

Mangalore University
Choice Based Credit System
B.A. SYLLABUS (JOURNALISM)
(Revised) w.e.f 2019 onwards

SEMESTER	Course	TITLE
First Semester	BASJRC 131	Introduction to Mass Communication and Journalism
	BASJRCE 131	Development of Print Media
Second Semester	BASJRC 181	Audio Visual Media
	BASJRCE 181	New Media
Third Semester	BASJRC 231	Reporting
	BASJRCE 231	Feature Writing
Fourth Semester	BASJRC 281	Editing
	BASJROE 281	Mass Media and Society
Fifth Semester	BASJRC 331	Advertising
	BASJRC 332	Public Relations
Sixth Semester	BASJRC 381	Media Law
	BASJRC 382	Media Management

Mangalore University
Choice Based Credit System
B.A. SYLLABUS (JOURNALISM)
First Semester

**Course— BASJRC 131: INTRODUCTION TO MASS
COMMUNICATION AND JOURNALISM**

Teaching hours per week: 6 hours

- UNIT I** Communication – definition, process and functions - types of communication – verbal – non-verbal – intrapersonal – interpersonal – group – mass communication.
- UNIT II** Models of communication: Aristotle, Shannon and Weaver, Berlo, Lasswell, DeFleur, Osgood and Schramm.
- UNIT III** Journalism: Definition, Nature and Scope, Role of the Press in a democracy, characteristics of newspapers, magazines and tabloids.
- UNIT IV** Radio and TV as media of communication, radio and TV programme patterns – Private radio channels, satellite TV channels in India.
- UNIT V** Cinema as a medium of communication, types of cinema – Documentaries, feature films, short films.

Books for reference

- Baran, Stanley. (2019).. *Introduction to mass communication*. New York: McGraw-Hill Education.
- Hanson, Ralph E. (2017). *Mass Communication: Living in a media world*. New Delhi: Sage.
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- Mcquail, Dennis. (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
- Narula, Uma (2006). *Mass communication theory and practice*. New Delhi: Har-Anand Publications.
- Rao, Shakuntala & Mudgal, Vipul. (2016). *Journalism, democracy, and civil society in India* (6th Edition). New Delhi: Routledge,
- Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- ZAAzAæ±ÉÄRgï, ©.J.ï. (2003). „AAªÀ°£À ªÄiÄzsÄâªÄÄUÀ¼ÄÄ. ¥Äæ, ÄgÄAUÄ. °ÄA! : ¥Äæ, ÄgÄAUÄ, PÄ£ÄßqÄ «±Äé«zÄâ®AiÄÄ. gÄªi, f.J£i. gÄAUÄ£Äxi (2006). ¥ÄwæPÉÆÄzÄªªÄÄ „ÄªÄÄUÄæ „AA¥ÄÄI. °ÉAUÄ¼ÄÆgÄÄ: PÄªÄÄzsÉÄ£ÄÄ ¥ÄæPÄ±Ä£Ä.

Course - BASJRCE 131: Development of Print Media

Teaching hours per week: 2 hours

- UNIT I** Evolution of printing. Newspapers in India before independence: Contribution of James Augustus Hickey, James Silk Buckingham, Raja Rammohan Roy. The first war of Indian independence and the Press. Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi.
- UNIT II** Major Indian newspapers: The Times of India, The Hindustan Times, The Statesman, The Hindu, Indian Express.
- UNIT III** Development of Kannada Journalism: Hermann Moegling, M Venkatakrishnaiah, T T Sharma, Mohare Hanumantha Rao, DV Gundappa. Major Kannada Dailies: Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka. Tabloids in Kannada. The present status of Kannada Journalism

Books for reference

Jeffrey, Robin. (2003). *India's newspaper revolution: Capitalism, politics and the Indian-language Press*, New Delhi: Oxford University Press.

Kumar, J Keval. (2003). *Mass communication in India*. Delhi: Jaico Publishing House.

Murthy, Nadiga Krishna. (1966). *Indian journalism*. Mysore: Prasaraanga, Mysore University.

Natarajan, J. (2017). *History of Indian journalism*. New Delhi: Publications Division, Govt. of India:

Parthasarathy, Rangaswami. (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.

RNI (Annual) *Press in India*. Government of India. Available at rni.nic.in

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“ÉAUÀ¼ÀÆgĀĀ: PÁāĀzsÉĀĒĀĀ ¥ÀæPÁ±ÀĒĀ.

