

Course Title	Course Code	Credits	Total Hours-112		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
Development of mass Media	23JMC11	04	75	00	50	50	03

### Course Objectives

- 1.To introduce students to the basics of Printing Press.
- 2.To inculcate the knowledge of elements of Kannada press
- 3.To acquaint them with important aspects of the process of Radio.
- 4.To develop the knowledge of Television.
- 5.To enhance understanding process of Communication.

### Module-I

**Hours-18**

- 1.1 History of Printing,
- 1.2 Early growth of Indian press.
- 1.3 Press and Freedom movement, and Post-Independence,
- 1.4 Important personalities of Indian journalism.
- 1.5 Current status of newspaper.

### Module- II.

**Hours-15**

- 2.1 Growth and development of Kannada Press
- 2.2 Important personalities of Kannada journalism.
- 2.3 Role of Kannada press during freedom struggle
- 2.4 Kannada press after independence–
- 2.5 Current status of News paper in Kannada.

### Module- I I I

**Hours-17**

- 3.1 Evolution of Radio – World and Indian History of Radio
- 3.2 History of Radio in Karnataka
- 3.3 Introduction of FM Stations and its Impact
- 3.4 Community Radio and its Contribution in the Community Development.
- 3.5 Present status of Radio in India and Karnataka.

### Module –IV

**Hours-15**

- 4.1 Origin and Development of Television in World and India
- 4.2 History of Television in Karnataka
- 4.3 Present Status of TV in India and Karnataka.
- 4.4 On-line editions of newspapers-Radio and Television
- 4.5 The Impact of Online media

## Module-V

Hours10

- 5.1 Communication-meaning ,Nature , aims and objectives ,Scope
- 5.2 Types of Communication
- 5.3 Models of Communication
- 5.4 Medium of Mass Communication
- 5.5 Current status of Mass Communication

## Course Outcomes

- 1.Students would be able to understand the basics of Printing Press.
- 2.Students would be able to inculcate the knowledge of status of Kannada Press.
- 3.Students would be able to acquaint them with important aspects of the process of Radio.
- 4.Students would be able to develop the knowledge of trends of Television.
- 5.Students would be able to enhance understanding Communication.

## **Books for study and Reference:**

Nayyar Shamsi	Encyclopedia Electronic Media
Seema Sharma	Development of journalism
Uma Joshi	Text book of Mass Communication & Media
Shahazad Ahmad	Research Methods the Field
Philip Bell	Media Interview
P C Sinha	Broadcasting Television And Radio
B N Ahuja	Audio Visual Journalism
Barun Roy	Beginners Guide to Journalism & Mass Communication
Bhanu Pratap Singh	Mass Communication Research
Bhanu Pratap Singh	Mass Communication Theory
Nayyar Shamsi	mass Media and Democracy
Keval J Kumar	Mass Communication
ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್	ಪತ್ರಿಕೋದ್ಯಮ
ಗಂಗಾಧರ ಮೊದಲಿಯಾರ	ರೇಡಿಯೋ ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ
ಪ್ರೊ.ಎಸ್.ಉಷಾರಾಣಿ	ಸಂವಹನ ಕ್ರಿಯೆ ಮತ್ತು ಪ್ರಕ್ರಿಯೆ
ಡಾ.ಜಿ.ಪಿ ಮಹೇಶ್ವಂದ್ರ	ಅಭಿವೃದ್ಧಿ ಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ
ಬಿ.ಎನ್.ಗುರುಮೂರ್ತಿ	ರೇಡಿಯೋ, ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ
ಡಾ.ನಿರಂಜನ ವಾನ್ಶಿ	ಸಂವಹನ ಶಿಕ್ಷಣ

Course Title	Course Code	Credits	Total Hours-112		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
Reporting for Media	23JMC12	04	75	00	50	50	03

### Course Objectives

- 1.To introduce students to the basics of News concept.
2. To inculcate the knowledge of elements of Reporting.
3. To acquaint them with important aspect soft the Investigative journalism
- 4.To develop the knowledge of skills of journalism.
- 5.To enhance understanding of the Interpretation skills Journalism.

