



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tel: 0836-2215224  
e-mail: academic.st@kud.ac.in  
Private Nagar, Dharwad-580003  
ಕುಡುಕೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/RIH-279/BOS /MassCommn&Jour (UG) /20-21/ 1022

Date: 19 OCT 2020

### NOTIFICATION

Sub: Regarding introduction of the syllabus of Journalism & Mass Communication UG under C.B.C.S. w.e.f. the academic year 2020-21 & onwards.

- Ref: 1. UGC Letter DO No. 1-1/2016(SECY), dt. 10.08.2016.  
2. Special BOS Res. No. 01, dt. 14.07.2020.  
3. Special Faculty Res. No. 16, dt. 07.08.2020.  
4. Special Academic Council Res. No. 27, dt. 21.08.2020.  
5. Vice-Chancellor's order dated 18 OCT 2020

Adverting to the above, it is hereby notified to the Principals of all constituent and affiliated degree colleges coming under the jurisdiction of Karnatak University, Dharwad that the Journalism & Mass Communication UG syllabus for I to VI Semester which is annexed herewith in Annexure-A is introduced under C.B.C.S. from the academic year 2020-21 & onwards.

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned. The prescribed C.B.C.S. syllabus may also be obtained through K.U.website ([www.kud.ac.in](http://www.kud.ac.in)).

*Handwritten: 13/10/2020*  
(Dr. Hanumanappa K.T)  
REGISTRAR

To,

1. The Chairman, BOS Mass Communication & Journalism(UG), Dept. of Mass Communication & Journalism, K.U.Dharwad.
2. The Chairman, Dept. of Mass Communication & Journalism, K.U.Dharwad.
3. The Principals of all the constituted and affiliated degree colleges under the jurisdiction of Karnatak University, Dharwad. (The same may be sent through e-mail)
4. The Registrar (Evaluation). K.U.Dharwad.

Copy fws to:

1. Dr. M.A.Jalinal, Dean, Faculty of Social Science, Dept. of Psychology, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website ([www.kud.ac.in](http://www.kud.ac.in)).

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam UG / Confl / QP / GAD Section, K.U.Dharwad.
4. The System Analyst, Computer Unit Exam Section, K.U.Dharwad.

**JOURNALISM TUTORIAL-B (15 hrs)**  
Syllabus

5 hrs  
5 hrs  
5 hrs

- Presentation skills
- Group Discussion
- Seminar

**B.A Semester - III**

**DSC 1C - REPORTING**

Credits: I. Theory : 05  
II. Tutorial : 01  
Total Credits : 06

Theory class 5hrs /wk. Total theory: 60 Lectures  
Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.  
Total Theory marks 100.  
80 marks for Sem end Examination(3 hrs) & 20 marks IA

**COURSE OBJECTIVES:**

- The course objective of the subject is to give practical knowledge about reporting.
- To help the students to acquire skills to make the news attractive and readable.
- To introduce students to the skills of writing for the print media.

**LEARNING OUTCOME:**

- Students develop working skills needed for print and electronic media.
- Students get equipped with sufficient knowledge to start a profession in print and electronic media

**Syllabus :**

Teaching – Theory cum tutorial 6 hrs per week  
Total – 6 credit  
Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

**UNIT-I**

News- Definitions – Elements - News values - News sources - principles of news writing

12hrs

**UNIT II**

News writing structure- news writing skills, inverted pyramid, chronological, analytical - types of leads.

12hrs

**UNIT-III**

Qualifications and responsibilities of a reporter – correspondents and stringers Freelance Journalist. Mofussial.

12hrs

**UNIT-IV**

Reporting- speech, press conference, crime, sports, judiciary, legislature, ecology, agriculture, film and politics

12hrs

**Unit - V**

Interview- Meaning - types and techniques. Freelancing and feature writing – types and techniques – writing travel articles and creative writings.

12hrs

**Books for Reference**

News reporting and Editing  
Hand book of reporting and editing  
Reporting  
Hand book of Journalism  
Professional Journalism  
Madhyama patrika academy publications

K M Shrivastav  
Ravindran  
B N Ahuja  
I.J.EI. gAAUAEÁxÁgÁr  
M.V. Kamat  
M.V. Kamat

**Assignment**

Practicals for internal assessment

Choose few news items and identify the types of Leads

Select a published interview and justify

Reporting exercise

Feature writings

**JOURNALISM TUTORIAL - C (15 hrs)**  
**Syllabus**

-Practice Journal ( Mahantha Vani)	8 hrs
-Seminar	5 hrs
-Media visit	2 hrs

**B.A Semester - IV**  
**DSC-1D EDITING**

Credits: I. Theory : 05	Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01	Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06	Total Theory marks 100. 80 marks for Sem end Examination(3 hrs) & 20 marks IA

**COURSE OBJECTIVE:**

- To give knowledge about pagination, headline writing, translation and editorial setup.
- To achieve competency in reporting and editing.

