



Sri Krishnadevaraya University, Ballari
Department of Journalism and Mass Communication



Four Year Honour's Programme

Structure and Syllabus

Journalism and Mass Communication to be introduced under NEP 2020 with effect from Academic year 2021-22



Preamble:

Journalism is gathering information, collating it and creating something informative out of it. Apart from these basic roles, a journalist is also required to comment on events being reported but diplomatically, to not influence any reader too strongly. Journalism and Mass Communication are usually offered together in courses in Journalism. The main courses offered at the Undergraduate level are Bachelor of Journalism and Mass Communication.

Journalism Course is a study programme of proven excellence. It combines creation as well as dissemination of knowledge and imparting of the requisite skills and context with practical applications including in-class assignments. The course equips and enables the students for diverse skills and tasks in mass communication and social interactions. The opportunities provided are limitless and with the emergence of New Media various individual and associations are making their foray into blogging, vlogging, webcasting, podcasting and digital media marketing.

Programme outcome:

Journalism and Mass Communication course is committed to providing undergraduate students with a quality education in the journalism disciplines that is current, relevant, practical, and personal. Course goals include enabling students who graduate to be able to compete successfully for any positions at corporate level nationwide. Students who graduate in communication will be prepared for entry-level positions as professionals within communication-related fields. The opportunities provided are limitless and with the emergence of New Media various individual and associations are making their foray into blogging, vlogging, webcasting, podcasting and digital media marketing.

Programme Learning Objectives:

The Graduates will demonstrate:

1. Higher Education in Universities at national and international level.
2. The development of critical thinking, professional writing skills and effective communication.
3. To prepares for a wide variety of careers in Television, Radio, New Media, Digital and Social-Media.
4. As a team member in Public, Private, Corporate and Government Sector as techno managers, academicians, administrator or entrepreneurs, investigative agencies with effective Communication and ethics.
5. Wide variety of focus stories which can make impact on society

Graduate Attributes:

Disciplinary knowledge: Demonstrate comprehensive knowledge and in understanding Journalism study

Reasoning: Analyze, interpret and draw news stories conclusions from evidence and experiences from an open-minded and reasoned perspective

Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

Communication Skills: Express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups

Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

The Programme outcomes (POs) are expected to be as under:

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are underpinned as follows, the student will be able to:

- PO 1. Acquire fundamental knowledge of Mass communication & Journalism and related study area.
- PO 2. Acquire the knowledge related to media and its impact.
- PO 3. Competent enough to undertake professional job as per demands and requirements of M & E Industry.
- PO 4. Empower themselves by communication, professional and life skills.
- PO 5. Enhance the ability of leadership.
- PO 6. Become socially responsible citizen with global vision
- PO 7. Equipped with ICTs competencies including digital literacy.
- PO 8. Ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
- PO 9. Understanding of acquiring knowledge throughout life.
- PO 10. Acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities

DSC 1: INTRODUCTION TO JOURNALISM

Course objectives:

- To introduce the concept of media and mass communication in general and journalism in particular
- To familiarize the students with different types of journalism
- To educate about the role of journalism in society and development

Unit	Description	Hours
1	Journalism and Press: Definition of Journalism – Nature and Scope of Journalism – Significance of Journalism in 21st century – Qualities, Duties, Responsibilities and ethics of Journalists – Influence of Journalism on society and development	8
2	Press in India: History of Journalism – Development of Journalism in the world – A brief History of Journalism in India –A brief history of Kannada Press- Role of Journalism during freedom struggle and Growth of the Press after independence – Challenges faced by the present-day journalism world over and with special reference to India.	10
3	Types of journalism: Glossary of Journalism- Basic terms used in the Press and media in general- Traditional and modern branches of Journalism like Magazine Journalism, Community Journalism – Investigative Journalism – Development Journalism, Business Journalism, Radio and TV Journalism and Multimedia Journalism.	10
4	Kinds: Rise of advocacy, professionalism, broadcast and new media Journalism.	6
5	Theory and practice: Theories of Press and its relevance to the present day – Journalism as a Profession- -Professional organizations-Press Council of India- - Starting a newspaper- Jobs opportunities in Journalism.	8
Text Books <ol style="list-style-type: none">1) A very short introduction to Journalism by Oxford Press2) Mass communication in India- Keval J Kumar3) Global Journalism- An introduction by VeraSlavtecheva,Michel Bromley4) Undertaking Journalism by Barun Roy Reference Books <ol style="list-style-type: none">1. Mass Communication and Journalism in India by D S Mehta2. ಡಿ . ವಿ. ಗುಂಡಪ್ಪ ವೃತ್ತಪತ್ರಿಕೆಗಳು3. ಜಿ . ಎ ನ್. ರಂಗನಾಥರಾವ ಪತ್ರಿಕೋದ್ಯಮ4. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಕರ್ನಾಟಕ ಪತ್ರಿಕಾ ಲೋಕದ ದೀವುಂತರು5. ನಿರಂಜನ ವಾನ್ಶಿ ಎರಡು ದಡಗಳ ನಡುವೆ		

