



K.L.E. Society's
**BASAVAPRABHU KORE ARTS, SCIENCE AND COMMERCE
COLLEGE, CHIKODI – 591 201.**

(Accredited at 'A' with 3.26 CGPA in 3rd Cycle of A & A)

Website: www.klesbkcollegechikodi.edu.in

e-mail: kles_bkcc@rediffmail.com

Ph: 08338 – 272176

Department of Mass Communication and Journalism

COURSE OUTLINES

2018-19

Bachelor of Arts (BA) with Mass Communication and Journalism:

Mass Communication is taught as one of the **optional core subjects** (One of the Three Subjects of Equal Importance) for B.A. I and II semester students for the current academic year as it is introduced recently.

In the forth coming years, it is also taught for B.A. III to VI semester students.

BA I & II Semesters	
Facilitators: Shri. Manjunath Hanji Teaching Hours: 5 hrs / Week. Total 60 hrs Students: Under Graduate Level	
I Semester Basic Journalism	II Semester Fundamentals of Communication
Course Content & Description 1. Meaning, nature and scope of journalism, Functions of journalism-Press and democracy-Role of press in moulding public opinion-Theories of Press. (12)hrs 2. Journalism as a profession-Need for training-Role and responsibilities of Journalists - Ethical aspects of journalistic profession. (12) hrs 3. Growth of journalism in India – Journalistic career of James Augustus, Hicky, James Silk Buckingham and Rajaram Mohan Roy-Role of press during freedom Struggle-Publications of Mahatma Gandhi and Jawaharlal Nehru. (12) hrs 4. Indian press after independence –Reports of first and second press commissions-Current status of Indian press. (12) hrs	Course Content & Description 1. Significance of communication process-elements of communication, Intra-, Interpersonal, Group and Mass communication (12) hrs. 2. Basic Models of communication Shannon and Weaver, Berlo, Lass well and Schramm-Communication theories, psychological, sociological theories and Media Effects (12) hrs 3. Mass Media and their role-New communication media , Internet and Data bases - Electronic publications (12) hrs 4. Role of Communication in development-Application of modern communication technologies for development purposes (12) hrs.

<p>5. Leading personalities of Kannada journalism; Venkatakrishiah, Mohary DVG, T.T. Sharma TSR, Patil Puttappa – Leading Kannada publications, Samyukta Karnataka, Prajavani, Vijay Karnatak, Kannada Prabha and Udayavani-Subha, Taranga and Kasturi. (12)hrs</p>	<p>5. Evolution of photography-Use of photographs by newspapers and magazine- Development cinema in India-Cinema as entertainment medium-Current status of Indian film industry (12) hrs.</p>
<p>Learning Materials Reference Books, Handouts, Class Notes, Web Pages and News Paper Models.</p>	
<p>Assessment Assessment is carried out as per the guidelines laid down and mandated by the affiliating University. * 100 marks exam (20 IA + 80 Semester End Exam) 1. Two Unit Tests for Internal Assessment (IA): 20marks * Unit Test 1: 20 marks reduced to 04 * Unit Test 2: 80 marks reduced to 10 * Attendance: 03 * Class seminars, Tutorials, Sports & Cultural Activities, Assignments, NSS/NCC: 03 2. Semester End Examination as per University guidelines: 80 marks</p>	
<p>Four assignments have to be submitted for the award of IA marks (10) 1. Content analysis of a daily 2. Content analysis of a weekly 3. Content analysis of a monthly 4. News analysis on the coverage of a major issue published in dailies.</p>	<p>Four Assignments have to be submitted for the award of IA marks (10) 1. A review of an Internet site 2. Review of a Cinema 3. An assessment of news photographs published in a daily 4. Submission of a photo feature on any topic with 6-8 photographs.</p>
<p>Course Requirements Each student must fulfill the following requirements of the course. 1. Spend at least four hours per week on self-study. Self-study includes all Assignments and Tutorials given by the facilitator. 2. Actively participate in classroom discussions by asking questions and giving their comments or opinions whenever required. 3. Revise class notes and handouts and perform all other activities as requested. 4. Prepare and give an oral presentation on a topic as part of class seminar/assignment. Topics must be submitted by the end of Week 2. 5. Students are expected to comply with the University requirements for academic integrity. 6. If a student is absent from IA exams - Unit Tests - he will not be awarded IA marks. 7. Attend lectures, tutorials and examinations. Cheating at examinations is not tolerated and students who are caught cheating during the examination will automatically be sent out. 8. The Course Outline is the main document of the course and the activities that are included into the Course Outline will be performed in class every week.</p>	
<p>Reference Books 1. Indian journalism - Nadig Krishnamurthy 2. Journalism in India - R.Parthasarathy 3. Professional Journalism - M.V. Kamath 4. History of Kannada Press - Karnataka Madyama Academy 5. Vrutta Pathrtika - D.V. Gundappa</p>	

6. Patrikavritti - K.V. Nagaraj and P. Nagachar
7. Patrakarta, Patrikodyami - J.M. Rajashekar
8. Mass Communication and Journalism in India - Kevel J. kumar
9. The media in your life - Folkerts and S lay
10. Mass Communication theory - S.J. Baran and D.K. Davis
11. Communication for Development - S.Melkote
12. Mass Communication Theory - Baran and Davis
13. Mass Communication Theory - Dennis McQuail
14. Adhunika Samuha Madyamagalu - B.S. Chandrashekar
15. Samvahana Madhyamagalu mattu Kannada - T.C. Poornima



K.L.E. Society's
BASAVAPRABHU KORE ARTS, SCIENCE AND COMMERCE
COLLEGE, CHIKODI – 591 201.

