

Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE (Autonomous)

Jayalakshmipuram, Mysuru – 570 012 Karnataka, INDIA

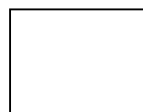
Affiliated to University of Mysore

Re-accredited by NAAC with 'A' Grade, College with Potential for Excellence

UG



PG



Syllabi of I and II Semester

B.A.–Journalism and Mass Communication

Choice Based Credit System– 2019 -20

Credit Pattern for Courses

L: Lecture; T: Tutorial; P: Practicals

CBCS Syllabus for BA in Journalism and Mass Communication

Programme: B.A.

Subject: Journalism & Mass Communication Semester	Course Code	Course Title	Credits	L	T	P
I	DSC-1A Core	Introduction to Communication	6	5	1	0
II	DSC-1B Core	Applied Journalism	6	5	1	0

I Semester

DSC-1A Core - Introduction to Communication

I Concept of Communication: Nature and scope of communication, functions and significance of communication, Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication, Process of communication.

II Communication models: Aristotle Model, SMCR model, Lasswell model, Osgood model and Schramm model.

III Communication Skills: Oral and written communication skills. Art of public speaking--personal letters and business letters

IV Mass communication – Definition, nature, scope, functions. Mass Media—TV, Radio, Newspapers, magazines, and Internet, Mass media and society- Role of communication in cultural promotion, social transformation and national development.

Books for Reference:

1. Theories of Mass Communication Daniel Learner
2. Understanding Media Marshall Mcluhan
3. Passing of the traditional Society Danial Lerner
4. Communication and Development EveretM.Rogers
5. Mass Media and National Development Wilbur Schramm
6. Mass Communication Uma Nurulla
7. Development Communication Uma Nurulla
8. SamooahaMadyamagalu B.S.Chandrashekar
9. Hand Book of Journalism and Mass Communication VirBalaAggarwal /VSGupta
10. Mass Communciation Wilbur Schramm
11. Communication Models Denis Mcquail
12. Theories of MC Melvin Defleur

II Semester

DSC-1B Core Applied Journalism

I Journalism: Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies.

II Qualifications, Duties and Responsibilities of Journalists, Principles of Journalism., Theories of press

III History of Journalism in India with special reference to James Augustus Hickey, B.G.Horniman, James Siilk Buckingham,Raja Rammohan Roy B.G.Tilak, , S. Sadananda M.K.Gandhi, Kannada Press – Origin and growth, Stalwarts of Kannada Journalism – Herman Moengling, M. Venkatakrishnaiah, DVG, Mohare Hanumantha Rao,P R Ramaiya, Post Independent India

IV Journalism as profession, Career opportunities, Professional Ethics. Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Popular Folk Art in Karnataka.

Books for Reference:

1. Professional Journalism M V Kamath
2. Theory and Practice of Journalism B N Ahuja
3. Mass Communication & Journalism in India Keval J Kumar
4. Adhunika Bharathiya Parthrikodhyma Shree L Bhandarkar
5. Professional Journalist John Hohenberg
6. Mass Communication & Journalism in India Mehta
7. Eradu Dadagala Nadhuve Niranjana Vanalli
8. Pathrikodyama RanganathRao
9. History of Indian Journalism S Natarajan
10. Indian Journalism Nadig Krishnamurthy
11. Journalism in India R.Parthasarathy
12. New History of Indian Journalism G N S Raghavan
13. History of Press, Press Laws & Communication B N Ahuja
14. Karnataka PathrikaIthihasaVol 1,2,3 Karnataka Pathrika Academy
15. Indian Journalism K M Srivastava
16. Mass Communication and Journalism in India D S Mehtaka
17. Karnataka Janapada Kalegala Kosha Boralingaiah Hi Chi
18. ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ - ನಾಡಿಗೆ ಕೃಷ್ಣಮೂರ್ತಿ.
19. ಕರ್ನಾಟಕ ಪತ್ರಿಕೆ ಇತಿಹಾಸ (ಎಲ್ಲಾ ಸಂಪುಟಗಳು) -ವಿವಿಧಲೇಖಕರು
20. ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ - ಡಾ. ನ. ಪೂರ್ಣಿಮಾ
21. ಹೊಸಗನ್ನಡದ ಅರುಣೋದಯ - ಡಾ. ಶ್ರೀನಿವಾಸಹಾವನೂರು
22. ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಇತಿಹಾಸ - ಗೋಪಾಲರಾವ್ ಎಚ್.ಎಸ್.
22. ಸಂವಹನ ಮಾಧ್ಯಮಗಳು - ಬಿ.ಎಸ್. ಚಂದ್ರಶೇಖರ

Pattern of Examination – Distribution of Marks

Semester	Course Code	Course Title	Total Marks	Theory	Practical	IA
I	DSC-1A Core	Introduction to Communication	100	80	-	20
II	DSC-1B Core	Applied Journalism	100	80	-	20

Format of Examination Paper

Theory Papers – Total Marks - 80

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

4 Questions of 10 Marks Each = 40

Practical Paper – Total Marks – 20

4 Questions of 5 Marks each = 20

Guidelines

1. The department has to show practical and tutorial classes in the timetable.
2. The department has to arrange the students consisting of 20 students each in a batch for practical classes.
3. The Department has right to award credits for the papers for practicals and theory papers.
4. The Board of studies recommended and suggested that to establish computer lab, AV Studio with appropriate softwares for the benefit of the Journalism and Mass Communication Students.