### Module-I

**Hours-17**

- 1.1 News- concept – definitions - news values – elements
- 1.2 News writing techniques -lead- types of leads- body.
- 1.3 Organization of reporting section in a newspaper
- 1.4 Qualifications, duties and responsibilities of a reporter and chief reporter
- 1.5 News sources and marinating confidentiality.

### Module-II

**Hours-24**

- 2.1 Reporting-crime, accidents, disaster, Calamities, riots,
- 2.2 Political reporting, election, legislature/local bodies, judiciary
- 2.3 weather, city life, press conferences, speeches, seminars, workshops,
- 2.4 Science & technology, health, agriculture, commerce, environmental issues
- 2.5 Sports, Economic development, gender and allied areas.

### Module-III

**Hours-12**

- 3.1 Meaning and philosophy of investigative journalism
- 3.2 Techniques and problems of investigative journalism
- 3.3 Different stages of investigative reporting
- 3.4 Ethical considerations of investigative reporting
- 3.5 Development and specialized reporting.

#### **Module-IV**

**Hours-13**

- 4.1 Interview techniques
- 4.2 Types of interviews- On the spot- Planned- On Phone
- 4.3 Preparations for conducting interviews.
- 4.4 Importance of Interview
- 4.5 Difference between electronic and print media interview

#### **Module-V**

**Hours-9**

- 5.1 Analysis of news-Interpretation skills
- 5.2 Role of online journalists-challenging values
- 5.3 Researching and accessing online sources
- 5.4 Online report writing
- 5.5 Published and online sources

#### **Course Outcomes**

- 1.Students would be able to understand the basics news values– elements and techniques of news.
- 2. Students would be able to understand different types of news reporting
- 3. Students would be able to acquaint Different stages of investigative reporting
- 4. Students would be able to develop the knowledge Interview techniques
- 5.Students would be able to enhance understanding online report writing and development report writing.

#### **Books for study and Reference:**

- 1) Encyclopedia Journalism in 21<sup>st</sup> Century -M H Syed
- 2) Journalism and Press-Shahazad Ahmad
- 3) History of journalism- Muniruddin
- 4) Art of Modern Journalism- Shahazad Ahmad
- 5) Reporting Methods- S Kundra
- 6) Fundamentals of Journalism- Shilpa Kundra
- ೭) ಪತ್ರಿಕೋದ್ಯಮ- ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್
- ೮) ಕ್ರೀಡಾಪತ್ರಿಕೋದ್ಯಮ- ಗೋಪಾಲಕೃಷ್ಣಹೆಗಡೆ
- ೯) ಅಭ್ಯುದಯಪತ್ರಿಕೋದ್ಯಮ- ಈಶ್ವರದೈತೋಟ
- ೧೦) ಪತ್ರಿಕಾಭಾಷೆ- ಡಾ. ಪದ್ಮರಾಜದಂಡಾವತಿ
- ೧೧). ಡಾ.ಕೂಡ್ಲಿಗುರುರಾಜ- ಸುದ್ದಿಬರಹಮತ್ತುವರದಿಗಾರಿಕೆ

Course Title	Course Code	Credits	Total Hours-112		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
<b>Editing and language Skills</b>	23JMC13	04	75	00	50	50	03

### Course Objectives

- 1.To introduce students to the basics of Editing in news paper.
- 2.To inculcate the knowledge of process of editing in news paper.
- 3.To acquaint them with important aspects Photo editing techniques- Info graphics-Design, and layout of pagination.
4. To develop the knowledge of skills Magazine layout
5. To enhance understanding of the Basic Language Skills–Grammar and Usage, Vocabulary in newspaper.