Pedagogy: Lecture and PPT presentation

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Semester end exam	60
Internals (C1+C2)	40
Total	100

DSC 2: WRITING FOR MEDIA

Course objectives:

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources
- Equip the students with new trends in media writing

Unit	Description	Hours
1	Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of Journalistic writing :(News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Content development: Choosing a topic, identifying sources, gathering information, importance of rewriting.	8
2	Radio: Introduction to writing for radio, principles and elements of scripting, Aesthetics of language and grammar for radio scripting. Script design, Different Scripts formats.	10
3	Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; types of TV scripts; Writing a script for entertainment programme and News	10
4	Film Writing: Introduction to writing for films, Technique of Film Script writing, Process and Creativity in scripting, storyboard (Format/Description, Scene, Dialogue, Sub plot, Tone/Theme).	6
5	New Media: Introduction to Writing for online Media. Writing Techniques To New Media. Content writing for social media.	8

Text Books

1. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press
2. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers
3. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
4. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co
- T. J. S. George, Editing: A Handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
5. M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003

References Books

6. George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
7. Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
8. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002
9. Applen, J.D. Writing for the Web: Composing, Coding and Constructing Web Sites, Roudtledge.
10. Cappon, Rene J. The Associated Press Guide to News Writing, ARCO (Thomson Learning), latest edition.
11. Carroll, Brian, Writing for Ditigal Media, 3rd edition, Routledge.
12. Handley, Ann, Everybody Writes: Your Go-To buid to Creating Ridiculously Good Content, Wiley.
13. Redish, Janice. Letting Go of the Words: Writing Web Content that Works, 2nd edition, Morgan Kaufmann.

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Semester end exam	60
Internals (C1+C2)	40
Total	100

Pedagogy: Lecture and PPT presentation

OEC 1: PHOTOJOURNALISM

Course objectives:

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Unit	Description	Hours
1	Concept of Photography -Evolution of Photography; Different types of cameras-- Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography	8
2	Concept of photojournalism — nature and scope of photojournalism; Qualifications, role and responsibilities of photojournalists; Sources of news for photojournalists.	10
3	Techniques of photo editing --Caption writing; Photo editing software; Leading press photographers and photo journalists in India.	10
4	Mobile Journalism: Using smartphones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms	8
5	Practice of: Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5), Students to edit at least 10 photographs, Students to edit video of 3 minutes and upload on Digital platforms, Caption Writing- practical (10 captions)	6
<p>Text Books</p> <ol style="list-style-type: none"> 1. Milten Feinberg- Techniques of Photo Journalism 2. Michel Long ford- Basic Photography 3. Tom Ang- Digital Photography- Mster classes 4. N Manjunath- ChayachitraPatrikodyama 5. Cyernshem G R- History of Photography <p>Reference Books</p> <ol style="list-style-type: none"> 6. Tomang Digital Photography Masterclass 7. Grimm, Tom Basic Book Of Photography 8. O.P. Sharma Practical Photography, Hind Pocket Books 9. Michael Langford Basic Photography, Focal Press 10. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal 		

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Semester end exam	60
Internals (C1+C2)	40
Total	100

Pedagogy: Lecture and PPT presentation

Date

CourseCo-ordinator

Subject CommitteeChairperson



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in
Journalism and Mass Communication**

II Semester Syllabus

Bachelor of Arts

With effect from 2021-22 onwards

Table of Contents:

