

BANGALORE UNIVERSITY
DEPARTMENT OF COMMUNICATION

A MEETING OF THE BOS IN COMMUNICATION WAS CONVENED ON SATURDAY
13-12-2003 AT 11.30 AM IN THE CHAMBERS OF THE CHAIRMAN, DEPARTMENT OF
COMMUNICATION, BANGALORE UNIVERSITY, BANGALORE.

THE FOLLOWING MEMBERS WERE PRESENT:

1. **Dr. K. PUTTARAJU**.....CHAIRMAN
2. **Prof. N.S. ASHOK KUMAR**..... MEMEBR
3. **Dr. B.K. RAVI**MEMEBR
4. **Smt. M N VANI**MEMEBR

5. **Sri. MASILAMANI**.....Absent
6. **Dr. C PICHANDY**-do-
7. **Dr. USHARANI N**.....-do-

1. The Board unanimously ratified the resolution co-opting smt. M. N. Vani, Head of the Dept., Dept., of Journalism, NMKRV College for women, Bangalore as a special invitee and member of the BOS representing the undergraduate faculty.
2. The BOS unanimously resolved to approve the syllabi for B A Optional subject of Journalism under semester scheme prepared by the Chairman in consultation with the undergraduate and post graduate teachers through a series of consultation, discussion and workshops.

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CHAIRMAN

MB 17/11/2025
Assistant Registrar (Academic Section - I)
Bangalore University,
Bangalore.

BANGALORE UNIVERSITY
SYLLABI FOR B A DEGREE (SEMESTER SCHEME)

OPTIONAL SUBJECT: JOURNALISM

PAPER: 1.1

TITLE OF THE PAPER: INTRODUCTION TO MASS COMMUNICATION

MAX MARKS 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, Television, Oral, Traditional and Folk media.

BOOKS FOR REFERENCE:

- | | |
|-------------------|--------------------------------------|
| 1. DAVID BERLO | 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. |

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II SEMESTER

PAPER.2.2

TITLE OF THE PAPER: 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 SARATHY R | Journalism in India. |
| 6. CHALPATHY RAU M | The Press. |
| 7. AHUJA B.N | The Theory and Practice of Journalism. |
| 8. GUNDAPPA D V | Vritta Patrikegalu. |

SEMESTER-III

PAPER-3.3

TITLE OF THE PAPER: MEDIA LAWS AND INDIAN CONSTITUTION.

MAX MARKS 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 Article 19(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:

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|-------------------------|--|
| 1.DURGADAS BASU | Laws of the Press in India |
| 2.RAYUDU C S | Communication Laws. |
| 3.UMRIGAR D M | Journalist and the Law. |
| 4.PII | The Law and the Press. |
| 5.DURGADAS BASU | Indian Constitution. |
| 6.SOMESWARA 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

TITLE OF THE PAPER: 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:

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|--------------------------|---|
| 1. MEHRA MASANI | Broadcasting and the People. |
| 2. SRIVASTAVA K M | Radio and TV Journalism. |
| 3. BLISS AND PATTERSON | 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

PAPER-5.5

TITLE OF THE PAPER: 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:

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|---------------------|-----------------------------|
| 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

TITLE OF THE PAPER: 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:

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|------------------------|------------------------------------|
| 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-6.8

TITLE OF THE PAPER: 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
2. SANDAGE AND OTHERS
3. SETHIA & CHUNAWALA
4. OTTO KLEPPNER
5. CUTLIP & CENTER
6. RAVINDRAN
7. AHUJA & CHANDRA
8. SAM BLACK

Advertising in India.
Advertising –Theory and Practice.
Advertising- Principles and Practice.
Advertising Procedure.
Effective Public Relations.
Handbook of Public Relations.
Public Relations.
Practical Public Relations.

