

K.L.E. Society's
Lingaraj College, Belagavi
(Autonomous)
B.A. - I Semester
JOURNALISM AND MASS COMMUNICATION
Introduction to Mass Communication
(With effect from 2020-21 and onwards)
(CBCS Syllabus- 2020-21)

Teaching hours per week – 6
 Credits: 6

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Duration : 3 Hours
 Internal Assessment : 30 Marks

Course Outcome:

1. To acquaint students with the perspectives of Mass Communication as a science of communication study.
2. To familiarize students with the different approaches to and concepts of media studies.
3. To enable students to see mass communication from the inter-disciplinary perspectives.

Sl. No.	Unit	Sub-Unit	No. of Periods/ Hours
1	Communication	Communication: Definition, Nature and Scope of Communication, Functions and Significance of Communication, Process of Communication Barriers to Communication.	15
2	Types of Communication	Levels of Communication – Intrapersonal, Interpersonal, Group Communication, Organizational Communication, Forms of Communication Verbal and Non Verbal Communication.	20
3	Models of Communication	Communication Models: Linear Models of Communication, Non – Linear Models of Communications, Aristotle Model, SMCR model, Lass well model, Osgood model and Schramm Model. Communication for social change.	15
4	Mass Communication	Mass Communication – Definition, Nature, Scope, Functions. Mass Media—TV, Radio, Newspapers, Magazines, Internet, Mass media and society- Role of Communication in Cultural Promotion, Social Transformation and National Development.	15
5	Communication Skills	Communication Skills: Oral and Written Communication Skills. Art of Public Speaking Personal Letters and Business Letters, ICT	13
		Total Hours	78

Reference Books:

1. Mass Communication in India - Keval J Kumar - Jaico Books, New Delhi
2. Issues in Mass Communication : The Basic Concepts – J.S.Yadava and Pradeep Mathur - Kanishka Publishers Delhi 2008.
3. Media and Mass Communication : An Introduction - Shamali Bhattacharjee - Kanishka Publishers Delhi -2005
4. Theories of mass Communication - Mehin L Delfuer and Ssndra J Ball – Langman Publications
5. Mass Communication Theory - Foundations Format and Future – S.I.Baran and D.K.Davis
6. Mass Communication Theory : An Introduction - Dennis.M.Equil
7. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr. Longman Publications, 1988
8. Mass Communication Theory & Practice in the 21st Century : Diwaker Sharma : Deep and Deep Publications Rajouri Garden New Delhi – 110027
9. Mass Communication in India : Valanilam : Sage Publications Mathur road New Delhi – 110044
10. $\text{YAWBÉZÁ}^{\text{a}}\text{Á}^{\text{a}} - \text{f.JÉi'.gÁAUÁÉÁxÁgÁ}^{\text{a}}\text{i} - \text{PÁ}^{\text{a}}\text{ÁZÉÁÉÁÁ YÁBÁ+ÁÉÁ, ''ÉAUÁÁÁÉgÁÁ} - \text{ÉÁ}^{\text{a}}\text{ÉÁSgi}, 2006$

K.L.E. Society's
Lingaraj College, Belagavi
(Autonomous)
B.A. - II Semester
JOURNALISM AND MASS COMMUNICATION
Introduction to Journalism
(With effect from 2020-21 and onwards)
(CBCS Syllabus- 2020-21)

Teaching hours per week – 6
Credits: 6

Maximum Marks : 100 Marks
Semester End Examination : 70 Marks
Duration : 3 Hours
Internal Assessment : 30 Marks

Course Outcome:

1. To acquaint students with the perspectives of Mass Communication
2. To understand the meaning of Journalism
3. To Study the role of Journalism

Sl. No.	Unit	Sub-Unit	No. of Periods/ Hours
1	Introduction	Journalism: Definition, Nature, Scope, Principles, Functions and Significance. Fourth Estate, Journalistic Terminologies. Brief History of Brittan and American Journalism.	14
2	History of Press in India	History of Journalism in India with Special Reference to James Augustus Hickey, Raja Rammohan Roy, B.G.Horniman, James Siilk Buckingham, B.G.Tilak, M.K.Gandhi; Kannada Press – Origin and growth, Stalwarts of Kannada Journalism – M. Venkatakrishnaiah, DVG, Mohare Hanumantha Rao, Post Independent India	20
3	Forms of Journalism	Qualifications, Duties and Responsibilities of Journalists, Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Penny Press, Citizen Journalism Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism and Folk Media, Four Theories of Press	20
4	Different mediums- a comparison	Language and Principles of Writing: Basic differences between the Print, Electronic and Online Journalism, Journalism as a Profession, Career Opportunities.	12
5	Media and Democracy	Role of Media in a Democracy, Responsibility to Society, Press and Democracy Contemporary Debates and Issues Relating to Media Ethics in Journalism	12
Total Hours			78

Reference Books :

1. Mass Communication in India - Keval J Kumar - Jaico Books, New Delhi
2. Media and Mass Communication : An Introduction - Shamali Bhattacharjee - Kanishka Publishers Delhi -2005
3. Theories of mass Communication - Mehin L Delfuer and Ssndra J Ball – Langman Publications
4. Reporting & Writing Journalism : C.S.Shrivastava – R.K.Parekh : Creslent Publishing Corporation Ansari road New Delhi-110002
5. Press and National Movement in India : Basanti Siaha : Manak Publication Shastri Marg New Delhi – 110053
6. The Journalist Handbook : M V Kamat : Vikas Publication Jangpur New Delhi – 110014
7. Professional Journalism : M V Kamat : Vikas Publication Jangpur New Delhi – 110014
8. PÀ£ÀßqÀ ¥ÀwæPÁ - ÉÆÃPÀzÀ çÃªÀÄAvÀgÀÄ : PÀ£ÁðIPÀªÀiÁzÀªÀÄ CPÁqÉ«Ä : PÀ£ÁðIPÀªÀiÁzÀªÀÄ CPÁqÉ«Ä qÁ.©.Dgï.CA"ÉqÀìgÀ gÀ,ÉÛ – 560001
9. "sÁgÀwÃAiÀÄ ¥ÀwæPÉÆÃzÀªÀÄ : £ÁrUÀ PÀÈµÀÚªÀÄÆwð : ¥Àæ,ÁgÁAUÀªÉÄÊ,ÀÆgÀÄ «±Àé«zÁª®AiÀÄªÀÄvÀÄÛ PÀ£ÁðIPÀªÀiÁzÀªÀÄ CPÁqÉ«Ä qÁ.©.Dgï.CA"ÉqÀìgÀ gÀ,ÉÛ - 560001
- 10.¥ÀwæPÉÆÃzÀªÀÄ – f.JEi.gÀAUÀ£ÁxÀgÁªi – PÁªÀzÉÆÄ ¥Àß±ÆÄ, "ÉAUÀÆgÀÄ – £À£ASgi, 2006