āĀĀÆwð, ĒÁrUÀ PÀÈµÀÚ. (1966). “sÁgÁwĀiĀĀ ¥ÀwæPÉÆĀzÀāÀĀ.
āÉĀĒ,ÀÆgĀĀ: ¥Àæ,ÁgÁAUÀ, āÉĀĒ,ÀÆgĀĀ ««.

°ÁāĒĒÀÆgĀ, ²æĀāĀ,À. (2000). °ÉÆ,ÀUÀĒÀßqÀzÀ CgĀĀuÉÆĀzÀĀiĀĀ.
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Second Semester

Course - BASJRC 181: Audiovisual Media

Teaching hours per week: 6 hours

- UNIT I** Evolution of Radio. AM and FM radio. Public service broadcasting and commercial broadcasting.
- UNIT II** All India Radio: Vividh Bharathi & Private FM. Nature and functions community radio. Types of Radio programmes- News, current affairs, external service, special audience programmes.
- UNIT III** Evolution of Doordarshan, national and regional programmes, emergence of satellite and cable TV channels.
- UNIT IV** Types of television channels, news, entertainment, sports, education, children and business channels. Growth of Kannada television channels – news and entertainment channels in Kannada.
- UNIT V** Evolution of cinema, development of cinema in India and Karnataka, popular and new wave cinema, status of Indian cinema, FTII, NFAI.

Books for reference

- Bhatt, S.C. (2007). *Broadcast journalism: Basic principles*. New Delhi: Har-Anand.
- Chatterji, Shoma A (2014) *100 Years of jump-cuts and fade-outs : Tracking change in Indian cinema*. New Delhi: Rupa Publ.
- Chatterji, P C. (1991). *Broadcasting In India*, 2nd Edition. New Delhi: Sage Publications.
- Dijk, Jan van. (2006). *The network society: Social aspects of new media*. New Delhi: Sage.
- Saran R (2012) *History of Indian cinema*. New Delhi: Diamod Pocket Books.
- Sari, Anil. (2011). *Indian cinema: The faces behind the masks*. New Delhi: Oxford University Press.
- Shrivastava, K M. (2005). *Broadcast journalism: in the 21st century*. New Delhi: Sterling.
- Usharani, N. (2006). *Educational Television in India*. New Delhi: Discovery.
- ZÄAzÄæ±ÉÄRgï, ©.J.ï. (2003). „ÄAªÄ°ÄÈÄ ªÄiÄzsÄªÄÄUÄ¼ÄÄ. ¥Äæ,ÄgÄAUÄ. °ÄA! : ¥Äæ,ÄgÄAUÄ, PÄÈÄßqÄ ««.

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Course - BASJRCE 181: New Media

Teaching hours per week: 2 hours

- UNIT I** Evolution of computer and the Internet. Merits and demerits of the Internet. Characteristics of new media. Mobile phones and technological convergence.
- UNIT II** Web journalism: Characteristics, importance, merits and demerits. Online newspapers, blogging , Internet radio and internet television. Recent trends in online journalism
- UNIT III** Social media literacy: Overview of current social media, merits and demerits of social media, social media content, Facebook, WhatsaApp, Twitter, Youtube, Pinterest, trolling.

Books for reference

- Craig, Richard. (2004). *Online journalism: reporting, writing and editing for new media*. Belmont: Thomson/Wadsworth.
- Gupta, O., & Jasra, A. S. (2002). *Information Technology in Journalism*. New Delhi: Kanishka Publishers.
- Nath, S. (2002). *Assessing the State of Web Journalism*. Delhi: Authors Press.
- Nick, Heap Ray & Thomas Geoff (1995). *Information technology & society*. New Delhi: Sage Publications.
- Polonsky, Brett. (1999). *Official Microsoft Frontpage 2000 book*. Washington: Microsoft Press
- Rajan, N. (2011). *21st Century Journalism in India*. London: SAGE Publications.
- Ray, T. (2006). *Online Journalism*. New Delhi: Foundation Books Pvt Ltd
- Singh, A. (2011). *Global Journalist in 21st Century*. Jaipur: Prateeksha Publications.
- Snellned, Temple Bob & Clork T.Michoel (2003). *Internet and web basics all in one*. Indianapolis: Pearson Educations.
- Srivastava, Chetan. (2003). *Fundamentals of information technology*. New Delhi: Kalyani Publishers.

