

TUMKUR UNIVERSITY

JOURNALISM (UG) SYLLABUS

as per the CBCS model

With effect from 2016-17

Tumkur University
JOURNALISM (UG) SYLLABUS
 as per the **CBCS** model
 With effect from **2016-17**

COURSE STRUCTURE

Semester	Paper No.	Title	No. of Teaching Hours/ Week	Credit	Duration of Semester-end Examination	Maximum marks for IA	Maximum Marks for Semester-end Examination	Maximum marks per course/ semester
I	1	Introduction to Communication and Media	5	5	3 hours	10	90	100
II	2	Fundamentals of Journalism	5	5	3 hours	10	90	100
III	3	Media Laws	5	5	3 hours	10	90	100
IV	4	Audio Visual Media	5	5	3 hours	10	90	100
V	5	Reporting	5	5	3 hours	10	90	100
	6	Editing	5	5	3 hours	10	90	100
VI	7	Media Management	5	5	3 hours	10	90	100
	8	Advertising and Public Relations	5	5	3 hours	10	90	100

Semester I—Paper 1**INTRODUCTION TO COMMUNICATION AND MEDIA**

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Communication: Meaning, Definition, Nature, Scope, Process of Communication, Functions of Communication

UNIT-2

18 hours

Kinds of Communication: Oral and Written, Verbal and Non-Verbal. Levels of Communication: Intrapersonal, Interpersonal, Group, Mass Communication. Differences between levels of communication.

UNIT -3

18 hours

Basic Models of Communication: Aristotle's Model, Herald D. Lasswell's Model, David Berlo's Model, Shannon & Weaver's Model, Hypodermic Needle Model, Osgood's Model. Differences between Linear and Non-linear Models. Glossary of Communication.

UNIT-4

18 hours

Media for Mass Communication: Characteristics of Print Media, Electronic Media, Traditional and Folk Media, and New Media.

UNIT-5

18 hours

Practicals*: (1) Oral communication (2) Group discussion (3) Letters to the Editor (4) Simple analysis of local folk arts

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. David Berlo: *The Process of Communication*, Holt, Rinehart, & Winston, New York, 1960.
2. Wilbur Schramm: *Mass Communication*, University of Illinois Press: Urbana, IL, 1960.
3. Denis Mcquail: *McQuail's Mass Communication Theory* (6th Edition), SAGE Publications Ltd, 2010
4. Keval J Kumar: *Mass Communication in India* (4th Revised Edition), Jaico Publishing House, Mumbai, 2014.
5. Uma Narula: *Mass Communication: Theory and Practice*, Haranand Publications Pvt Ltd, New Delhi, 2008.
6. Chandrakant P Singh: *Dictionary of Media and Journalism*, IK International Pvt. Ltd, Delhi, 2004.
7. Subir Ghosh: *Mass Communication: An Indian Perspective*, Shishu Sahitya Samsad, 2009
8. ನಿರಂಜನ ವಾನಳ್ಕಿ: *ಎಲ್ಲರಿಗೂ ಬೇಕು ಸಂವಹನ ಕೌಶಲ*, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ, ಮೈಸೂರು, 2012
9. ಎ. ಎಸ್. ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯ: *ಸಮೂಹ ಮಾಧ್ಯಮ ಪದವಿವರಣೆ ಕೋಶ*, ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು.
10. ಟಿ. ಸಿ. ಪೂರ್ಣಿಮ: *ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡದ ಅಭಿವೃದ್ಧಿ*, ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಹಂಪಿ, 2003
11. ಮಾಧ್ಯಮ ಪದಕೋಶ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು
12. ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ್: *ಸಮೂಹ ಸಂಪರ್ಕ ಮಾಧ್ಯಮಗಳು*, ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು, 1987.

Semester II—Paper 2

FUNDAMENTALS OF JOURNALISM

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Journalism: Definitions, Nature, Scope, Functions. Principles of Journalism. Glossary of Print Media.

