

K.L.E Society's
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)
DEPT OF JOURNALISM AND MASS COMMUNICATION
B.A II Semester
(W.E.F – 2017-18)

Teaching Hours per week – 05

Maximum Marks – 100

Semester End Examination – 70

Internal Assessment – 30

INTRODUCTION TO JOURNALISM

Course Outcome:

1. Understanding the art of report writing.
2. Develop skill of report writing.
3. To foster an understanding of what is news and how to approach different stories.

| S.No | Units (Existing Syllabi) | Hours |
|-------------|--|--------------|
| 1 | Introduction to Journalism – Meaning, nature and scope of Journalism – Growth of Journalism in India, Functions of Journalism, | 10 |
| 2 | Four Theories of Press, Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Media theory. Role of Press in molding public opinion, press and Democracy. | 10 |
| 3 | Journalism as a profession – Role and Responsibilities of a Journalist, Ethics in Journalism profession | 08 |
| 4 | Characteristics of Mass Media : Newspaper, Magazine, Radio, T.V, Cinema, Folk Media and New Media | 12 |
| 5 | Photo Journalism, History of Photography Digital and Analog photography Importance of Photography in Print Media. | 10 |

Internal Assessment Marks

The marks will be allotted based on the performance of students in internal test, Home Assignment, Project work Seminar, Group Discussion, and participation in field visit.

Reference Book

1. Mass Communication - A Critical analysis – Keval J Kumar
2. Professional Journalism -M.V.Kamat
3. Theory and Practice of Journalism – B.N.Ahuja
4. American Journalism – Nadig Krishnamurthy
5. Folk Media for Development – N Usha Rani
6. Professional Journalist – JhonHohenberg
7. Journalism in india – P.Parthasarathy
8. Mass Communication – Wilber Schramm
9. $\text{wæPÉÆzÀ}^{\text{a}}\text{Ä-f.Jÿ.gÀAUÀÉÁxÀgÁ}^{\text{a}}\text{i-PÁ}^{\text{a}}\text{ÄzsÉÄ}\text{Ä}$
 $\text{æPÁ}\pm\text{ÄÉÀ, "ÉAUÀ}\frac{1}{4}\text{ÄÆgÄÄ - ÉÄ}^{\text{a}}\text{ÉíA§gï, 2006}$