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ಕ್ರ. ಸಂ.ಗುವಿಗು/ವಿಮವಿ/ಬಿಟಎಸ್/2015-16/109

ದಿನಾಂಕ: 20/4/15

ಅಧಿಸೂಚನೆ

ವಿಷಯ:- **ಬಿ.ಎ. ಒಂದ ರಿಂದ ಆರನೆ ಸೆಮೆಸ್ಟರನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಪಠ್ಯಕ್ರಮ ಪರಿಷ್ಕರಿಸಿದ ಬಗ್ಗೆ.**

- ಉಲ್ಲೇಖ:-
1. ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯ ದಿನಾಂಕ 25.03.2015.
 2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ತೀರ್ಮಾನ ಸಂಖ್ಯೆ 04 ದಿನಾಂಕ 20.3.2015.
 3. ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ 14.4.2015

ಉಲ್ಲೇಖ (2)ರಲ್ಲಿನ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್‌ನ ಸಭೆಯ ಗೊತ್ತುವಳಿ ಸಂಖ್ಯೆ 04ನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸುತ್ತ; ಒಂದ ರಿಂದ ಆರನೆ ಸೆಮೆಸ್ಟರನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ, 2014-15ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ ಜಾರಿಗೊಳಿಸಲಾಗಿದೆ.

ಮೇಲಿನ ಬದಲಾವಣೆಯನ್ನು ಸಂಬಂಧಪಟ್ಟ ಶಿಕ್ಷಕರ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳ ಗಮನಕ್ಕೆ ತರಲು ಸೂಚಿಸಲಾಗಿದೆ. ಪಠ್ಯಕ್ರಮದ ವಿವರವನ್ನು ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವೆಬ್‌ಸೈಟ್ www.gulbargauniversity.kar.nic.in ದಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.


ಕುಲಸಚಿವರು 18/4/15

ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ ಗುಲಬರ್ಗಾ

ಗೆ,

1. ಸಂಯೋಜಕರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ವಿಭಾಗ, ಗುವಿಗು.
2. ಎಲ್ಲಾ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಂಶುಪಾಲರಿಗೆ,

ಪ್ರತಿಗಳು:

1. ಡೀನ್‌ರು, ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯ, ಗುವಿಗು.
2. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ), ಗು.ವಿ.ಗು. ರವರ ಮಾಹಿತಿಗಾಗಿ
3. ಮುಖ್ಯಸ್ಥರು, ವಿಶ್ವವಿದ್ಯಾಲಯ ಗಣಕ ಕೇಂದ್ರ, ಗು.ವಿ.ಗುಲಬರ್ಗಾ ಇವರಿಗೆ ಸದರಿ ಪಠ್ಯಕ್ರಮವನ್ನು ವಿಶ್ವವಿದ್ಯಾಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಸೂಚಿಸಲಾಗಿದೆ.
4. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ/ಕುಲಸಚಿವರ ಆಪ್ತ ಸಹಾಯಕರ ಮಾಹಿತಿಗಾಗಿ.



GULBARGA UNIVERSITY, GULBARGA

Dept. of Journalism and Mass Communication

Journalism Syllabus for BA Degree Course

2014-2017

1st Semester : Introduction to Mass Communication

2nd Semester : Basics of Communication

3rd Semester : Media Management and Ethics

4th Semester : Advertising and Public Relation

5th Semester : A) Reporting and Editing Practice

**B) Practical Examination (Reporting: Practical Examination: 40 marks,
for Practical Record: 10 Marks. Editing Practical Examination: 40 marks
for Practical Record, 10 Marks)**

6th Semester : A) Radio and TV Journalism

B) Computer Skill for Media

1st Semester Paper: Introduction to Mass Communication

Unit-I:

Introduction to Mass Communication, Definition, Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism. Evolution of Media: Importance of Media

Unit-II:

History and Development of Newspapers, Radio, Television, Cinema and new media – World and India. Traditional Media and Folk Media, Nature and Characteristics, Role and Impact of Media: Society; Democracy and Culture.

Unit-III:

Kinds of Journalism- Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism. 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:

Role of Professional Organizations/Agencies: National and International Agencies in the Promotion of Journalism and Mass Communication.

References:

1. Introduction to Mass Communication by Emery Et Al
2. Mass Communication in India by Keval J K
3. Mass Communication by Schramm W
4. Introduction to Mass Communication by Black and Bryant
5. Communication Theories, origin, methods uses Werner severing J and James w Tankard
6. Mass Communication – A Critical analysis – Keval J Kumar
7. Professional Journalism – M. V. Kamat
8. Theory and Practice of Journalism – B. N. Ahuja
9. Professional Journalist – John Hohenberg
10. Mass Communication – Wilbur Schram
11. Understanding Media – Marshall Mc luhan
12. Folk Media for Development – N. Usha Rani
13. Theory & Practice of Journalism – B N Ahuja

2nd Semester Paper: Basics of Communication

Unit-I: Communication - Definition and Importance; Elements and Process of Communication; Communication Models. Models of communication, Aristotle model, Shannon and Weaver, Lasswell, Berlo.

