

## Subject-Journalism and mass communication

### Communication

#### UNIT I

**Communication:** Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication. Kinds of Communication: verbal and non-verbal communication, Intrapersonal, Interpersonal, small group, public and Mass Communication, Barriers to communication

#### UNIT II

**Basic models of Communication** -Linear, Nonlinear models. Aristotle, Berlo, Shannon and Weaver, Lasswell, Osgood, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization. Glossary of Journalism and Mass Communication

#### UNIT III

**Mass communication;** features of mass communication, Theories of communication. types of mass media- Print media, Electronic media -Radio, Television, Oral, New media, characteristics and typology of audiences. Traditional and Folk media. effects of mass communication, limitations of mass communication. Communication and culture.

### Development Communication

#### . UNIT I

**Development communication:** meaning – concept – definition – process, role of media in development communication - strategies in development communication - social cultural and economic barriers

#### UNIT II

**Development support communication:** population and family welfare – health – education and society – environment and development - problems faced in development support communication. Developmental and rural extension agencies : governmental, semi-government, non-governmental organizations, problems faced in effective communication, Writing development messages for rural audience.

### Communication Research

#### UNIT I

**Communication Research:** Definition – elements of research – scope and importance of communication research – basic and applied research.

#### UNIT II

**Methods of communication research** – census method, survey method, observation method– clinical studies – case studies – content analysis.

#### UNIT III

**Tools of data collection:** sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

## UNIT IV

**Report writing** – data analysis techniques – coding and tabulation – non-statistical methods, descriptive – historical – statistical analysis – parametric and non-parametric – uni –variate, bi-variate , multi -variate , tests of significance – levels of measurement – central tendency, tests of reliability and validity.

## UNIT V

**Media research** as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research

## FUNDEMENTALS OF JOURNALISM

## UNIT I

**Definition of Journalism:** Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism. Kinds of Journalism-Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism. Yellow journalism.

## UNIT II

**Invention of printing press and paper** –A brief history of British and American Journalism. Early communication systems in India –News writers of mogul period, development of printing – early efforts to publish newspapers in different parts of India. birth of the Indian news agencies. Newspapers and magazines in the nineteenth century,

## UNIT III

**The Indian press and freedom movement** – important personalities of Indian journalism. J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, Mahatma Gandhi, S.Sadanand, B.G.Horniman. Annibasant, B.G.Tilak, Jawaharlal Nehru,

## UNIT IV

**press in India after Independence;** social, political and economic issues and the role of the Indian press problems and prospects. Major news papers of India. Major news agencies of India and foreign

## UNIT V

**Kannada Journalism:** Origin, growth and development of Journalism in Karnataka. –,important personalities of kannada journalism. Major Kannada Newspapers of Karnataka. Recent Trends in kannada journalism

## UNIT VI

Review of Newspaper and Periodical Contents. Uses of Cartoons, Comic strips..Professional Press Organizations. Press Council of India, Press Commissions of India. Major information divisions of I&B ministry.

## UNIT VII

**Public opinion and democracy.** Media culture and its production. Media organizations, media content, cross-media ownership; ethical aspects of mass media. Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility theories.

## **MEIDA LAWS AND INDIAN CONSTITUTION.**

### UNIT I

**Concept of Freedom of Press.** Press as a Fourth Estate..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). provisions of declaring emergency and their effects on media- Press during Emergency – Censorship- provisions for amending the constitution; provisions for legislature. reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

### UNIT III

**History of press laws in India** – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions ) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation. Parliamentary Proceedings and Privileges

### UNIT IV

**Ethics :** Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media. international news flow – imbalance – media growth – international, regional and internal disparities. Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

### UNIT V

**Impact of new communication technology on news flow** – satellite communication – its historical background – information super highways - UNESCO's efforts in removal of imbalance in news flow – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure. international intellectual property rights; international media institutions and professional organizations.