Third Semester
Course — BASJRC 231: REPORTING

Teaching hours per week: 6 hours

- UNIT I** News – definitions – news values – elements of news – sources of news
Structure of a news story – lead, types of leads- body.
- UNIT II** Reporting for print – radio – television and new media- Package stories for TV, Attributes of a reporter- media convergence.
- UNIT III** Types of news stories – crime – court – legislature – politics – culture – environment – sports – investigative - mofussil reporting and development reporting.
- UNIT IV** Techniques of reporting - Press conferences, interviews, types and techniques, press release, reporting for news agencies
- UNIT V** Challenges of Reporting. New trends in reporting, Mobile journalism, citizen journalism.

Books for reference

- Barnas, Frank. (2017). *Broadcast news writing, reporting and producing*. New York: Routledge.
- James G. Stovall (2014). *Writing for the Mass Media*. Indianapolis: Pearson Educations.
- Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
- Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage
- Rajan, Nalini. (2007). *21st Century Journalism in India*. New Delhi: Sage Publications.
- Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.
- Shrivastava, K.M. (2015). *News reporting and editing*. New Delhi: Sterling Publishers.
- Steen, Rob. (2008). *Sports journalism*. Oxon: Routledge.
- Strentz Herbert. (2002). *News reporting and news sources*. New Delhi: Prentice Hall.

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gÁªï, f.J£ï. gÀAUÀ£Áxï (2006). ¥ÁwæPÉÆËzÀâªÄÄ, ÁªÄÄUÀæ, ÁA¥ÄÄI.
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Course — BASJRCE 231: Feature Writing

Teaching hours per week: 2 hours

- UNIT I** Feature – definition, scope - techniques of writing features – differences among features, news, articles, and editorial- ad features.
- UNIT II** Types of features – historical, travel, business, institutional, science, development, how to-do-it, photo features
- UNIT III** Columns and columnists – types of column – leading columnists in Kannada and English newspapers. Writing profiles, obituaries, backgrounders, writing reviews. Freelance journalism.

Books for reference

- Friedlander, Jay & Lee, John (eds.). (2010). *Feature writing for newspapers and magazines: The pursuit of excellence* (7th Ed). London: Allyn & Bacon
- Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.
- Pape, Susan & Featherstone, Susan. (2006). *Feature writing: A practical introduction*. New Delhi: Sage.
- Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage
- Ricketson, Matthew. (2004). *Writing feature stories: How to research & write newspaper & magazine articles*. London: Allen & Unwin
- Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.

Fourth Semester
Course — BASJRC 281: EDITING

Teaching hours per week: 6 hours

- UNIT I** Editing – nature, process, importance. News room setup, Role and functions of an editor, news editor, sub-editor. Guest editor.
- UNIT II** Headline – functions and types of headline—techniques of writing headlines – trends in headline writing.
- UNIT III** Editorial page – editorials – types of editorial - middles – letters to the editor – Op-ed– articles, advertorials.
- UNIT IV** Newspaper Design: Techniques of page layout, latest trends in page layout, dummy, pagination, style sheets. Page making softwares : PageMaker, QuarkExpress, Indesign – photo editing.
- UNIT V** Editing for radio and television – Rewriting- translation – types and techniques of translation.

Books for reference

- Brooks, S & Pinson, James L. (2017). *The art of editing in the age of convergence*. New York: Routledge.
- Ludwig, Mark D. & Gilmore, Gene. (2005). *Modern news editing*: Iowa: Blackwell.
- Ross F.Collins (2013). *Editing Across Media: Content and Process for Print and Online Publication*. McFarland & Co. Inc
- Shrivastava, K.M. (2015). *News reporting and editing*. New Delhi: Sterling Publishers.
- Prasad, Sharada. (1993). *Editors on editing*. New Delhi: National Book Trust.
- Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publications.
- Roy, Barun. (2000). *Beginners' guide to journalism*. Delhi: Pustak Mahal.
- Sharma, S. (2006). *Editing, Theory and Practice*. New Delhi: Anmol Publications Pvt Ltd.
- gÁäi, f.J£i. gÀAUÀ£Áxï (2006). ¥ÁwæPÉÆÃzÀáÀÄ ,ÀªÄÄUÀæ ,ÄA¥ÄÄI. "ÉAUÀ¼ÀÆgÄÄ: PÁªÄÄzsÉÃ£ÄÄ ¥ÀæPÁ±À£Ä.