Unit-II: Types of Communication - Intrapersonal - Interpersonal - Group and Mass Communication - Functions of Communication - Intercultural Communication.

Unit-III: Types of Communication - Verbal And Non-Verbal - Various Forms of Verbal and Non-Verbal Communication - Body Language.

Unit-IV: Media for Mass Communication: Print media, Electronic media- Radio, Television, Online Oral, Traditional and Folk media

Reference

1. Communication theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988.
2. Communication models for the study of mass Communication – Denis Mc Quail and S. Ven Windah, Longman, Singapore publications, 1981.
3. Communication for development in the Third world – Srinivas R. Melkote, Sage Publications New Delhi, 1991.
4. Theories of Mass Communication – Uma Narula
5. Folk media for development – N. Usha Rani.
6. Mc Quail's Mass Communication Theory – Denis Mc Qual, Sage Publications.
7. Speech Sage Publications – William D. Brooks
8. Personality Development: Every Manager's Desk, Reference Series Vol. I, II & Vol III-Techmedia Publications.
9. Sage Publications Skills – Chris Cole.
10. ಸಂವಹನ ಕಲೆ: ಸೋಮಶೇಖರ್ ರಾವ್.
11. ಅಧುನಿಕ ಸಮೂಹ ಮಾಧ್ಯಮಗಳು - ಬಿ.ಎಸ್. ಚಂದ್ರಶೇಖರ್.
12. ಪರಿಣಾಮಕಾರಿ ಸಂವಹನ ಕಲೆ - ನಿರಂಜನ ವಾಣಿ

3rd Semester: Media Management and Ethics

Media Management and Ethics

Unit I: Principles Of Management, Definitions, Functions, Management Process, Media Organization Structure Of Indian Media, (Print And Electronic Media) Ownership Patterns Of Indian Media (Newspaper, Television, Radio) Role and Functions of Different Functions of Different Department.

Unit II: Circulation Management Promotion and Problems of Circulation Status and Working Conditions of Media Employees, Press Council and Press Commissions

Unit III: Freedom of Speech and Expression with Special Reference to Freedom of Press Obscenity. The Censorship- The Law of Parliamentary Privileges

Unit IV: Right To Information- Right To Privacy, The Official Secrets Act- 1923, The Copy Right Act, The Contempt Of Court Act, Press And Registration Of Book Act, Working Journalist Ct, Rules Of Newspaper Registration.

Books for Reference:

- Law And The Media – An Everyday Guide For Professionals – Crone
- Media And Ethics – S K Aggarwal
- Mass Media Laws And Regulation In India _ K S Venkataramaiah
- Freedom Of The Press – Some Recent Incidents – K S Padhy
- Mass Media And Freedom Of Press In India – K S Padhy
- Corporate Communication – Argenti
- Corporate Communication – Paul A.Argenti
- Corporate Communication: Theory And Practice – Joep P. Cornelissen

4th Semester: Advertising and Public Relation

Advertising and Public Relation

Unit I: Nature And Scope Of Advertising, Advertising Concept, Evolution Of Advertising, Role Of Advertising In Modern Society: Socio And Economic Impact Of Advertising, Advertising Agencies, Agencies, Types Of Advertising

Unit II : Types Of Advertising Agencies, Structure Organization Function, Advertising Copy Visualization, Concept, Principles, Characteristics, Advertising Print And Electronic Media, Outdoor And Advertising Campaign, Concept And Principles Of Marketing

Unit III: Public Relations: Concept, Definition, Nature, Scope- Functions Of Pr – Role Of Pr- Organizational And Social Communication, Pr- Differentiation Between Pr And Publicity, Propaganda And Advertising

Unit IV : PR-Pubic: Internal And External PR Process, Four Stages Of PR – PR Consultancy And Connecting Tools Of PR , House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Exhibition, Audio-Visual Advertising, Tv, Film, Radio-Video And Demonstration, Pro Responsibility.

