

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

Paper I: J 101 INTRODUCTION TO MASS COMMUNICATION AND  
JOURNALISM

Total hours of instruction: 70  
Teaching hours per week: 6 hours

(G)  
UNIT I

Communication – definition, nature, scope, process, elements of communication – basic models of communication: Aristotle, Shannon and Weaver, <sup>in MS</sup> Berlo, Lasswell, DeFleur, Osgood and Schramm – types of communication – verbal – non-verbal – intrapersonal – interpersonal – group – mass communication, functions of communication. 22 hrs

(M)  
UNIT II

Journalism: Definition, Nature and Scope, Role of the Press in a democracy, characteristics of newspapers, magazines and tabloids. 12 hrs

(M)  
UNIT III

Radio and TV as media of communication, radio and TV programme patterns – Private radio channels, satellite TV channels in India, community radio. 12 hrs

(M)  
UNIT IV

Cinema as a medium of communication, types of cinema – Documentaries, feature films, short films, FTI, NFAI. 12 hrs

(a)

## UNIT V

New media- definition, features, web journalism, news portals and social media: facebook, twitter, youtube, pinterest, blogs

12 hrs

### Books for Reference:

1. Introduction to Mass Communication - Edwin Emery
2. Mass Communication in India - Keval J. Kumar
3. Introduction to Mass Communication - Jay Black and Bryant Jennings
4. Journalism and Mass Communication in India - Mehta D.S
5. Broadcast Journalism - Bhatt S.C
6. Mass Communication: An Introduction - John R. Bittner
7. Broadcasting in India - Chattarjee P.C
8. News Writing - George Hough
9. News Writing for Radio and T.V - Shrivastava K.M
10. A Journalist's Guide to the Internet  
-The Net as a reporting tool - Callahan Christopher

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Second Semester

Paper II – J 152

**EVOLUTION OF MEDIA**

Total hours of instruction: 70  
Teaching hours per week: 6 hours

**UNIT I**

Printing – origin of printing – types of printing – development of printing in India – new trends in printing technology. **12 hrs**

**UNIT II**

Early press in India, growth of language press in India, Kannada press: origin and development- Mangalooru Samachara, Thainadu, Sanyukta Karnataka, Karmaveera, Sudha, Taranga, **12 hrs**

**UNIT III**

Origin and development of broadcasting in India- All India Radio- organizational setup of All India Radio – present status of radio in India- growth of FM Radio, private FM channels in India- community radio – Commercial Broadcasting Services. **12 hrs**

**UNIT IV**

Origin and development of television- television in India – organizational setup of TV Station, present status of television–types of TV channels: news, entertainment, sports, science and education **12 hrs**

**UNIT V**

Origin and development of Cinema in India – development and Status of Kannada cinema– New Cinema **12 hrs**

2019-20 → 40% 7

Elective → 40% 2

**Books for Reference:**

- |                                   |  |
|-----------------------------------|--|
| 1. Broadcasting and People        | - Mehra Masani                               |
| 2. Indian Journalism              | - Nadig Krishnamurthy                        |
| 3. March of Journalism            | - Harold Heard                               |
| 4. Indian Films                   | - Edwin Emery, Krishnaswamy,<br>Eric Bradman |
| 5. Press in India                 | - Chalapathy Rao                             |
| 6. Journalism in India            | - Rangaswamy Parthasarathy                   |
| 7. Press at crossroads            | - N.S. Raghavan                              |
| 8. Indian Cinema Past and Present | - Firoz Rangoonwala                          |
| 9. 75 years of Indian Cinema      | - Kobita Sarkar                              |
| 10. Cinema Yaana                  | - K.Puttaswamy                               |

Paper III – J 201

Third Semester  
**REPORTING**

Total hours of instruction: 70  
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. *06/07* **12 hrs**

**UNIT II**

Reporting for media - print – radio – television and New Media- attributes of a  
reporter- media convergence. *06/07* **12 hrs**

**UNIT III**

Types of news stories – crime – court – legislature – politics – culture –  
environment – sports – investigative and development reporting. **12 hrs**

**UNIT IV**

*Agri-culture, Environment, Education, Interpretation, Science, Film and Reporting, Fashion, Relations, Professional Reporting, Union*  
Interviews – types and techniques of interviews for print, radio and  
television – preparation for interviews. **12 hrs**

**UNIT V**

News agencies – freelancing – mofussil reporting – new trends in  
reporting, citizen journalism. **12 hrs**

**Books for Reference:**

- |                                      |   |                             |
|--------------------------------------|---|-----------------------------|
| 1. Professional Journalist           | - | John Hohenberg              |
| 2. News Reporting                    | - | B.N. Ahuja and S.S. Chabra  |
| 3. Professional Journalism           | - | M.V. Kamath                 |
| 4. Interpretative Reporting          | - | Curtis D. Mac Dougall       |
| 5. Reporting: Theory and Practice    | - | M. Babaprasad               |
| 6. News Reporting and Editing        | - | K.M. Srivastava             |
| 7. Modern News Reporting             | - | Care H. Warren              |
| 8. Functions and areas of Journalism | - | Y.K.D. Souza                |
| 9. Good news bad news                | - | Tharyan                     |
| 10. Handbook of Journalism           | - | AggarwalVirBala, Gupta V.S. |