**LEARNING OUTCOME:**

- Students learn about the production process.
- Students get basic knowledge about print media.

**Syllabus**

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

**Unit- I**

Organisational structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up newspaper jargons, translation techniques. 12hrs

**Unit- II**

Editing- Meaning – purpose – Process - need for editing - principles of editing – Translation – Meaning nature and techniques. 12hrs

**Unit- III**

Qualifications, Responsibilities and Functions of Editor, news editor, chief sub- editor and Sub- editor, 12hrs

**Unit IV**

Editorial page and its importance – Editorial, types of editorials, letters to the editor. Headline writing – Meaning – Kinds – Functions and Techniques. 12hrs

**Unit V**

News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and caption writing. 12hrs

**Books for Reference**

ಪತ್ರಿಕೋದ್ಯಮ

ಕಲೆ ಬರಹ

News reporting and Editing

Hand book of reporting and editing

Hand book of Journalism

Professional Journalism

Journalism

**Assignments**

Practicals for internal assessment

-Caption writing

-Content analysis of the editorial page of a daily

- Selection of the best designed page of a daily with justification

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

ವಿಶ್ವೇಶ್ವರ ಭಟ್

K M Shrivastav

Ravindran

M.V. Kamat

M.V. Kamat

G.K. Puri

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ.

KU/Aca(S&T)/(S&T-29)/UG/Journalism / Syllabus / 2010-11/ 23

Date: 11-5-2011

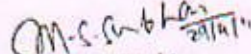
ಅಧಿಸೂಚನೆ

- ವಿಷಯ: 2011-12ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ 1 ರಿಂದ 6ನೇ ಸೆಮಿಸ್ಟರ್‌ನ ಪಠ್ಯಕ್ರಮ ಪರಿಷ್ಕರಿಸಿ, ಅಳವಡಿಸಿ ಜಾರಿಗೊಳಿಸುವ ಕುರಿತು
- ಉಲ್ಲೇಖ:1) ಅಭ್ಯಾಸ ಸೂಚಿ ಮಂಡಳಿ ಠರಾಪ್ಪ ಸಂಖ್ಯೆ: 7 (ಡ) ದಿನಾಂಕ: 02.09.2010  
2) ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯ ಠರಾಪ್ಪ ಸಂಖ್ಯೆ:18, ದಿನಾಂಕ: 11.01.2011  
3) ವಿಶ್ವವಿದ್ಯಾಲಯ ಪರಿಷತ್ ಸಭೆಯ ಠರಾಪ್ಪ ಸಂಖ್ಯೆ: 33, ದಿನಾಂಕ: 22.03.2011  
4) ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆಜ್ಞೆ ದಿನಾಂಕ: 25.04.2011.

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಸಂಲಗ್ನ ಹಾಗೂ ಅಧೀನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಈ ಮೂಲಕ ತಿಳಿಯಪಡಿಸುವುದೇನೆಂದರೆ, 2011-12ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ ಪಠ್ಯಕ್ರಮ (1 ರಿಂದ 6ನೇ ಸೆಮಿಸ್ಟರ್)ನ ಪಠ್ಯಕ್ರಮ ಪರಿಷ್ಕರಿಸಿ, ಅಳವಡಿಸಿ ಜಾರಿಗೊಳಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮದ ಪ್ರತಿಯನ್ನು ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವೆಬ್‌ಸೈಟ್ [www.kud.ac.in](http://www.kud.ac.in) ನಲ್ಲಿ ಪಡೆಯಲು ಈ ಮೂಲಕ ಸೂಚಿಸಲಾಗಿದೆ.(ಪಠ್ಯಕ್ರಮ ಲಗತ್ತಿಸಿದೆ.)

ಸದರ ವಿಷಯವನ್ನು ಸಂಬಂಧಪಟ್ಟ ಅಧ್ಯಾಪಕರ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳ ಗಮನಕ್ಕೆ ತಗಲು ತಿಳಿಸಲಾಗಿದೆ.

ಆಡು: ಮೇಲಿನಂತೆ.

  
ಕುಲಸಚಿವರು/ಕ

ಗೆ,

- 1) ಡಾ|| ಸಿ.ವಿ. ಹುಸೇನಪ್ಪಾನ್, ಡೀನ್, ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯ, ಸ್ನಾತಕೋತ್ತರ ಮಾನವಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
- 2) ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಸಂಲಗ್ನ ಹಾಗೂ ಅಧೀನ (ಕಲಾ) ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ.
- 3) ಡಾ|| ಆರ್. ಎಂ. ಬಾಬ್ಸಾಳ, ಪ್ರಧಾನ ನಿರ್ದೇಶಕರು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ. ಇವರಿಗೆ ಮಾಹಿತಿ ಹಾಗೂ ಕ.ವಿ.ವಿ. ವೆಬ್‌ಸೈಟ್ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಸದರ ಅಧಿಸೂಚನೆ ಹಾಗೂ ಅದರ ಲಗತ್ತುಗಳು ಅಳವಡಿಸಲು ಕೋರಲಾಗಿದೆ.

