

**AKKAMAHADEVI WOMEN'S
UNIVERSITY, VIJAYAPURA**
DEPT. OF JOURNALISM AND MASS COMMUNICATION

**SYLLABUS FOR
UNDER GRADUATE
(B.A) OPTIONAL**



2018-19



AKKAMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

B.A. Dgree Optional Subject

Journalism and Mass Communication

Syllabus and Course content under semester scheme (As per UGC Curriculum)

SCHEDULE OF PAPERS, DETAILED SYLLABI AND MARKS DISTRIBUTION

Paper No.	Name of the paper and Title	Theory Marks	Internal assessment Marks	Total Marks	Practical Marks	Internal Assessment Marks	Total Marks (Practical)	Grand Total
First Semester 1.1	Development of Mass Media	60	10	70	20	10	30	100
Second Semester 2.1	Reporting and Editing for Print Media	60	10	70	20	10	30	100
Third Semester 3.1	Media Law and Ethics	60	10	70	20	10	30	100
Fourth Semester 4.1	Development Journalism	60	10	70	20	10	30	100
Fifth Semester 5.1	Media and Society	60	10	70	20	10	30	100
Fifth Semester 5.2	Women and Media	60	10	70	20	10	30	100
Sixth Semester 6.1	Advertising and Public Relations	60	10	70	20	10	30	100
Sixth Semester 6.2	Magazine Journalism	60	10	70	20	10	30	100

Journalism and Mass Communication

Paper – 1.1: Development of Mass Media

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

Unit-I

History of Printing Technology

History of Print Media in India

Role of Print Media in Freedom Movement and Post Independence

Growth and Development of Kannada Press, Contribution of Christian Missionaries to Kannada Press,

Eminent Journalists of Kannada Press and their Contributions, Women Journalists contribution to Kannada Journalism.

Unit -II

Evolution of Radio – World and Indian History of Radio

History of Radio in Karnataka

Introduction of FM Stations and its Impact

Community Radio and its Contribution in the Community Development

Unit-III

Origin and Development of Television in World and India, History of Television in Karnataka,

Television in National Development and Educational Experiments in India.

History of Indian and Kannada Cinema, Various genre of Indian Cinema

Cinema as a Medium of Mass Communication and Entertainment .

Unit-IV

Media Convergence, Evolution of New media - Role of Social Media in Community Participation, New Media and Social Change.

Practical Submission:

1. Write about any two eminent Kannada Journalist and their contribution. (One woman journalist is compulsory).
2. Write two Radio National and Regional news.
3. Cinema review- (any 1)
4. Visit a near by Media House and submit two page report.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

Books for reference

1. Indian Journalism - Nadig Krishnamurthy
2. Vruttapathrike - D. V. Gundappa
3. Mass Communication in India - Keval J. Kumar
4. Journalism in India - R. Parthasarathy
5. Indian Journalism - R. Natarajan
6. Multimedia Journalism - Dr. R. C. Ramanujam
7. Social Media/New Media/New Media Trends (Books)

Journalism and Mass Communication

Paper -2.1: Reporting and Editing for Print Media

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

Unit-I

News- concept- definitions- news values- elements- news writing techniques- lead- types of leads- body. Organization of reporting section in a newspaper- Qualifications, duties and responsibilities of a reporter and chief reporter- News sources and maintaining confidentiality.

Unit-II

Reporting- crime, accidents, disaster, riots, judiciary - press conferences, speeches, seminars, workshops, sports, economic development, gender, and allied areas, Interview techniques- Types of interviews- On the spot- Planned- On Phone- Preparations for conducting interviews.

Unit-III

Organizational setup of Editorial Department, Need for editing, Headlines- types of headlines- caption writing, avoiding bad phrases sensationalization, current trends in headline writing in English and Kannada press. Editing process: checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting handouts and moffusil copies, electronic editing.

Unit-IV

Photo editing techniques- Info graphics-Design and layout; principles of layout, front page-inside pages, inside page make up, special page designs, total design concepts - Translation from English to Kannada and Kannada to English- Editorial writing, types of editorials, columns and op-ed pages.

Practical Submission:

1. Write 30 different news reports published in Newspapers.
2. Interview any 1 personality and report.
3. Collection of different Types of Headlines.(12 category-each category 5)
4. Collection of Editorials on different topics. (10)

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

Books for study and Reference:

1. Handbook of Reporting and Editing - Ravindran
2. Here is The News! Reporting for the Media - R Parthasarath
3. News Reporting and Editing - KM. Srivatsava
4. Reporting (Kannada) - Padmaraj Dandavathi
5. Reporting and Editing- K.J.Kumar
6. ವರ್ತಮಾನ ಸಂಪಾದನೆ - ಎಸ್.ಎ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ

Journalism and Mass Communication

Paper- 3.1: MEDIA LAWS AND ETHICS

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

Unit-I

Indian Constitution– Fundamental Rights and Duties, Freedom of Speech and Expression, 19 1(a) and 19 (2), Freedom and Press, Right to Privacy.