Semester	Subject	Course Category	Credits	Page No.
II	Computer Applications for Media	DSC 3	3	3,4
	News Writing and Reporting	DSC 4	3	5,6
	Feature Writing and Freelancing	OEC 2	3	7,8

DSC 3: Computer applications for media

Course Title: Computer applications for media	Course code: 21BA2C3JC3
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Equip with a general understanding of computer basics for everyday use
2. Understand with basic knowledge of use of technology in Media Industry

DSC 3: Computer applications for media

Unit	Description	Hours
1	Computer: Evolution of computers, Generation of computers. Introduction to input and output devices-hardware and software (MS office and MS Publisher). Files and folders management.	12
2	Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software-Adobe audition and Premier Pro, designing software, Media software and application, Media websites, digital paper and blogs and podcasts.	11
3	Internet: Evolution, concept, significance, elements, functions of Internet. Basics of e-mail, web browsers, search engines, basics of computer network—LAN, WAN. IP. Social media and their applications.	11
4	Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media. Video conferencing, graphics and animation	11
5	Practical: Creating Power Point Presentation using Multimedia tools, Designing an e newspaper page, Creating a blog with a content of your choice, Record content of your choice using audio-recording software	11

References:

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism: Principles and Practices of News for the Web. Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
6. Macintosh, Advanced Adobe photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
8. Smith, Gene. Tagging: People-powered Metadata for the Social Web,

Indianapolis, Indiana: New Riders Press, 2008

- 9. Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, NewDelhi**
- 10. Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay**
- 11. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay.**
- 12. Computer Fundamentals by B.Ram, New Age Int**
- 13. Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2ndEdition,**

DSC 4: News Writing and Reporting

Course Title: News Writing and Reporting	Course code: 21BA2C4JC4
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand the nature of reporting, news values and quality of reporting
2. Introduce to different types skills of reporting and their importance

DSC 4: News Writing and Reporting

Unit	Description	Hours
1	The News: Meaning, Principles of News: Changing value of news. Are the five W's And 1 H News Value. News writing techniques; lead and body, organizing story, sources.	12
2	Sources of News: Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- Gate keeping and news making process.	11
3	Meaning and Nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – Process of Accreditation from Central and State Governments	11
4	Branches of Reporting: Crime, Speech, Sports, Foreign, Accidents, Budget, Environment, Citizen, Development; Reporting Executive – Legislature – Judiciary; Investigative Reporting. Objectivity in Reporting – Advocacy Reporting, Ethics in Reporting.	11
5	Techniques of Reporting – Tools of News Gathering – Interview – Types and Techniques.	11

References:

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism =- M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman's Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
- 15. ₹wPsĀzıvĀ, - f.JEİ. gAUÉÁxgÁvı, PÁvĀzĀÉĀ ¥PĀ±E, " AU¼sgĀ.**

OEC 2 : Feature Writing and Freelancing

Course Title: Feature Writing and Freelancing	Course code: 21BA202JC2
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Understand how to develop valid feature ideas with reference to the current news agenda
2. Publish stories in newspapers, magazines or websites

OEC 2 : Feature Writing and Freelancing

Unit	Description	Hours
1	Basic of Feature Writing: Definitions, Characteristics, Nature, Scope and Significance of Feature Writing, Qualifications of a Feature Writer, Differences between News, Features and Articles	12
2	Differences between features and news story: Differences between features and news story, features and articles, Writing feature stories.	11
3	Fundamentals of Freelancing: Meaning, Concept, Nature, Scope and Significance of Freelancing, Qualities of a Freelancer, Techniques of Freelancing.	11
4	Contents of Freelancing – Article, Feature, Profile, Interview, Review, Column, Criticism, Letters to Editor, Blogs, Tweets, and other forms of Freelancing, Challenges and Opportunities in Freelancing.	11
5	Critical writing for mass media- How to appreciate – Art, Cinema, Folk Arts, Theatre, Music, Books, Principles and Methods of writings Reviews.	11
References 1. Louis Alexander Beyond the Facts 2. Christene Hall How to be a Freelance Journalist 3. R.K. Murthy Freelancing in India 4. Jogn Honenberg Professional Journalist 5. Robert Gunning – Techniques of clear writing. 6. J.G Stonell- Writing for MassMedia . 7. C.A Sheenfield- Effective Feature Writing. 8. Nelson R.P – Article Writing. 9. Stewart Harral – The Feature Writers Handbook. 10. Brain Nicholls – Features with Flair. 11. Gerald J Alfred and Others – Handbook of Technical Writing. 12. Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage 13. Wheeler, Sharon. (2009). Feature writing for journalists. London: Routledge. 14. Ganato, Len. (2006). Newspaper feature writing. New Delhi: Anmol Publications. 15. Gupta VS, Handbook of reporting & Communication Skills, Concept Publishing Company, New Delhi 2003		

