

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

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Teaching Hours per week – 05

Maximum Marks – 100  
Semester End Examination – 70  
Internal Assessment – 30

**MEDIA LAW**

**Course Outcome:**

1. To understand basic laws relating media.
2. To give an overview of recent amendments in media laws.
3. To develop students as responsible media person.

<b>S.N</b>	<b>Units (Existing Syllabi )</b>	<b>Hours</b>
1	Indian Constitution - Salient Features of Indian Constitution - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy.	12
2	Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Defamation – Sedition - Obscenity – Censorship.	08
3	Right to Information Act-2005 - Right to Privacy - Official Secrets act - Press Council - The Contempt of Court - The Press and Registration of book act - Working Journalist act - Newspaper Registration Process.	10
4	Press Commission - Law Relating to Broadcasting - Telecasting and Advertising in India.	10
5	Media Ethics - Ownership of Media - Biased Reporting - Yellow Journalism.	10



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Teaching Hours per week – 05

Maximum Marks – 100  
Semester End Examination – 70  
Internal Assessment – 30

**Advertisement and Public Relation**

**Course Outcome:**

1. To develop an advertising plan.
2. To list the Characteristic of Public Relation.
3. To develop basic skills in creating main stream media ads.

<b>S.N</b>	<b>Units (Existing Syllabi )</b>	<b>Hours</b>
1	Introduction to Advertisement - Evolution of Advertisement - Types of Advertisement - Functions of Advertisement - Nature and Scope of Advertisement.	10
2	Introduction to Public Relation – Definitions - Nature and Scope of Public Relations - Public Relation in India - Public Relation Society of India.	10
3	Writing Advertisement for Print, Radio, Television, Online Media - Add Agencies.	10
4	Process of Public Relations - Public Relations for Private Sector - Government and N G O's - Tools of Public Relations	10
5	Media relations - Ethics in Public Relation - Corporate Communication.	10