UNIT-2

18 hours

Kinds of Journalism: Development Journalism, Community Journalism, Tabloid Journalism. Kannada Journalism: Origin, Growth and Development.

UNIT -3

18 hours

Press in India: A brief Review of the Evolution of Indian Press, with reference to J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi, S. Sadanand and B G Horniman

UNIT-4

18 hours

Review of newspaper and periodicals contents. Photo Journalism. Cartoons. News Agencies. Professional Press Organizations.

UNIT-5

18 hours

Practicals* : (1) Photography related activities (2) Editorial page discussion (3) Media related quiz (4) Documenting issue-related newspaper clippings (5) Simple analysis of local/regional newspapers

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. B N Ahuja: *History of Indian Press – Growth of Newspapers in India*, Surjeet Publications, Delhi, 2009
2. D S Mehta: *Mass Communication and Journalism in India*, Aliied Publishers Pvt Ltd., Mumbai, 2006
3. William L. Rivers: *The Mass Media: Reporting Writing Editing*, Harper & Row, 1975
4. F. Fraser Bond: *An Introduction to Journalism*, The Macmillan Company, 1954
5. Nadig Krishnamurthy: *Indian Journalism*, Prasaranga, Mysore University, Mysore, 1966
6. Rangaswami Parthasarathy: *Journalism in India*, Sterling Publications Pvt. Ltd., 1997
7. ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ: *ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ*, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, 2006
8. ಡಿ. ಎ. ಜಿ: *ವೃತ್ತಪತ್ರಿಕೆ*, ಕಾವ್ಯಾಲಯ, ಮೈಸೂರು, 2001
9. ಜಿ. ಎನ್. ರಂಗನಾಥ ರಾವ್: *ಪತ್ರಿಕೋದ್ಯಮ*, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2006
10. ಕರ್ನಾಟಕ ಪತ್ರಿಕಾ ಲೋಕದ ಧೀಮಂತರು ಕೃತಿ ಸರಣಿ 1-9, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, 2001
11. ಕರ್ನಾಟಕ ಪತ್ರಿಕಾ ಇತಿಹಾಸ (ಸಂಪುಟ 1,2,3): ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, 1999

Semester III—Paper 3**MEDIA LAWS**

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Concept of Freedom of Press. Press as Fourth Estate. Role of Press in Democracy. Press during Emergency of 1975. Freedom of Speech and Expression: Article 19(1)(a) and Article 19(2). Theories of Press.

UNIT-2

18 hours

Media Laws: Defamation – Slander and Libel. Sedition, Obscenity, Censorship. Contempt of Court - Meaning, Kinds, Defences, Punishment. Cyber Crime. Media Ombudsman.

UNIT -3

18 hours

Media Acts: Official Secrets Act. Working Journalist Act of 1955. Parliamentary Proceedings and Privileges. The Press and Registration of Books Act. Copy Right Act. Right to Information Act.

UNIT-4

18 hours

Public and Private Media. McBride Commission. Press Commissions of India. Press Council of India. Prasar Bharati Act. Chanda Committee & Verghese Committee.

UNIT-5

18 hours

Practicals* : (1) Case Presentations on Media Laws and Acts (2) Group Discussion on Freedom of the Press (3) Seminars and workshops

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. Durga Das Basu: *Laws of the Press in India*, Prentice Hall of India, 1980
2. Rayudu C S and Nageswara Rao: *Mass Media Laws and Regulations*, Himalaya Publishing House, 2010
3. Someshwara Rao B: *Journalism: Ethics, Codes and the Law*, ACME Bangalore.
4. Ahuja B N: *History of Press Laws & Communications*, Surjeet Publications, Delhi, 2009.
5. ಎನ್. ಎಸ್. ಅಶೋಕ್ ಕುಮಾರ್, ಮಾಧವ ಐತಾಳ್: *ಲಕ್ಷ್ಮಣರೇಖೆ*, ಋತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು, 2008
6. ನಿರಂಜನ ವಾನಳ್ಳಿ: *ಪತ್ರಿಕಾ ಮಂಡಳಿ: ಏನು? ಎತ್ತ? ವಿಸ್ಮಯ ಪ್ರಕಾಶನ*, ಮೈಸೂರು, 2011
7. Reports First Press Commission Report, Second Press Commission Report, Press Council Act

Semester IV—Paper 4**AUDIO-VISUAL MEDIA**

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Brief History of Radio. Evolution of Radio in India. FM, Community Radio, Educational Radio, Farm Radio.