(Accredited at 'A' with 3.26 CGPA in 3rd Cycle of A & A)

Website: www.klesbkcollegechikodi.edu.in

e-mail: kles_bkcc@rediffmail.com

Ph: 08338 – 272176

Department of Mass Communication and Journalism

COURSE OUTLINES

2019-20

Bachelor of Arts (BA) with Mass Communication and Journalism:

Mass Communication is taught as one of the **optional core subjects** (One of the Three Subjects of Equal Importance) for B.A. I to IV semester students for the current academic year.

For the next year, it is also taught for B.A. V & VI semester students.

BA I & II Semesters	
Facilitators: Shri. Manjunath Hanji Teaching Hours: 5 hrs / Week. Total 60 hrs Students: Under Graduate Level	
I Semester Basic Journalism	II Semester Fundamentals of Communication
Course Content & Description 1. Meaning, nature and scope of journalism, Functions of journalism-Press and democracy-Role of press in moulding public opinion-Theories of Press. (12)hrs 2. Journalism as a profession-Need for training-Role and responsibilities of Journalists - Ethical aspects of journalistic profession. (12) hrs 3. Growth of journalism in India – Journalistic career of James Augustus, Hicky, James Silk Buckingham and Rajaram Mohan Roy-Role of press during freedom Struggle-Publications of Mahatma Gandhi and Jawaharlal Nehru. (12) hrs 4. Indian press after independence –Reports of first and second press commissions-Current status of Indian press. (12) hrs	Course Content & Description 1. Significance of communication process-elements of communication, Intra-, Interpersonal, Group and Mass communication (12) hrs. 2. Basic Models of communication Shannon and Weaver, Berlo, Lass well and Schramm-Communication theories, psychological, sociological theories and Media Effects (12) hrs 3. Mass Media and their role-New communication media , Internet and Data bases - Electronic publications (12) hrs 4. Role of Communication in development-Application of modern communication technologies for development purposes (12) hrs.

<p>5. Leading personalities of Kannada journalism; Venkatakrishiah, Mohary DVG, T.T. Sharma TSR, Patil Puttappa – Leading Kannada publications, Samyukta Karnataka, Prajavani, Vijay Karnatak, Kannada Prabha and Udayavani-Subha, Taranga and Kasturi. (12)hrs</p>	<p>5. Evolution of photography-Use of photographs by newspapers and magazine- Development cinema in India-Cinema as entertainment medium-Current status of Indian film industry (12) hrs.</p>
<p>Learning Materials Reference Books, Handouts, Class Notes, Web Pages and News Paper Models.</p>	
<p>Assessment Assessment is carried out as per the guidelines laid down and mandated by the affiliating University. * 100 marks exam (20 IA + 80 Semester End Exam) 1. Two Unit Tests for Internal Assessment (IA): 20marks * Unit Test 1: 20 marks reduced to 04 * Unit Test 2: 80 marks reduced to 10 * Attendance: 03 * Class seminars, Tutorials, Sports & Cultural Activities, Assignments, NSS/NCC: 03 2. Semester End Examination as per University guidelines: 80 marks</p>	
<p>Four assignments have to be submitted for the award of IA marks (10) 1. Content analysis of a daily 2. Content analysis of a weekly 3. Content analysis of a monthly 4. News analysis on the coverage of a major issue published in dailies.</p>	<p>Four Assignments have to be submitted for the award of IA marks (10) 1. A review of an Internet site 2. Review of a Cinema 3. An assessment of news photographs published in a daily 4. Submission of a photo feature on any topic with 6-8 photographs.</p>
<p>Course Requirements Each student must fulfill the following requirements of the course. 1. Spend at least four hours per week on self-study. Self-study includes all Assignments and Tutorials given by the facilitator. 2. Actively participate in classroom discussions by asking questions and giving their comments or opinions whenever required. 3. Revise class notes and handouts and perform all other activities as requested. 4. Prepare and give an oral presentation on a topic as part of class seminar/assignment. Topics must be submitted by the end of Week 2. 5. Students are expected to comply with the University requirements for academic integrity. 6. If a student is absent from IA exams - Unit Tests - he will not be awarded IA marks. 7. Attend lectures, tutorials and examinations. Cheating at examinations is not tolerated and students who are caught cheating during the examination will automatically be sent out. 8. The Course Outline is the main document of the course and the activities that are included into the Course Outline will be performed in class every week.</p>	
<p>Reference Books 1. Indian journalism - Nadig Krishnamurthy 2. Journalism in India - R.Parthasarathy 3. Professional Journalism - M.V. Kamath 4. History of Kannada Press - Karnataka Madyama Academy 5. Vrutta Pathrtika - D.V. Gundappa</p>	

