

Department of Mass Communication and Journalism

Course Schedule - 2018-19

Week-wise Activities

Week	Sem – I: Activities	Week	Sem – II: Activities
1	Meaning, nature and scope of journalism	1	Significance of communication process
2	Functions of journalism, Press and democracy	2	Elements of communication
3	Role of press in moulding public opinion	3	Intra-, Interpersonal, Group and Mass communication
4	Theories of Press	4	Basic Models of communication Shannon and Weaver
5	Journalism as a profession-Need for training	5	Berlo, Lass well and Schramm
6	Role and responsibilities of Journalists - Ethical aspects of journalistic profession	6	Communication theories - psychological, sociological theories and Media Effects
7	Growth of journalism in India – Journalistic career of James Augustus, Hicky, James Silk Buckingham and Rajaram Mohan Roy	7	Mass Media and their role-New communication media , Internet and Data bases - Electronic publications
8	Unit Test - I	8	Unit Test - I
9	Role of press during freedom Struggle - Publications of Mahatma Gandhi and Jawaharlal Nehru	9	Role of Communication in development
10	Indian press after independence	10	Application of modern communication technologies for development purposes
11	Reports of first and second press commissions	11	Evolution of photography
12	Unit Test - II	12	Unit Test - II
13	Current status of Indian press	13	Use of photographs by newspapers and magazine
14	Leading personalities of Kannada journalism; Venkatakrishiah, Mohary DVG, T.T. Sharma TSR, Patil Puttappa	14	Development cinema in India
15	Leading Kannada publications, Samyukta Karnataka, Prajavani, Vijay Karnatak,	15	Cinema as entertainment medium
16	Kannada Prabha and Udayavani - Subha, Taranga and Kasturi	16	Current status of Indian film industry

Course Time Schedule: 2018-19

1. A Week's Schedule: BA I & II Semesters (5 hrs / week)

Course	Days	Start Time	End Time	Professor
BA I & II Semesters Optional	Mon	02.30	03.30	Mr. Manjunath Hanji
	Tue	--	--	
	Wed	01.00	02.00	
	Thu	09.30	10.30	
	Fri	01.00	02.00	
	Sat	02.30	03.30	

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Course Schedule - 2019-20

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2	Functions of journalism	2	Elements of communication
3	Press and democracy	3	Intra-, Interpersonal, Group and Mass communication
4	Role of press in moulding public opinion, Theories of Press	4	Basic Models of communication Shannon and Weaver, Berlo
5	Journalism as a profession-Need for training	5	Lass well and Schramm
6	Role and responsibilities of Journalists - Ethical aspects of journalistic profession	6	Communication theories - psychological, sociological theories and Media Effects
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Week	Sem – III: Activities	Week	Sem – IV: Activities
1	Nature and elements of news	1	Editorial section of a newspaper
2	News values new sources	2	Need for editing
3	Reporting section in a newspaper	3	Techniques of editing a Newspaper
4	Role of a Chief Reporter	4	Newspaper jargons
5	Competence of reporting staff	5	Function of Editor
6	News writing skills, intro, types of leads	6	News Editor – Chief, Sub Editor and qualities of a Sub Editor
7			
8	Unit Test - I	8	Unit Test - I
9	Writing backgrounders and interpretation	9	Headline writing techniques - Types of headlines
10	Reporting speeches - Court, crime, legislature, seminar and sports	10	Newspaper design and layout
11	Interview Techniques	11	Editing pictures - using of info graphics
12	Unit Test - II	12	Unit Test - II
13	Writing teachers - Freelancing	13	Contents of editorial page - Art of writing editorials
14	Legal aspects of reporting-	14	Application of computers for composing and pagination
15	Freedom of speech and expression in Indian Constitution	15	Use of prominent software packages
16	Reasonable restrictions - Legislatures privileges	16	Newspaper printing methods

Course Time Schedule - 2019-20

1. A Week's Schedule: BA I & II Semesters (5 hrs / week)

Course	Days	Start Time	End Time	Professor
BA I & II Semesters Optional	Mon	01.00	02.00	Mr. Manjunath Hanji
	Tue	09.30	10.30	Mr. Manjunath Hanji
	Wed	08.30	09.30	Mr. Manjunath Hanji
	Thu	--	--	--
	Fri	09.30	10.30	Mr. Manjunath Hanji
	Sat	01.00	02.00	Mr. Manjunath Hanji

2. A Week's Schedule: BA III & IV Semesters (5 hrs / week)

Course	Days	Start Time	End Time	Professor
BA III & IV Semesters Optional	Mon	08.30	09.30	Mr. Manjunath Hanji
	Tue	02.30	03.30	Mr. Manjunath Hanji
	Wed	02.30	03.30	Mr. Manjunath Hanji
	Thu	02.30	03.30	Mr. Manjunath Hanji
	Fri	--	--	--
	Sat	02.30	03.30	Mr. Manjunath Hanji