Books for Reference:

1. Essential Of Advertising – Chandan Singh And Malhan
2. Advertising Procedure – Otto Kleppner
3. Ogilvyon In Adverstising – David Ogilvy
4. Advertising Principals And Practice – Sethia And Chunawalla
5. Advertising – Ahuja And Chhabra
6. Broadcast Advertising – Sheriyl K Ziegler And Herbert H Howard
7. Law And The Media – An Everyday Guide For Professionals – Crone
8. Newspaper Management In The New Multi-Media Age – Mehre
9. Managing Electronic Media – Czech Beckerman
10. Newspaper Organization And Management – Herbert Lee Williams
11. Media And Communication Management - C R Rayudu
12. Management Principles And Practice – S B Banerjee
13. Communication And Management – Nataraja Kumar, Gyan Publishing House

5th Semester: A) Reporting and Editing Practice Reporting and Editing Practice

Unit I: News: Definitions, Elements, Sources and Types, Structure Of News- Format Of News Writing, Lead And Body, Types Of Lead

Unit II: Meaning And Nature Of Reporting, Qualification Of A Reporter, Basics of Reporting Process Of Techniques Of Reporting- Tools Of News Gathering.

Unit III: Editorial Staff Pattern , Role And Functions Of The Editor, Chief Editor, Sub-Editor, News Editor And Staff, Principles Of Editing, Rewriting Different Copies

Unit IV: Techniques of Writings, Headline, Editorial, Feature, Articles. Caption Writing, Columns and Letters to the Editors, Newspaper Design and Layout Principle and Techniques of Page Make-Up.

B) Practical:

Interview, Reporting Speeches, Crime, Sports, Accident, Obituary, Budget Judiciary And Development Computer Editing, Style Sheet, Headline Writing, Editorial Writing, Article, Features Writing, Caption Writing, Front and Inside Pages, Computer Page Make-Up

Books for Reference:

1. News Reporting – B. N. Ahuja and S.S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Reporting For the Print Media – F. Fedler
4. Interpretive Reporting – D. D. Mach Dougal
5. Writing For the Mass Media – James Glen Stevall
6. Journalists Hand Book – M. V. Kanath
7. News Reporting and Editing – K. M. Srivastava
8. News Editing – Bruce Ll Westley
9. The Art of Editing – P. K. Baskette And Jiz Sissors
10. The Sub-Editor's Companion – Michael Hides
11. The Techniques of Clear Writing – Robert Gunning
12. Handling Newspaper Text – Harold Evans
13. News Headlines – Harold Evans
14. Elements Of Newspaper Design _ Ames
15. News Reporting And Editing – K. M. Srivastava

6th Semester: A) Radio and TV Journalism

Unit I: Origin And Development Of Radio And TV Broadcasting In India, Organizational Structure Of An India, Radio And Doordarshan Programme Patterns Of Radio And TV National Serials, News And Commercial Service.

Unit II: Writing For Radio And TV – News, Current Affairs, Education, Interview, Radio Drama, Script Design, Voice Over And Narration, Special Programme, Programme For Children, Women, Farmer And Youth Issues, Documentaries, Talk Show, Phone-In And Emerging Formats, Tele Serial Scripts.

Unit III: Techniques of Broadcasting, Am, Fm TV Broadcast System, Cable TV Programme, Writing Communities and Commission on Broadcasting In India- A Review

Unit IV: Camera, Types and Functions and Operation. Basic Shots, Movement , Types Of Lens And Function, Characteristics Of Lights And Types, Sound, Important Of Audio Video, Types Of Micro Phones, Editing And Post Production Techniques.

Books for Reference:

1. Radio And Guide To Broadcasting Techniques – Evans
2. Handbook Broadcasting – Waldo Abbot And A Rider
3. Writing For TV And Radio – Robert Hellard
4. Radio Programming : Tacts And Strtegy – Eric G. Norberg
5. Techniques To Production – Rudy Bretz (Mcgraw Hill)
6. Basic TV Staging – Millerson Gerald (Focal Press)
7. Techniques Of TV Production – Gerald Millerson
8. TV Production Handbook – H Zettel
9. Writing For TV & Radio – Robert Hellard
10. Introduction To TV And Film – Esta De Fossard

B) Computer Skill for Media

Unit I: Computer basics: Structure of a computer, different types of computers, operating systems, hard ware components, Input and output devices, storage devices. LAN, WAN, MAN.

Unit II: Network Internet, information flow, email, data gathering file sharing data transfer browser, google, yahoo, bing, internet explorer.

Unit III: Application software's : MS-word, excel, PowerPoint, Nudi.

Unit IV: Social Networking: Facebook, Twitter, blog, web-designing, web-development tools, Dreamweaver, Flash, HTML writing for multi media.

PRACTICALS:

(Each Student shall compulsorily maintain practical record and submit the same at the time of practical examination)

References:

1. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B.Shelly and Misty E. Vermaat, March 10, 2009
2. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010
3. Desktop publishing and design for dubbies – Roger C. Parker
4. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
5. Learning web design – A beginner's guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
6. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010
7. Word 2010 all-in-one for dummies – Daug Lowe
8. Powerpoint 2010 all-in-one for dummies – Peter Weverka
9. Blogging all-in-one for dummies – Susan M Gunelius, June 8, 2010.