Course — **BASJROE 281: Mass Media and Society**

Teaching hours per week: 2 hours

- UNIT I** Mass society—mass communication- characteristics of mass media. Radio, Television and Cinema as mass media. Responsibilities of media. media and democracy. Mass media and social change.
- UNIT II** Freedom of speech and expression-Media ownership and control- Pressures on media- media regulation- censorship.
- UNIT III** New communication technologies- global village- the internet – digital divide. Social movements and the media. Sensationalism in media. Mass culture.

Books for reference

- Curran, James. (2010). *Mass Media and Society* (5th Ed). London: Hodder Education.
- Graeme, Burton. (2009). *Media and Society*, New York: McGraw-Hill
- Grossberg, Lawrence. (2006). *Mediamaking: mass media in a popular culture* (2nd Ed). New Delhi: Sage.
- Hasan, Seema. (2013). *Mass Communication: Principles and Concepts*. New Delhi: CBS
- Herman, E S, and Chomsky, Noam. (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage.
- Jacobs, Norman. (1992). *Mass media in modern society*. New Burswick: Transaction
- Kohli-Khandelkar Vanitha. (2013). *The Indian media business*. New Delhi: Sage.
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- McQuail, Denis. (2005). *McQuail's Mass Communication Theory* (5th ed). New Delhi: Sage.
- Wells, Alan & Hakanen, Ernest, A. (1997). *Mass media and society*. London: JAI Press.

Fifth Semester

Course — **BASJRC 331: ADVERTISING**

Teaching hours per week: 5 hours

- UNIT I** Advertising – definition – origin and development of advertising – social and economic effects of advertising – Advertising agency structure and functions.
- UNIT II** Types of advertising – classifieds – retail—display –corporate – industrial – product – public service advertising, political advertising.
- UNIT III** Advertising production – copy writing – types of copy –layout –headline - colour – illustrations.
- UNIT IV** Advertising campaigns – planning –positioning -media selection – Print, radio, TV, outdoor, direct mail, new media – Marketing mix.
- UNIT V** Law and ethics in advertising – Consumerism and media – Code of Ethics in advertising ASCI– ABC. Accreditation of advertising agencies.

Books for reference

- Barzman, A. (2004). *Radio Advertising*. Chandigarh: Unistar Books Pvt Ltd.
- Batra, Rajeev. (1996). *Advertising management*. New York: Prentice Hall.
- Chaudhuri, Arun. (2014). *Indian advertising: Laughter and tears-1950-2013*. New Delhi: Niyogi Books.
- Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.
- Cluley, Robert. (2017). *Essentials of advertising*. New York: Kogan Page.
- Dennison, D. (1999). *The Advertising Hand Book*. Mumbai: Jaico Publishing House.
- Jenkins, Frank. (2016). *Advertising made simple*. London: Heinemann.
- Young, Miles. (2018). *Ogilvy on advertising in the digital age*. New York: Bloomsberg Publishers

Course — **BASJRC 332: Public Relations**

Teaching hours per week: 5 hours

- UNIT I** Public relations – definition – nature, scope and functions – origin and development of PR in India. PR Process – fact finding, planning, implementation and evaluation
- UNIT II** Differences among advertising, publicity, propaganda- public opinion-responsibilities of a PR practitioner
- UNIT III** Tools of PR – print , radio, film, television, new media, photography , house journals , exhibitions, Open House.
- UNIT IV** Types of public relations – government, private, public sector, community relations, employee relations , media relations- PR in democracy
- UNIT V** Problems and prospects of PR. Event management, Code of ethics in PR – professional organizations : PRSI-PRCI – IPRA.