Paper IV – J 252

Fourth Semester

**EDITING**

Total hours of instruction: 70  
Teaching hours per week: 5 hours

**UNIT I**

Editing – nature, process, newsroom setup – functions and qualifications of sub-editor- copy editor – news editor – editor- editing symbols. 12 hrs

**UNIT II**

Headline – techniques of writing headlines – functions and types of headline – trends in headline writing. 17 hrs

**UNIT III**

q Design and page make-up – principles – dummy –page making softwares : PageMaker, QuarkExpress, Indesign – style sheet – photo editing. 12 hrs

**UNIT IV**

q Editorial page – editorials – types of editorial - middles – letters to the editor – Op-ed- articles, advertorials 17 hrs

**UNIT V**

q Editing for radio and television – translation – types and techniques of translation. 12 hrs

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906<sup>th</sup>  
Paper VI - J 302

Fifth Semester

**ADVERTISING**

Total hours of instruction: 70  
Teaching hours per week: 5 hours

**UNIT I**

Advertising - definition - origin and development of advertising - social and economic effects of advertising - Ad agency structure and functions.  
**12 hrs**

**UNIT II**

Types of advertising - classifieds - display - corporate - industrial - product - public service advertising.  
**12 hrs**

**UNIT III**

Writing advertisements - copy writing - types of copy - designing advertisements: layout - headline - colour - illustrations.  
**12 hrs**

**UNIT IV**

Advertising campaigns - planning - media selection - Print, radio, TV, outdoor, direct mail, new media - Marketing mix.  
**22 hrs**

**UNIT V**

Law and ethics in advertising - Consumerism and media - ASCI - Code of Ethics in advertising - advertising clubs - ABC.  
**12 hrs**

5<sup>th</sup>  
SEM  
Paper V - J 301

Fifth Semester

**FEATURE WRITING**

Total hours of instruction: 70

Teaching hours per week: 6 hours

**UNIT I**

Feature – definition, scope - techniques of writing features – differences among features, news, articles, and editorial- ad features. **12 hrs**

**UNIT II**

Types of features – historical, travel, business, institutional, science, development, how to-do-it, photo features – columns and columnists – types of column – leading columnists in Kannada and English newspapers.

**22 hrs**

**UNIT III**

Writing profiles, obituaries, backgrounders, Technical writing- attributes of a technical writer.

**12 hrs**

**UNIT IV**

Photography, techniques of photography, types of camera, sources of news photographs, caption writing. Nature and scope of photo journalism- legal and ethical aspects of photography.

**12 hrs**

**UNIT V**

Feature syndicates – writing reviews and criticism – book reviews – film reviews – art reviews.

**12 hrs**



6th.

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Paper VII - J 351

J 353

Sixth Semester

**PUBLIC RELATIONS**

Total hours of instruction: 70  
Teaching hours per week: 5 hours

**UNIT I**

Public relations – definition – nature, scope and functions – origin and development of PR in India – differences among advertising, publicity, propaganda— responsibilities of a PR practitioner **22 hrs**

**UNIT II**

PR Process – fact finding, planning, implementation and evaluation- public opinion. **12 hrs**

**UNIT III**

Types of public relations – government, private, public sector, community relations ,employee relations , media relations- PR in democracy **12 hrs**

**UNIT IV**

Tools of PR – print , radio, film, television, new media , photography , house journals , exhibitions, Open House. **12 hrs**

**UNIT V**

Code of ethics in PR – professional organizations – PRSI-PRCI – IPRA. **12 hrs**

Paper VIII - J 352

Sixth Semester

**MEDIA LAW AND MANAGEMENT**

J-354

Total hours of instruction: 70  
Teaching hours per week: 5 hours

**UNIT I**

Salient features of Indian Constitution – fundamental rights and duties – Article 19-1 (a) and (2) - freedom of the press. **12 hrs**

**UNIT II**

Laws relating to media – Press and Registration of Books Act – Working Journalists Act – Law of Defamation– contempt of court – contempt of legislature – Right to information Act – Copyrights Act – Intellectual Property Rights

**22 hrs**

**UNIT III**

Press Commissions, Press Council — Code of conduct for journalists – Broadcasting Code – Right to privacy- cyber law – Cable Act – film censorship.

**12 hrs**

**UNIT IV**

Principles of Management and their application to media industry – ownership patterns of newspapers – organizational structure and functions of Prasar Bharati.

**12 hrs**

**UNIT V**

Circulation, pricing and marketing of newspapers, readership surveys: IRS and NRS. Structure and functions of news agencies. INS, AINEC, ILNA.

**12 hrs**