## **BASIC AUDIO,VISUAL MEDIA.**

## RADIO

### UNIT I

**Brief history of Radio:** Evolution of Radio in India. – Radio as an instrument of propaganda during the World War II. Emergence of AIR – state and private initiatives. -AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India. Development of radio as a medium of mass communication – technology innovations; DAB, HAM. Recent innovations in AIR. Stages of privatisation of FM. AIR programme sources, code of conduct. History of Radio in Karnataka. Prasara Bharathi „A.K. Chanda committee, verghese committee. Joshi committee.

### UNIT II

**Impact of Radio on Society:** Developed countries and Developing countries. Types of programs on Radio-Yuvavani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio. Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature

**production;** radio documentary production; live studio broadcast with multiple sources – news production.; radio newsreel and current affairs programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events.

### UNIT III

**Writing for radio:** Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

### UNIT IV

**Radio reporting :** Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.

## Television

### UNIT I

**A brief history of Television.** Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium. Development of television as a medium of mass communication, SITE programme.

### UNIT II

Types of Television Programmes. commercial broadcasting, Social objectives of Doordarshan, Recent Trends in Indian Broadcasting Journalism.

### UNIT III

**Basic of TV Production:**– camera mounting. Colour balance, basic shots and camera movement. TV lighting in field, using reflectors. Lighting grid – luminaries. = Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

### UNIT IV

**Video editing techniques** – cut , mix and dissolve use of cutaway – AB roll editing; digitaleffects and post production – planning location shoots – story board – single camerashooting – multi camera shooting – shooting and editing schedules – studio production , planning studio programmes – cue’s and commands – formats of

#### UNIT V

**TV programmes** – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production– corporate video production

#### UNIT V I

**Writing for television:** Writing to still, writing for video, reference visuals to words.TV news writing; marking copy in production language.research, visualization and production script. Television news editing: planning, production and compilation of news programmes - writinglead-in/intro to news packages – headlines writing, teasers and promos.

#### UNIT VII

**Television reporting:**visualising news/ENG – interview techniques;piece to camera and voice over; sequencing and editing news packages; investigativereporting – economic reporting – sports reporting - human interest stories

### Cinema

#### UNIT I

**A brief history of Indian Cinema.-** . Films Early efforts – film as a mass medium;-silent era – talkies – Indian cinema after Independence; Types of films, parallel cinema – commercial cinema. Important personalities of Indian Cinema, important personalities of kannada cinema.

#### UNIT II

**issues and problems of Indian cinema--** brief introduction to the process of cinema production and exhibition,effects of cinema, New trends in Indian cinema. Censorship in India-Central Board of Film Certification ,NFDC, Directorate of Film Festival, Children’s Film Society, India, Film Archives, Films Division, documentaries. Film Awards:-National and Inter-national.

#### UNIT III

**Historical development of Kannada films.**Status of KannadaCinema. , New trends in Kannada cinema.

### Photography

#### UNIT I

**Photography** – Elements and principles –meaning – Photographic equipment – **cameras** – types – formats – lens – their types and functions –film – types and functions – accessories

#### Unit II

Shots – focus – shutter – speed – selection of subject – photo editing –pictures for newspapers and magazines, manual and computerised photography.

#### Unit III

**Photographing** people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts – war – political and social photography.

#### Unit IV

News values for pictures – photo-essays – photo features; qualities essential for photojournalism; picture magazines – colour photography; impact of technology .

### **New Media Technology**

#### UNIT I

**Communication Technology (CT):** concept and scope CT and IT: similarities and differences –electronic digital exchange, C-Dot, Pagers, Cellular Tele phone, .Internet, e-mail, types of Internet connections.

#### UNIT II

**Cyber Journalism:** On-line editions of newspapers-management and economics; cyber newspapers-creation, , Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

### **REPORTING METHODS**

#### UNIT I

**News:** Definitions, concept, types, news elements, News Values, News sources, Structure. Methods of writing a news story. Leads: types of leads. Sources of News..Principles of news writing.Press releases.