UNIT-2

18 hours

Impact of Radio on Society: Developed Countries and Developing Countries. Types of Programmes on AIR. Yuvavani, News, Women, Labourers, Special Audience. Principle of Writing for Radio.

UNIT -3

18 hours

A Brief History of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV. Television as an Educational Medium. Television Programme Formats.

UNIT-4

18 hours

A Brief History of Indian Cinema. New Trends in Indian Cinema. Status of Kannada Cinema. Censorship in India. Trends in New Media. Animation. Glossary of Audio Visual Media.

UNIT-5

18 hours

Practicals*: (1) Script Writing for Radio and TV (2) Anchoring for Radio and TV (3) PTC (4) Film Review

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. B N Ahuja: *Audio Visual Journalism*, Surjeet Publications, Delhi, 2009
2. Mehra Masani: *Broadcasting and the People*, National Book Trust, 1976
3. Shrivastava K M: *Broadcast Journalism in the 21st Century*, Sterling Publishers, New Delhi, 2009
3. Bliss and Patterson: *Writing News for Broadcast*, Columbia University Press, 1978
4. Kaushik Sharda: *Script to Screen - Introduction to TV Journalism*, Macmillan India, 2010
5. Gerald Millerson: *Technique of Television Production*, Focal Press, 1999
6. Mullick K R: *Tangled Tapes-The Inside Story of Indian Broadcasting*, Sterling Publications, 1974
7. Erik Barnouw & S. Krishnaswamy: *Indian Film*, Oxford University Press, USA, 1980
8. Garga B D: *So Many Cinemas: The Motion Picture in India*, Eminence Designs, 1996
9. ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್: *ಕನ್ನಡ ಸಿನೆಮಾ-ಇತಿಹಾಸದ ಪುಟಗಳಲ್ಲಿ*, ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು, 1998

Semester V—Paper 5

REPORTING

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

News: Meaning, Definitions. News Values, Kinds of News. Principles of News Writing. Methods of Writing a News Story. Leads: Types of Leads. Sources of News. Qualifications of a Reporter.

UNIT-2

18 hours

Reporting Speech, Crime, Sports, Courts, Accidents, Science, Agriculture. News writing skills for covering Conference, Seminar, Press Conference, Press Releases.

UNIT -3

18 hours

Interview: Meaning, Preparation, Techniques, Types. Methods of Writing Interview Stories

UNIT-4

18 hours

Features: Meaning, Definitions, Kinds. Writing different kinds of features. Differences between news, articles and features.

UNIT-5

18 hours

Practicals*: (1) News Reporting (2) Interviewing (3) Model Press Conference (4) Meet-the-Press

