

K.L.E Society's
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)
DEPARTMENT
OF
JOURNALISM AND MASS COMMUNICATION
B.A V Semester (Paper - 1)
(W.E.F – 2019-20)

Teaching Hours per week – 5

Maximum Marks – 100

Semester End Examination – 70

Internal Assessment – 30

EDITING

Course Outcome:

1. To make the item readable and interesting
2. To put the item in a presentable manner – layout, design etc.
3. To enhance the Clarity of News.

S.N	Units (Existing Syllabi)	Hours
1	Organizational Structure of Editorial Department – Setup – Principles of editing -Need for Editing - Editing Techniques – Newspaper Jargon's	12
2	Functions and Responsibilities of a Editor - Chief Editor - Sub editor - News Editor and other staff	08
3	Headlines - Types of Headlines - Techniques of Headline Writing - News and Feature Headlines - Recent trends in headline writing.	10
4	Editorials – Functions - Concept of Editorials - Needfor editorial writing - op-ed page - Translation need for translation - Proof reading - Editing symbols.	10
5	Newspaper Design and Layout – Pagination - Techniques of page make up - Photo Editing and Caption Writing.	10

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B.A V Semester (Paper - 2)
(W.E.F – 2019-20)

Teaching Hours per week – 05

Maximum Marks – 100

Semester End Examination – 70

Internal Assessment – 30

RADIO AND TELEVISION PROGRAM

Course Outcome:

1. To describe the characteristics of radio as a medium of mass communication and its limitations.
2. To acquaint the process of gathering news and report for TV.
3. To identify different modes of broadcasting and types of radio stations.
4. To enlist the different formats of TV.

S.N	Units (Existing Syllabi)	Hours
1	Evolution of Radio - Origin and Development of Radio in India - Characteristics of Radio.	10
2	Evolution of Television - Origin and Development of Television in India - Characteristics of Television.	10
3	Privatization of Radio -FM Stations - Community Radio -Different types of Radio Program - Private Television channels - Recent Trends in Television Programs - Prasar Bharati Act.	12
4	Writing for Radio - News writing - feature programs - Special audience program.	08
5	Television News writing - Stages of Television program - Free Production - Post Production - Code of ethics of broadcasting media.	10

Reference Book

1. Mass Communication in India – Keval J Kumar
2. Radio and Broadcasting – Robert Hillard
3. Audio Visual Journalism – B.N.Ahuja
4. Radio and T.V Journalism – K.M.Shreevatava
5. Broadcast Journalism – D.K.Sonker
6. Presenting on TV and Radia – Focal Press, India – Janet Trewin
7. Script to Screen – S.Kaushik
8. Television Production Handbook, 7th Edition — Herbert Zettl
9. Directing and Producing for Television, A Format Approach — Ivan Cury
10. *Mass Communication in India* – Keval J Kumar, *Radio and Broadcasting* – Robert Hillard, *Audio Visual Journalism* – B.N.Ahuja, *Radio and T.V Journalism* – K.M.Shreevatava, *Broadcast Journalism* – D.K.Sonker, *Presenting on TV and Radia* – Focal Press, India – Janet Trewin, *Script to Screen* – S.Kaushik, *Television Production Handbook, 7th Edition* — Herbert Zettl, *Directing and Producing for Television, A Format Approach* — Ivan Cury, 2006