. Gulati (Eds) Migration, Common Property Resources and Environmental Degradation 2001 Sage Publ., New Delhi.
- 4) B.P. Mahesh Chandra Guru Grassroots Development Communication
- 5) Katar Singh & Vishwa Ballabh (Eds) Co-operative Management of Natural Resources 2001 Sage Publ., New Delhi
- 6) Ashok Kotari, Neema Pathak, R.V. Anuradha & Taneja Sansuri (Eds) Communication and Conservation 2004 Sage Publ., New Delhi
- 7) Roger Jeffery & Nandini Sundar (Eds) A New Moral Economy for India's Forests 2003 Sage Publ., New Delhi
- 8) Jyoti Parikit (Editor) Sustainable Management 2002 Sage Publ., New Delhi
- 9) Uday Shahay (Editor) Wetlands. The Indian media, illusion, delusion and reality. 2006 Roop & Co., New Delhi
- 10) B.P. Mahesh Chandra Guru Development Communication and Journalism – Karnataka Madhyama Academy, Bangalore.