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. Kamath M V: *Journalist's Handbook*, Vikas Publishing House Pvt Ltd, Noida, 2011
2. Srivastava K M: *News Reporting and Editing*, Sterling Publishers Pvt Ltd, Delhi, 2009
3. Rangaswami Parthasarathy: *Basic Journalism*, MacMillan Publishers India Ltd., Delhi, 2012
4. Rangaswami Parthasarthy: *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi 1996
5. McDougal C D: *Interpretative Reporting*, MacMillan Company, 1972
6. Kamath M V: *Professional Journalism*, Vikas, New Delhi, 1980
7. Ramachandra Iyer: *Quest for News*, MacMillan Pvt. Ltd. Madras, 1979
8. Baba Prasad M: *Reporting*, Wordmakers, Bangalore.
9. ಎಂ. ವಿ. ಕಾಮತ್ (ಅನು: ಎನ್. ಎಸ್. ರಾಮಪ್ರಸಾದ್): ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಪತ್ರಿಕಾ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, 1990
10. ನಿರಂಜನ ವಾನಳ್ಳಿ: *ಸುದ್ದಿಚಿತ್ರಗಳು ಏನು? ಹೇಗೆ?* ಸುಮುಖ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2003
11. ವಿಶ್ವೇಶ್ವರ ಭಟ್: *ಪತ್ರಿಕೋದ್ಯಮ ಪಲ್ಲವಿ*, ಅಂಕಿತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು, 2010
12. ಪಿ. ರಾಜೇಂದ್ರ: *ಮಾಧ್ಯಮ ಮಾರ್ಗದರ್ಶಿ*, ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು, 2010
13. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿಯ 'ಪತ್ರಿಕೋದ್ಯಮ ಪುಸ್ತಕ ಮಾಲೆ'ಯ ಕೃತಿಗಳು

Semester V—Paper 6

EDITING

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Functions of Newsroom – Reporting section, Editorial Dept. Different designations in Reporting section and their responsibilities.

UNIT-2

18 hours

Editing: Meaning, Purpose. Principles of Editing. Rewriting: Purpose, Principles. Translation: Meaning, Purpose, Principles. Style sheet.

UNIT -3

18 hours

Qualifications and responsibilities of Editor, News Editor, Chief Sub-editor, Sub Editor. Headlines: Meaning, Kinds, Functions, Headline Writing.

UNIT-4

18 hours

Introduction to Typography. Graphic Arts. Animation. Principles of Page Designing. Comparative study of page designs of different newspapers. Recent trends in Pagination.

UNIT-5

18 hours

Practicals*: (1) Headline Writing (2) Translation (3) Rewriting

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. B N Ahuja & S S Chabra: *Editing*, Surjeet Publications, Delhi, 2009
2. Bruce Westley: *News Editing* (3rd Edition), IBH Publications, New Delhi, 1980
3. Baskette, Sissors & Brooks: *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York, 1992
4. Harold Evans: *Newspaper Design*, Holt, Rinehart and Winston, 1973
5. Wolseley & Campbell: *Newsmen at Work*, Houghton and Mifflin, 1949
6. T J S George: *Editing- A Handbook for the Journalist*, IIMC, New Delhi, 1989
7. Spencer L M: *Editorial Writing*
8. Robert C. McGiffert: *The Art of Editing News*, Chilton Book Co., 1972
9. ಪ್ರಧಾನ ಗುರುದತ್ತ: ಭಾಷಾಂತರ ಕಲೆ, ಸಪ್ತ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು, 2007
10. ಜಿ. ಎನ್. ರಂಗನಾಥ ರಾವ್: ಪತ್ರಿಕೋದ್ಯಮ, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2006
11. ವಿಶ್ವೇಶ್ವರ ಭಟ್: ತಲೆಬರಹ ಪತ್ರಿಕೆ ಹಣಬರಹ, ಅಂಕಿತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು, 2009
12. ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿಯ 'ಪತ್ರಿಕೋದ್ಯಮ ಪುಸ್ತಕ ಮಾಲೆ'ಯ ಕೃತಿಗಳು

Semester VI—Paper 7**MEDIA MANAGEMENT**

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I

18 hours

Starting of a Newspaper: Structure of a Newspaper organisation and its operations. Principles of newspaper business: Planning, staffing, organisation, directing. Types of newspaper organisation.

UNIT-2

18 hours

Newspaper Ownership: Types of newspaper ownership in India. Role of Circulation, Promotion and Advertisement. Public Relations for Newspaper Organisation.

UNIT -3

18 hours

Problems and prospects of newspaper industry in India. Small Newspapers and their problems. Global Competition on Indian Media.