### Module-I

**Hours-23**

- 1.1 Editing-Meaning, Definition, Need and objectives
- 1.2 Principles of Editing
- 1.3 Functions of Editorial department organization
- 1.4 Staffing pattern in big, medium and small publications
- 1.5 Role and responsibilities of editor

### Module-II

**Hours-17**

- 2.1 Editing process: Checking facts, Correcting language,-
- 2.2 Rewriting news stories, Condensing stories, Preventing slanting  
-of news, Editing agency copies, Correspondent's copies,
- 2.3. Headline- meaning and functions
- 2.4. Principles to follow in headline writing,
- 2.5. Types of Headlines, Current trends in headline writing in Both English And Kannada Press

### Module-III

**Hours-12**

- 3.1 Meaning, Definition and Functions of Page Layout
- 3.2 Principles of layout, front page-inside pages,
- 3.3 Problems of inside page make up, Special page designs, Total design concepts,
- 3.4 Photo editing techniques- Info graphics-Design, and layout
- 3.5 Caption writing, Contemporary Indian news paper designs and layout, Avoiding bad phrases  
Sensationalisation

**Module –IV**

**Hours-10**

- 4.1 Magazine layout
- 4.2 Literature and newspaper
- 4.3 Language of Kannada news paper
- 4.4 Internet Editions –News Websites
- 4.5 Art of printing /Importance of graphics

**Module –V**

**Hours-13**

- 5.1 Basic Language Skills–Grammar and Usage, Vocabulary
- 5.2 Journalistic Vocabulary and Usage, Sentence Formation–Both Print and Visual Media,
- 5.3 Reading Skills–Techniques of reading
- 5.4 Writing–Definition and Concept, Persuasive Writing–Definition and Concepts,
- 5.5 Analysis– Definition and Concepts of Analysis, Elements and Methods of Analysis.

**Course Outcomes**

- 1 Students would be able to understand the basics of process of editing
- 2 Students would be able to inculcate the knowledge page layout and design
- 3 Students would be able to acquaint them with important aspects of the roles of news editing.
- 4 Students would be able to develop the knowledge of magazine layout.
- 5 Students would be able to enhance understanding Reading and writing skills.

**Books for study and Reference:**

- 1. S.Kundra ----- Editing Techniques
- 2. Nayyar Shamsi ----- Journalism Language and Expression
- 3. Nayyar Shamsi----- Journalism Editing
- 4. Nayyar Shamsi----- Encyclopedia of Editing
- 5. Bhanu Pratap Singh--- Art of Editing
- 6. B N Ahuja ----- Editing
- 7. Baskett and Sissors -- The Art of Editing
- 8. Harold Evans----- Editing and Design
- 9. L. M. Spencer---- Editorial Writing
- 10. Joseph ----- Outlines of Editing
- 11. C. G. Manjula----- Desk Journalism
- 12. T V Sivanandan--- Art of Reporting

Course Title	Course Code	Credits	Total Hours-112		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
Digital Media	23JMC14	04	75	00	50	50	03

**Course Objectives:**

- 1.To introduce students to the basics concept of computer.
- 2.To inculcate the knowledge of internet and its role.
- 3.To acquaint them with important aspects Traditional and new media
- 4.To develop the knowledge of social media networks,
- 5.To enhance understanding of the Ethics of web journalism

**Module –I****Hours-19**

- 1.1 Evolution and generation of computer
- 1.2 Types of computers
- 1.3 Input and Output Devices
- 1.4 System Software and Application Software
- 1.5 Network Security

**Module II****Hours-19**

- 2.1 M.S Office Word
- 2.2 M.S Office Excel
- 2.3 M.S Office Power Point
- 2.4 Multimedia- Meaning, Components, Characteristics
- 2.5 Multimedia- Advantages and Disadvantages

**Module III****Hours-16**

- 3.1 Internet –concept functions, impact
- 3.2 Basic computer networks- data communication networking,
- 3.3 Topology and its Types
- 3.4 Internet- Advantages, Disadvantages, types
- 3.5 Website – Features, advantages and disadvantages.