Unit-II

Defamation, Slander, Libel, Sedition, obscenity, censorship, Contempt of court and Legislature, Press and Books Registrations Act 1867, Parliamentary proceedings and privileges.

Unit-III

Copy right Act 1957 – Intellectual Property Act – Patent, Working Journalist Act 1955, Information Technology Act 2000 and Cyber Laws, Right to Information Act 2006

Unit-IV

Prasara Bharathi, Press Commission and Press Council, Code of conduct for Journalists by Press Council and ASCI Code of ethics for Ad, Concept of Self – Regulation

Practical's Submission:

1. Collection of 15 Judiciary News (5-Supreme Court, 5 High Court, 5 Lower Court)
2. Write an assignment on Article 19 1(a) and Article 19(2).
3. Collect defamation case reports published in Newspapers (any 5)
4. Write on Essay about Indian Judiciary System.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

BOOKS FOR REFERENCE

- | | |
|---|--|
| 1. Law of the Press | D. D Basu |
| 2. Press and Democracy | Kaushal N |
| 3. Mass Media Laws and Regulations in India | K.S Venkateshwaran |
| 4. Journalism and Ethics | Phijip Seib and Kathy Fitzpatrick |
| 5. Cyber Laws | Justice Yatindara Singh |
| 6. Media and the Law | Martha A Fireman and Matha T Mecluskey |
| 7. Mass Communication in India | Keval J. Kumar |
| 8. $\int \frac{1}{x} dx = \ln x + C$ | F \pm $\int \frac{1}{x} dx = \ln x + C$ |
| 9. Laws of the Press in India | DURGADA BASU |
| 10. Communication Law | RAYUDU C.S. |
| 11. Journalists and the law | UMRIGAR D.M. |
| 12. The law and the Press | PII |
| 13. Indian Constitution | DURGADA BASU |
| 14. Journalism: Ethics, Codes and the Law | SOMESHWAR RAO B |
| 15. First and Second Press Commission Report, Press Council Act | REPORTS |

Mass Communication and Journalism

Paper - 4.1- Title of the paper: **DEVELOPMENT JOURNALISM**

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

UNIT – I

Development- Definition, Importance, Characteristics, Aim of the development, Approaches to development- development indicators. Rural Development in India and Karnataka, Problems of Rural Development, Rural Development and Panchayat Raj System, Sustainable development,

UNIT – II

Evolution of development Journalism. Role of Journalism in development process, Development issues for Journalists to write. Strategies of development Journalism. Themes of development Journalism,

UNIT – III

Social Change: Its meaning, nature, direction and process; Theories of social change, factors of social change; .Role of communication in social change; Diffusion of innovation- Concept of Modernization and Liberalization , Privatization and Globalization.

UNIT – IV

Development Journalism Indian case studies, techniques of development writing for Print, Radio, Television, Traditional and New Media.

PRACTICAL SUBMISSION:

1. Collect any 10 Features articles on development issues published in Newspapers and Magazines.
2. Collect any 15 development news published in Newspapers.
3. Collect any five editorials on development issues published in Newspapers.
4. Write 5 letters to editor regarding the basic needs of your area.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

BOOKS FOR REFERENCE :

- | | |
|---------------------|--|
| 1. WILBER SCHRAM | Mass Media and National Development |
| 2. B.KUPPUSWAMY | Social Change in India |
| 3. S.MELUKOTE | Communication for Development in Third World Countries |
| 4. NARULA | Development Communication |
| 5. H.K.RANGANATH | Folk Media and Communication |
| 6. S.PARAMAR | Traditional Folk Media |
| 7. N.USHARANI | Folk Media for Development |
| 8. ¥£@NAPÁgì PÁPìqé | ªÁÁzªÁªª ªÁVÁªª ªÁÁEªª Á Cªªª ÁCªª |
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Optional Subject 5TH SEMESTER
Mass Communication and Journalism

Paper -5.1; Title of the paper : **MEDIA AND SOCIETY**
Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

Unit –I

Introduction to Indian Society ,Understanding the Society, Understanding Social System , Religion, Caste and Class in India, Characteristics of Caste System, Media and Communal Issues.