- 16. Susan Pape & Sue Featherstone, Newspaper Journalism, Sage Publications
- 17. «gAdE vAE½ ; ãAEi ¥wPzvi
- 18. ÉAUÉ °Uq viÁzivi PEÁØI P (, A)
- 19. «gAdE vAE½ ÉiravU¼
- 20. «ÁvviÁzivi, "AU¼gÁ ; ãEÁ=U¼ SÁ, V PÁ®A
- 21. U¥Á®Pµ °Uq, ÓiqÁ ¥wPzivi, PEÁØI P viÁzivi CPÁq«Á "AU¼gÁ
- 22. Cgít PiviÁg CŞÁ, ÁC dUZU® viÁV®U®, PEÁØI P viÁzivi CPÁq«Á "AU¼gÁ
- 23. gWIEAx Z °, CAPt vAAiU, PEÁØI P viÁzivi CPÁq«Á "AU¼gÁ

**BCS Question Paper Pattern for UG Semester End
Examination with effect from the AY 2021-22**

**Languages /Discipline Core Courses (DSC) & Open Elective Courses
(OEC)**

Paper Code:

Paper Title:

Time: 3 Hours

Max. Marks: 60

Instruction: Answer all Sections

SECTION-A

1. Answer the following sub-questions, each sub-question carries **ONE** mark. (10X1=10)a).

b).

c).

.

.

j).

Note for Section-A: Two sub-questions from each unit.

SECTION-B

Answer any **FOUR** of the following questions, each question carries **FIVE** marks. (4X5=20)2.

3.

4.

5.

6.

7.

Note for Section-B: Minimum One question from each unit (Q No 2 to 6) and remaining one question from unit II to V (Q.No. 7)

SECTION-C

Answer any **THREE** of the following questions, each question carries **TEN** marks. (3X10=30)8.

9.

10.

11.

12.

Note for Section- C: One question from each unit. Sub-questions such as 'a' and 'b' may be given for a question in section-C only.

The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under;

Sl.N.	Activities	C1 marks	C2 marks	Total IA Marks
01	Session Test	15	15	30
02	Seminars/Presentations/Activity	05	-	05
03	Case study /Assignment / Fieldwork / Project work etc.	-	05	05
	Total	20	20	40

Suggested Continuous Assessment Session Test (Sl.No.01)(15 marks) (C1 & C2) question paper pattern:

Paper Code:

Paper Title:

Time: 1 hour

Max Marks: 15

**Instructions: Answer both the sections
SECTION – A**

Answer any TWO of the following questions, each question carries FIVE marks

(2x5=10)

1.

2.

3.

4.

SECTION – B

Answer any TWO of the following questions, each question carries
2.5 marks

(2x2.5=05)

5.

- a. ----- (2.5)
- b ----- (2.5)
- c.----- (2.5)
- d ----- (2.5)

SEC & AECC Subjects

Paper Code:

Paper Title:

Time: 1 Hours

Max. Marks: 30

*There shall be Theory examinations of **Multiple Choice Based Questions [MCQs]**with Question Paper of A, B, C and D Series at the end of each semester for AECCs (Environmental Studies and (ii) Constitution of India) and SECs (SEC-1: Digital Fluency, SEC-2: Artificial Intelligence, SEC-3: Cyber Security and SEC-4: Societal Communication) for the duration of One hour (First Fifteen Minutes for the Readiness of OMR and remaining Forty- Five Minutes for Answering thirty Questions). The Answer Paper is of OMR (Optical Mark Reader) Sheet.*



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in
Journalism and Mass Communication**

III Semester Syllabus

Bachelor of Arts

With effect from 2021-22 onwards

Name of the Department: Journalism and Mass Communication

Semester-III

DSC 5: News Processing and Editing

Course Title: News Processing and Editing	Course code: 21BA3C5JC5
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Organize and edit new stories understanding its significance.
2. Edit copy precisely and consistently, using style sheet and eliminating libelous passages and items in poor taste.