Books for reference

- Bhimani, Rita. (2018). PR2020: The trending practice of public relations. New Delhi: BEE Books.
- Reddy, C.V. Narasiman. (2014). *Effective public relations and media strategy* (92nd edition). Delhi: PHI Learning Private Limited.
- Sachdeva.S.Iqbal. (2009). *Public Relations: Principles and Practices*. New Delhi: Oxford University Express.
- Sardana, C.K. (2000) *Applied public relations in the indian context*. New Delhi: Harananda Publicaitons.
- Scott, David Meerman. (2010). *The new rules of marketing and PR*. Hoboken: John Wiley & Sons c.
- Singh J.K. (2007). *Media and public relations*. New Delhi: Kul Bhushan Nangia APH
- Smith. D. Ronald. (2009). *Strategic planning for public Relations*. New York: Routledge.
- Solis, Brain & Brcakenridge, Deirdre. (2009). *Putting the Public Back in Public Relations*. Upper Saddle River:Pearson Education.
- dAiÄÄ¹A°Ä. (2009). „ÁªÄðdªPÄ „ÄA¥ÄPÄð ¥ÄjZÄAiÄÄ. “ÉAUÄ¼ÄÆgÄÄ: „ÉBÄ°Ä §ÄPî °È,ï.

Sixth Semester
Course — BASJRC 381: MEDIA LAW

Teaching hours per week: 5 hours

- UNIT I** Salient features of the Indian Constitution – fundamental rights and duties – Article 19-1 (a) and (2) - freedom of the press.
- UNIT II** Laws relating to media – Press and Registration of Books Act – Working Journalists Act – Law of Defamation– contempt of court – contempt of legislature
- UNIT III** Right to information Act –Copyrights Act – Intellectual Property Rights. Cyber law – Cable television network (regulation) Act – film censorship.
- UNIT IV** Major recommendations of the first and second press commissions, Press Council of India Act, a critical study of functions and performance of the Press Council of India,
- UNIT V** Ethics: Media’s ethical problems- Sting operation, Right to privacy, sensationalism and yellow journalism, paid news, Media self-regulation: BCCC, Ombudsman.

Books for reference

- Basu, Durga Das. (2010). *Law of the press*. New Delhi: Prentice Hall of India.
- Myneni, S.R. (2015). *Media law*. Hyderabad: Asia Law House.
- Pathak, Juhi P. (2014). *Introduction to mass media laws and ethics*. Delhi: Shipra Publication.
- Neelamalar, M. (2009). *Media law and ethics*. Delhi: PHI Learning Private Limited.
- Prasad, Kiran. (2011). *Media law in India*. Delhi: Kluwer Law International.
- Divan, Madhavi Goradia. (2018). *Facets of Medial Law*. New Delhi: Eastern Book Company.

Course — **BASJRC 382: MEDIA MANAGEMENT**

Teaching hours per week: 5 hours

- UNIT I** Management concept, principles of management, structure and characteristics of media organizations – newspapers, magazines, radio, television production houses.
- UNIT II** Factors influencing management decisions, types of media ownership-merits and demerits. Economics of newspaper: Marketing, advertising, circulation, distribution.
- UNIT III** Management problems of small, medium and large newspapers: Committees to study the problems of the various media in India- Chanda Committee, B.G. Verghese Working Group, P. Ramaiah Committee.
- UNIT IV** Administrative Concerns of Government owned electronic media-private, Channels. Market driven media-social commitment vs profit making. FM Radio policy.
- UNIT V** News agencies—structure and functions. Human Resource, Management in media houses. Professional organizations- Indian Newspaper Society, Editors' Guild of India, Indian Broadcasting Federation, News Broadcasters Association.

Books for reference

- Albarran, B Alan, Chan, M Sylvia & Wirth, O Michael. (2006). *Handbook of Media Management and*
- Chaturvedi, B.K. (2009). *Media Management*. New Delhi: Global Vision Publishing.
- Cunningham, Stuart; Flew, Terry & Swift, Adam. (2015). *Media economics*. New York. Palgrave Macmillan.
- Deuze, Mark. (2011). *Managing media work*. New Delhi: Sage.
- Diehl, Sandra & Kamasin, Matthias. (2013).(Eds). *Media and convergence management*. London: Springer.
- Kohli-Khandelkar Vanitha. (2013). *The Indian media business*. New Delhi: Sage.
- Padmaja, R. (2008). *Marketing of newspapers*. New Delhi: Kanishka Publishers.
- Polland, James E. (2015). *Principles of newspaper management*. Rochester: Scholar's Choice.
- gÀ«, ©.PÉ., ÀvÀâ¥ÀæPÁ±ī JA.Dgī. (2008). ¢ÀiÁzsÀâªÀÄ GzÀâªÀÄ. ¨ÉAUÀ¼ÀÆgÀÄ: ¥ÀÄ,ÀÛPÀ ¥ÀæøüPÁgÀ.