Unit-II

Social Movements in India and Karnataka- The role of Media. Women Movements- Right to Vote, Liberation Movements, Pre and Post Independent Women Movements – The Role of Media.

Unit-III

Understanding Political System of India: Parliament and Legislative system, Executive System- , Indian and State Government. Govt and Media.

Unit-IV

Prominent Social Reformers- India and Karnataka, Prominent Political Leaders- India and Karnataka.

PRACTICAL SUBMISION:

1. Collect the news report regarding Communal riots and Social boycotts.
2. Collect any 10 parliamentary and legislature news.
3. Collect 5 news reports on Social and Women movements.
4. Write any 6 profiles (minimum 500 words each) of Social Reformers and Political Leaders.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

BOOKS FOR REFERENCE

1. Rajini Kothari - Caste in India Politics
2. H .R. Ghosal - An Outline History of Indian People
3. A. L. Basham - A Cultural History of India: The Wonder that is India Vol. 1,2

Optional Subject 5TH SEMESTER
Mass Communication and Journalism

Paper -5.2; Title of the paper : **WOMAN AND MEDIA**

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

UNIT-I

Historical status of women in society and culture-WOMEN'S ISSUES IN India- Functions and role of Media in the welfare of Women. Media and WOMEN empowerment-

UNIT – II

Gender practices in the contemporary media. Need for understanding women's issues in media- Status of women journalists in India- Karnataka, Attitudes towards Women Journalists- Perceived obstacles- appropriate jobs- Advantages and disadvantages of women in media- Invisible barriers.

UNIT – III

Writing about Women and their problems in media, Coverage of women issues in Media- Problems and prospects, women's issues-stereotyped portrayal of women in media., Roles and model images women in media such as Newspapers, Magazine, Television, Radio, Cinema, Advertising and New Media.

Woman and Child rights

UNIT-IV

Content analysis of Women's Supplements in Newspaper, Women centric Programmes in TV and Radio.

PRACTICAL SUBMISION:

1. Collect any 5 articles on women issues published in newspaper.
2. Collect any 2 Woman Achievers interview published in newspaper.
3. Collect 10 ads on Woman focused as sexual object.
4. Collect 10 news related to women empowerment.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

Books For Reference:

1. Neeraj Desai And Others- Women And Society In India
2. Maithreyi Krishnaraj- Women's Studies In India
3. H C Upadhyay Status Of Women In India
4. Rama Sharma S – Education Of Women And Empowerment
5. Kamala Bshasin-Women And Media
6. Brown Marry Ellen-Television And Women's Culture
7. Jasbir Jain And Sudharani-Films And Feminism

Optional Subject 6TH SEMESTER
Mass Communication and Journalism

Paper - 6.1 Title of the paper : **ADVERTISING & PUBLIC RELATIONS PRACTICE**

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

UNIT – I

Advertising – Meaning, Nature and Scope, Types of Advertisements. Role of Advertisements in Society. Advertisement and Ethics.

UNIT – II

Advertising agency, Functions of Advertising agency. Copy writing, Slogan writing, , Writing advertisement copies for Print media, Radio, Television- Visualization-Layout, Illustration, color- Elements of advertisement copy-Headlines, Sub-headlines, Text, Slogan, Logo and Trademark.

Unit-III

Definition, Nature and Scope of Public Relations, Elements of Public Relations, Qualification and responsibilities of a Public Relations Officer, Difference between Publicity and Propaganda, Internal and External Publics.

Unit-IV

Qualities of a Public Relations Officer (PRO), Ethics for Public Relations Officer, Public Relations Career for Women. New Trends in Public Relation, Laws and ethics in PR, PRSI code, Crisis Management, Corporate Social Responsibility (CSR), House Journals, Corporate Communication, Professional Organization in Public Relations.

. PRACTICAL SUBMISION:

1. Prepare a Copy for a new product to be launched.
2. Collect 30 different types of ads.
3. Prepare any two press note on the event held at your organization.
4. Collect 20 slogans of different products ads.

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

BOOKS FOR REFERENCE :

- | | |
|-------------------------|--------------------------------------|
| 1. KEVAL.J.KUMAR | Advertising In India |
| 2. SANDAGE AND OTHERS | Advertising Theory And Practices |
| 3. SETHIA AND CHUNAWALA | Advertising Principals And Practices |
| 4. CUTLIP AND CENTER | Effective Public Relations |
| 5. RAVINDRAN | Hand Book Of Public Relations |
| 6. AHUJA AND CHABRA | Public Relations |
| 7. SAM BLACK | Practical Public Relations |
| 8. Otto Klenppner | Advertising Procedure |
| 9. Ahuja & Chandra | Advertising |
| 10. David Ogilvy | Ogilvy on advertising |

Optional Subject 6th SEMESTER

Mass Communication and Journalism

Paper - 6.2- Title of the paper : **Magazine Journalism**

Theory 60 + Internal Assessment 10 = 70; Practical- 20+ Internal Assessment 10= 30, Total- 100

Unit-I

Definition of Magazine, types of magazines, characteristics, magazines in India. Special supplements, Special Edition Magazines.