**Module IV****Hours-13**

- 4.1 Traditional Media - Meaning, Definitions, Characteristics, Types
- 4.2 New Media - Meaning, Definitions, Characteristics, Types
- 4.3 Mass Media- Meaning, History, Types, Functions
- 4.4 Online information sources (Online Newspaper, Magazine, Radio and Online T.V)

#### 4.5 Blogs- Meaning, Definition, Purposes, Types

### **Module V**

**Hours-8**

5.1 New Social Media- Meaning, Types, Importance

5.2 Dynamics of social media networks,

5.3 Novelty, strength and weakness, Growing, of social media

5.4 Youth and social networking,

5.5 Ethical issues with social networking.

### **Course Outcomes:**

- 1) Students would be able to understand the basics and functions of computer.
- 2) Students would be able to inculcate the knowledge of internet and their functions.
- 3) Students would be able to acquaint them with importance of online journalism.
- 4) Students would be able to develop the knowledge of skills of social media.
- 5) Students would be able to enhance understanding nature and ethics of web journalism.

### **Reference Books:**

1. ಪತ್ರಿಕೋದ್ಯಮ- ಜಿ.ಎನ್.ರಂಗನಾಥರಾವ್
2. ಡಾ.ಕೊಡ್ಲಿಗುರುರಾಜ- ಸುದ್ದಿಬರಹ ಮತ್ತು ವರದಿಗಾರಿಕೆ
3. Michel Agnes- Webster New World
4. Pradeep Mandav.- Visual Communication
5. T.K.Ganesh- Digital Media
6. N.A Faqueshamsi- Encyclopedia of Multi media
7. Aravidkumar- Multimedia Journalism
8. Aravindkumar- Internet Journalism
9. Jitendrakumar- Digital Broadcasting Journalism



Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
News writing and translation Exercise	23JMCP15	04		00	50	50	2

### **23JMCP15-NEWS WRITING AND TRANSLATION EXERCISE**

#### **Module 1.**

**Module1.**News writing-Press notes, crime, accidents, disaster, Political reporting, election, legislature/local bodies, judiciary, press conferences, seminars/ workshops, science & technology, commerce, Investigative Reporting. Writing different types headlines-5, Writing different types of Captions-5

**Module 2.**Translations- Press notes, Speech Report, crime, accidents, local bodies new, press conferences, seminars/workshops.

#### **Submission**

#### **Module 1.**

Press notes-5, crime-5, accidents-5, disaster-5, Political reporting-5, election-5, legislature/local bodies-5, judiciary-5, press conferences-5, seminars/ workshops-5, science & technology-5, commerce-5, Investigative Reporting-5, Writing different types headlines-5, Writing different types of Captions-5

#### **Module 2.**

Translations- Press notes-5 Speech Report-5 crime-5, accidents-5, Obituary-5, local bodies news-5, weather-5, press conferences-5, seminars/ workshops-5.

\* Submission should be in the form of Journal

Course Title	Course Code	Credits	Total Hours-		Assessment		Exam Duration in Hours
			Hours/ Week				
			Lecture	Tutorial	SEE	CIE	
Writing for Electronic Media	23JMCP16	04		00	50	50	2

### **23JMCP16 –WRITING FOR ELECTRONIC MEDIA**

#### **Module 1.**

Different types of Radio Programme Script – News Bulletin, Discussion, Interview, Feature, Drama, Music programme. Radio Program Presentation skills– Voice Modulation, Voice–over, Anchoring, Radio Jockey.

#### **Module-2.**

TV – Writing skills – News Bulletin, Panel Discussion, Interview Techniques, Talk shows, Documentary scripts.

#### **Submission:**

Radio News Bulletin	-	5
T.V News Bulletin	-	5
Radio Feature	-	2
T.V Documentary Script-		2

\* Submission should be in the form of Journal.