ಪ್ರತಿ:

- 1) ಕುಲಪತಿಗಳ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ
- 2) ಕುಲಸಚಿವರ ಆಪ್ತಸಹಾಯಕರು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
- 3) ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
- 4) ಅಧೀಕ್ಷಕರು, ಪರೀಕ್ಷಾ ವಿಭಾಗ, (ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯ) ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
- 5) ಅಧೀಕ್ಷಕರು, ಪರೀಕ್ಷಾ (ಪ್ರಶ್ನೆಪತ್ರಿಕೆ/ಗೌಪ್ಯ) ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ

B.A. V<sup>th</sup> Semester P-I

5

Semester V

Paper – 5.1 MEDIA LAWS

Teaching :- Theory 5 Hours per week

Total 60 Hours

Examination Theory 80 marks 3hrs durations 201A

1. Salient feature of Indian Constitution. Fundamental Rights. Freedom Of speech expression. Directive principals of state Policy. Parliamentary privileges. (12 hrs)
2. Defamations Sediton, obscenity, censorship (12 hrs)
3. Rights to information Act 2005 Rights to Privacy. official Secrecy The Copyright Act . The press Council . The Contempt of court Act. The press and Registration of Book Act. Working Journalist . Newspaper registration process. (12 hrs)
1. Press Commission: law Reality to Broadcasting Telecasting and Advertisement in India. (12 hrs)
- Media Ethic. Ownership Of Media , biased reporting , Yellow Journalism (12 hrs)

Book for Reference

- 1) Laws of Press in India - D.D.Basu
- 2) Media Laws and Regulations in India - K.S. Venkateshwaran
- 3) Mass media and Freedom of Press in India - K.S. Pandhy.
- 4) Press and the law - A.N.Grover
- 5) Media and Ethics - S.K. Aggarwad.
- 6) Broadcasting in India - G.V.Awasthy.

Assignment

Lecturer must give the assignment for the students

BA IV<sup>m</sup> Semester P-II

Semester Vth

Paper – 5.2 RADIO JOURNALISM

Teaching : Theory come practical 6 hours per week

Examination Theory 80 marks 3 hrs durations 20 I A

1. Introduction to Radio- Radio as a Communication medium – Original and Growth of Broadcasting in India . Characterization Radio Prasar Bharati. (12 hrs)
2. Organizational Structure of A.I.R. Vivid Bharati , Technology, of A.M and F.M . Stations News Services. (12 hrs)
3. Equipments used in Broadcasting – Types of mikes , Recording Equipments, Tape Recorder deck and protester Recorders, outdoor Coverage – Various types of taper Digital Sounds Technology. (12 hrs)
4. Formats of Radio in Programs – Talks, Interdicts group discussion and dramas programs, documentary for children, women, Youth, Health, Krishi – phone in Programs. (12 hrs)
5. Scripting for various Radio programmes – Editing Technologies, Mixing and Dubbing, Sound effects, Sound Library, Researching for Programmes-Tape Library (12 hrs)

Book for Reference

1. Radio and Broadcasting- Robert Hillard
2. Broadcast Journalism- D.K.Schier
3. Radio and TV Journalism – K.M.Srivastava
4. Broadcasting in India – P.C.Chatarji
5. Mass Communication in India – Keval J. Kumar
6. Indias Information Revolution – Arvind Singhal

Assignment

Lecturer must give the assignment for the students

**Semester VI th****Paper – 6.1 PHOTO JOURNALISM AND CINEMA****Teaching : Theory cum Practical 6 hours per week****Examination Theory 80 marks 3 hrs durations 201 A**

1. **Nature and Scope of Photography, Evolution of Photography – Visual Language, Types of Camera and Film.** (12 hrs)
2. **Delimitation, Nature and Scope of Photo Journalism, Sources of News Photography, Legal and Ethical aspects of Photography,** (12 hrs)
3. **Caption writing techniques, Techniques of Photo Editing, Selection, Scaling, Application of Various Software's of Photography.** (12 hrs)
4. **Evolution of Cinema, Language of Cinema, Origin of Cinema in India. D.G.Palke, Cinema after independences, current status of Indian film Industries,** (12 hrs)
5. **Contemporary Kannada Cinema – A study of two prominent Kannada film directors and their works, Film Censorship in India.** (12 hrs)

**Book for Reference**

1. **Photo Journalism The Visual Approach – Frank P.Hay**
2. **Photo Journalism Manual – Bergin**
3. **Photo Journalism – Arthur Rothstrelina**
4. **Understanding the Film – J.B.R.Jonson**
5. **Our Films and Their Films – Satyajit Ray**
6. **Press Photography – Rhode and Macneal**

**Assignment****Lecturer must give the assignment for the students**