UNIT-II

Organizational set up of Magazines, Qualifications of Magazine Editor, Writing for Magazines, Languages and Style, Types of Magazine reviews.

UNIT-III

Features, definition, differences between an article and a feature, Types of features, Features of a feature, Headlines writing for features.

UNIT-IV

Techniques of column writing, eminent column writers in English and Kannada Magazines. Recent trends in Layout and Designing of Magazines.

PRACTICAL SUBMISION:

1. Write any 2 features for Magazines
2. Write content analyses of any two Magazines.
3. Collect 10 features from magazines.
4. Collect 10 different magazines cover page

Note: At the end of the semester all the students have to submit in the form of project report through the teacher to the HOD.

Reference Books:

1. Professional Magazine Journalism Hardcore – Jill Baker
2. Magazine Journalism (Journalism Studies: Key Texts) - Tim Holmes & Liz Nice.
3. Magazine in the Twentieth Century - Theodore Peterson.



Akkamahadevi Women's University Vijayapura

List of Examiners (UG)- 2018-19

Sl no	Name	Designation	Address	Year Of Service
01	Dr.Onkar Kakade	Professor and Chairman	Department of Journalism and mass communication, AWVV	11 years
02	Dr.Sanjaya Malagatti	Asst Professor	Department of mass communication and Journalism KUD Dharwad.	11 years
03	Shri.Harshvardhan seelavant	Asst Professor	SVP,MVP's Smt.Jugalkishor Somani Arts and Commerce college for women, Vidyannagar,Hubli-21.	10 years
04	Smt.Jayalaxmi Yendigeri	Asst Professor	Mahant Arts college, Near, Near Iscon temple, Rayapura, Dharwad	18 years
05	Dr.Shivakumar Kanasogi	Sr. Reporter	Prajavani, Hubli	18 Years
06	Shri.Bhaskar Hegde	Head of Dept	Department of Journalism SDM college Ugeri,UK.	19 years
07	Shripad Joshi	Sr.Reporter	Prajavani, Hubli	20 Years
08	Shri.M.Nagaraj	Chief of News Bureau	Prajavani, Hubli	19 years
9	Dr.K.G.Halaswamy	Head of Dept	HKS Society's Veerendra Patil college Sadashivnagar,Bangalore.	19 years
10	Dr. Raju Vijapur	Chief Reporter,	Deccan Herald, Hubli	18
11	Ganesh Chandana Shiva	Chief Reporter	Prajavani, Kalaburagi	15 years
13	Shri.Ravindra Banakar	Head of Dept	SJMV womens college Ranibennur	8 years
14	Namrata Raut	Head of Dept	Bi.Bi Raza College, Gulbarga	9 Years
15	Shri.M.M.Patil	Chief Reporter	Prajavani, Hubli	23 Years
16	Shri.Imambe Nadaf	Sub Editor	Vijaya Karnataka, Vijayapura	5 Years
17	Manjunath Sirasangi	Asst. Professor	Koppal Govt. Women Degree College.	4 Years
18	Shri.Manjunath	Sr. Asst.	Dist. Information and Public Relations	13 Years

	Dollin	Director,	Dharawad	
19	Shri.Gavisidda Hosamani	Asst. Director,	Dist. Information and Public Relations Bidar	8 Years
20	Shri.Manoj Guddi	Sr. Reporter	Prajavani, Hubballi	8 Years
21	Vijaya Hugara	Chief Reporter	Vijayakarnatak Hubballi	11 Years
22	Gururaj Gunjal	Reporter	Deccan Herald	7 Years
23	Dr.Narasihma (Internal)	Asst Professor	Asst. Professor, Govt. Women's Degree College, Koppal	4 years

QUESTION PAPER PATTERN
B.A. (Semester Scheme) Degree Examination
Mass Communication and Journalism

Paper-

Title :

Time- 2 Hours

Maximum Marks- 60

Note: Answer any four questions from section “A” Each question carries 10 Marks

Write short Notes on any four from section “B” Each question carries 5 Marks

Section “A”

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

Section “B”

- 7)
- 8)
- 9)
- 10)
- 11)