#### UNIT II

**Interview**-meaning, purposes ,Types, Techniques of Interviewing, Methods of writing Interview Stories

#### UNIT III

**Features:** Definition, Kinds of features, Writing different kinds of features. Humanist news ,Travel ,Historical, Biographical, Wild life,. Advance stories and Complex stories Columns – development, criticism, reviews, feature writing, news analysis.

#### UNIT IV

**Reporting:** Traits of a Reporter.General principles of reporting; Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development, reporting weather, city life, disaster, election, riots, war/conflict/tensions. Press conferences, press meet.Seminar.

Interpretative reporting – purposes, techniques. Investigative reporting – purposes, sources, styles, techniques. Political reporting.– Legislative reporting..Scoops and exclusives and specialized reporting –, economic, commerce, gender, and allied areas reporting for magazines

### **EDITING TECHNIQUES**

#### UNIT I

Newspaper Organization-Operations.Functions and Duties of the Editorial Departments. – News desk, editorial department set-up, news flow, copy desk, copy management and organization

#### UNIT II

Meaning ,Need and Purpose of Editing. , Print and Electronic media editing-symbols, tools, techniques ,Principles of Editing- lead, body, paragraphing, slanting and toning of news values. Editorial writing, . News writing skills, copy reading, meaning, symbols, purpose. proof reading, meaning, symbols, purpose. . Dummy page-make-up,layout, principles of photo editing- Magazine editing, layout, graphics, style sheet.

#### UNIT III

Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. SubEditor.

#### UNIT IV

Headlines: techniques, styles, purposes, Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

#### UNIT V

Introduction to Typography and printing technology, type face families- kinds – principles of good typography; spacing – measurement – point system  
Graphic Arts.Importance and Methods. Basic elements and principles of graphics, design lay-out and production

### **MEDIA MANAGEMENT**

#### UNIT I

**Starting of a Newspaper,** Newspaper Organization and Management.Principles of Newspapermanagement and Business,Divisions, Operations.Production process of news papers.Types of Newspaper Organizations in India.

#### UNIT II

**Newspaper Ownership:** Types of Newspaper ownership in India. Public Relations for Newspaper Organization.Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems.News Agencies.Global competition on Indian Media.

#### UNIT III

Status of Radio and Television in India.Principles of Television and Radio Management in India.Recent Trends in BroadcastingManagement.

#### UNIT IV

Principles of media management- Hierarchy, functions and organisational structure of different departments – generalmanagement, finance, circulation (sales promotion – including pricing and price – war aspect);advertising (marketing), personnel management, production and reference sections;  
Apexbodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.  
Editorial – Response system.

### **INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS.**

## UNIT I

Advertising-Meaning, Nature, Scope..Role of Advertising in Society.Advertisements and Ethics. Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

## UNIT II

Advertising Agencies.Functions of Advertising Agencies. Copy writing, Slogan writing, Visualisation. Ad agency management, various specialist departments in an ad agency: (account planning,account servicing, creative, media planning, HRD, etc.)  
Mass media laws concerning advertising – apex bodies in advertising AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI

## UNIT III

Evolution and history of public relations – definitions of PR, Nature and Scope of Public Relations.Qualifications and responsibilities of a Public RelationsOfficer.Difference between Publicity, Public Opinion, Propaganda and Public Relations.PR process;factfinding,planning,implementation,evaluation.

## UNIT IV

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).publics in PR, PR tools (interpersonal, mass media and selectivemedia) – PR in industry (public sector, private sector and multinational) – PR in central andstate governments and the functioning of various media units of the state and Union governments. Writing for PR :external and internal publics (house journals, bulletin boards, open houses, suggestionboxes, video magazines, etc.).Professional Organizations in Public Relations. Corporate Communication ;nature,meaning, functions , theories and importance.