6. Patrikavritti - K.V. Nagaraj and P. Nagachar
7. Patrakarta, Patrikodyami - J.M. Rajashekar
8. Mass Communication and Journalism in India - Kevel J. kumar
9. The media in your life - Folkerts and S lay
10. Mass Communication theory - S.J. Baran and D.K. Davis
11. Communication for Development - S.Melkote
12. Mass Communication Theory - Baran and Davis
13. Mass Communication Theory - Dennis McQuail
14. Adhunika Samuha Madyamagalu - B.S. Chandrashekar
15. Samvahana Madhyamagalu mattu Kannada - T.C. Poornima

BA III & IV Semesters

Facilitators:

Shri. Manjunath Hanji

Teaching Hours: 5 hrs / Week. Total 60 hrs

Students: Under Graduate Level

III Semester Reporting	IV Semester Editing and Production
Course Content & Description	Course Content & Description
1. Nature and elements of news-News values new sources. (12 hrs)	1. Editorial section of a newspaper - Need for editing -Techniques of editing a Newspaper - Newspaper jargons. (12 hrs)
2. Reporting section in a newspaper-Role of a Chief Reporter-Competence of reporting staff. (12 hrs)	2. Function of Editor, News Editor, Chief-Sub Editor and qualities of a Sub Editor. (12 hrs)
3. News writing skills, intro, types of leads – Writing backgrounders and interpretation (12 hrs)	3. Headline writing techniques – Types of headlines-Newspaper design and layout - Editing pictures-using of info graphics. (12hrs)
4. Reporting speeches, court, crime, legislature, seminar and sports - Interview Techniques - Writing teachers - Freelancing (12 hrs)	4. Contents of editorial page-Art of writing editorials. (12hrs)
5. Legal aspects of reporting-Freedom of speech and expression in Indian Constitution - Reasonable restrictions - Legislatures privileges. (12 hrs)	5. Application of computers for composing and pagination-Use of prominent software packages-Newspaper printing methods. (12 hrs)

Learning Materials

Reference Books, Handouts, Class Notes, Web Pages and News Paper Models.

Assessment

Assessment is carried out as per the guidelines laid down and mandated by the affiliating University.

* 100 marks exam (20 IA + 80 Semester End Exam)

1. Two Unit Tests for Internal Assessment (IA): **20marks**

* Unit Test 1: 20 marks reduced to 04

* Unit Test 2: 80 marks reduced to 10

* Attendance: 03

* Class seminars, Tutorials, Sports & Cultural Activities, Assignments, NSS/NCC: 03

2. Semester End Examination as per University guidelines: **80 marks**

<p>Four assignments to be submitted for the award of IA marks (10)</p> <ol style="list-style-type: none"> 1. Select a Published interview and justify. 2. Choose five news items and identify 3. Identify five news items of legal aspects from daily newspapers and examine their legal dimensions. 4. Visit a newspaper office and write down your impression in 400 words. 	<p>Four Assignments to be submitted for the award of IA marks (10)</p> <ol style="list-style-type: none"> 1. Selection of ten best headlines in a daily with justification 2. Content analysis of the editorial page 3. Selection and presentation of best feature published in a magazine 4. Selection of the best-designed page of a daily with justification.
<p>Course Requirements</p> <p>Each student must fulfill the following requirements of the course.</p> <ol style="list-style-type: none"> 1. Spend at least four hours per week on self-study. Self-study includes all Assignments and Tutorials given by the facilitator. 2. Actively participate in classroom discussions by asking questions and giving their comments or opinions whenever required. 3. Revise class notes and handouts and perform all other activities as requested. 4. Prepare and give an oral presentation on a topic as part of class seminar/assignment. Topics must be submitted by the end of Week 2. 5. Students are expected to comply with the University requirements for academic integrity. 6. If a student is absent from IA exams - Unit Tests - he will not be awarded IA marks. 7. Attend lectures, tutorials and examinations. Cheating at examinations is not tolerated and students who are caught cheating during the examination will automatically be sent out. 8. The Course Outline is the main document of the course and the activities that are included into the Course Outline will be performed in class every week. 	
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Handbook of Journalism and Mass Communication-U.B. Agrawal & V.S.Gupta 2. Journalism – N Yayapalan 3. Into the Newsroom – Teel & Taylor 4. News Writing – G.A. Hough 5. Patrika Bhashe- Padmaraja dandavate 6. Nudichitra-Niranjana Vanalli 7. Patrikavritti – K.V. Nagaraj and P. Nagachar 8. The art of edition-Baskette & Scissors 9. Elements of Modern journalism-S.R. Sharma 10. News Reporting and Editing-K.M. Shrivatsava 11. Journalistic Handbook – M.V. Kamath 12. Vritti Patrikodyama M.V. Kamath 13. Talebaraha-Visweswara Bhat 14. Internet Patrikodyama-Sridhara Dixit 	