DSC 5: News Processing and Editing

Unit	Description	Hours
1	Concept of Editing: Meaning and Importance, Organization Structure of a Newspaper, Anatomy of News Room, Editorial Staff Members, Principles of editing, rewriting, Media Ownership Patterns.	10
2	Editorial page: Editorial writing - Significance and types, op-ed page, Letters to the Editor, Middles; Headlines- functions and types, Ethical Aspects of Editing.	08
3	Newspaper Design: Concept of newspaper design, need for newspaper design, principles of designing, style sheet, Dummy; Front page Design, pagination, photo editing and caption writing.	08
4	Editing Techniques: Translation - Meaning, principles, techniques and types, Editing for Magazines and Supplements, Editing for Print, Electronic and New Media.	08
5	Practical activities: Write an editorial on a current issue, Design a special supplement, One Translation, Choose 5 news stories and provide suitable headlines, Select or shoot 5 photographs & caption them	08

References:

1. Arthur Plotnik; The Elements of Editing: a modern guide for editors and journalists; Collier Macmillan (2008)
2. Outline of Editing by K M Joseph: Anmol Publication
3. Advanced Journalism by Adarsh Kumar Varma: Har-Anand Publications Ltd
4. Words on Words by John M Bremner: Columbia University Press

Name of the Department: Journalism and Mass Communication

Semester-III

DSC 6: Media Laws and Ethics

Course Title: Media Laws and Ethics	Course code: 21BA3C6JC6
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand all the laws pertaining to the media in India and foundations and limitations of freedom of the Press in India
2. Evaluate and analyze the importance of each of these laws and how they are going to impact on the professional life of journalists
3. Have awareness regarding various professional organizations of the Press

DSC 6: Media Laws and Ethics

Unit	Description	Hours
1	Concept of Freedom of Speech: Press during Emergency of 1975, Press freedom in Indian Constitution – Article 19 (1) (a), Article 19 (2), world Press Freedom Index, Case Studies.	10
2	Laws: Defamation, Contempt of Court, Censorship, Sedition, Obscenity, Law of Parliamentary Privileges. Case Studies.	08
3	Acts: Right to Information, The Official Secrets Act 1923, The Copyright Act 1958, Working Journalist Act 1955, Information Technology Act 2000, Cyber Laws –case studies, Process of Starting a Newspaper, RNI.	08
4	Professional Bodies & Committees: Press Commissions, Press Council of India– Structure, Functions and Significance, Prasar Bharati, Chanda Committee, Varghese Committee, Paswan Committee, BRAI, TRAI, BCCC, ASCI, NBSA.	08
5	Ethics: Media's ethical problems- Sting operation, Right to privacy, right to reply, communal writing, sensational and yellow journalism, Paid news, Page-Three culture, plagiarism, revealing confidential sources, off-the-record, Ombudsman.	08

References:

1. Newspaper organization and management-Herbert Willia
2. Print media communication and management – Aruna Zachariah
3. Media politics and ownership - Jagdish Machani Journalism ethics and codes - Nayyar Shamsi
4. Media laws and ethics – Kiran Prasad
5. Ethics & Journalism –Karen Sanders
6. Print media communication and management – Aruna Zacariah
7. Media politics and ownership – Jagdish Vachani
8. Media selling – Charles Warner and Joseph Buchman
9. Media development and management – Biswajeet Guha
10. Newspaper management by Gulab Kothari
11. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014

<p>12. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009</p> <p>13. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004</p> <p>14. J.É.ÇdÄÖÉi zÄª ÆWÞÁ PÁEKEEÄ, PEÄÖI PÄª ÄÄzÞÄ CPÁqkÄ ``ÄUKEgÄ</p> <p>15. ÆWÞEÄzÞÄ, - f.JÉi. gÄUEAxgÄªi, PÄª ÄzÞEÄ ÆPÄ±EÄ ``ÄUKEgÄ.</p>
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Date

Course Coordinator

Subject Committee Chairperson