UNIT-4

18 hours

Starting of a TV channel and Radio station. Organizational Structure of radio and TV studios. Recent trends in television and radio broadcasting in India.

UNIT-5

18 hours

Practicals* : (1) Media visit (2) Filling up of Form IV (Applying for RNI registration) (3) Study of local media establishments (their problems and prospects).

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. Achal Mehra: *Newspaper Management in the New Multimedia Age*, Asian Mass Communication Research and Information Centre (AMIC), Singapore, 1988
2. Rucker & Williams: *Newspaper Organization and Management*, 5 edition, Iowa State Pr; 1955
3. Trilok N. Sindhvani: *Newspaper Economics and Management*, Ankur Publishing House, 1979
4. Rayudu C S: *Media and Communication Management*, Himalaya Publishing House, 2011
5. Mocavatt & Pringle: *Electronic Media Management*, Stoneham, MA: Focal Press, 1986
6. Arun Bhattacharjee: *Indian Press – Profession to Industry*, Vikas Publications, 1972
7. Barnhart T F: *Weekly Newspaper Management*, Appleton-Century-Crofts, 1952
8. ಬಿ. ಕೆ. ರವಿ ಮತ್ತು ಸತ್ಯಪ್ರಕಾಶ್ ಎಂ. ಆರ್.: ಮಾಧ್ಯಮ-ಉದ್ಯಮ, ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು, 2008

Semester VI—Paper 8**ADVERTISING AND PUBLIC RELATIONS**

Teaching hours: 5 hrs/week
(Theory: 04 hrs + Practicals: 01 hr)

Total hours/semester: 90

UNIT-I 18 hours

Advertising: Meaning, Nature, Scope, Types of Advertisements. Role of advertising in Society. Advertisements and Ethics. ASCI.

UNIT-2 18 hours

Advertising Agencies. Functions of Advertising Agencies. Copy Writing, Slogan Writing, Visualization.

UNIT -3 18 hours

Nature and Scope of Public Relations. Qualifications and Responsibilities of a Public Relations Officer. Differences between Publicity, Public Opinion, Propaganda and Public Relations.

UNIT-4 18 hours

PR Tools: House Journals, Press Conferences, Press releases, Exhibitions, Advertising, Media Tour. Professional Organizations in Public Relations. Event Management. Corporate Communication. Corporate Social Responsibility.

UNIT-5 18 hours

Practicals*: (1) Copy Writing (2) Slogan Writing (3) Preparing Press Releases

* The performance of the students in the practicals /assignments should be considered for the Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. Keval J Kumar: Advertising in India
2. Sandage and Others: Advertising – Theory and Practice
3. Sethia & Chunawala: Advertising – Principles and Practice
4. Otto Kleppner: Advertising Procedure
5. Cutlip & Center: Effective Public Relations
6. Ravindran: Handbook of Public Relations
7. Ahuja & Chandra: Public Relations
8. Sam Black: Practical Public Relations
9. K R Balan: Applied Public Relations & Communication, Sultan Chand & Sons, New Delhi, 2008

OPEN ELECTIVE

INTRODUCTION TO MASS MEDIA

Teaching hours: 2 hrs/week

Total hours/semester: 32

UNIT-I

6 hours

Meaning and scope of Journalism. Print media: Characteristics of newspapers and magazines. Kinds and content. Structure of a news report.

UNIT-II

8 hours

Electronic media: Characteristics of Radio. AIR and private FM channels. Radio programme formats. Characteristics of television. Doordarshan and private channels. Contents and formats. Cable TV and DTH.

UNIT-III

6 hours

New Media: Characteristics and Uses of Internet. Blogs. Social Networking Sites. Merits and demerits.

UNIT-IV

6 hours

Freelance Journalism: Meaning and scope. Writing for Print and Electronic Media. Importance of Advertising and Public Relations.

UNIT-V

6 hours

Photo Journalism: Meaning and Scope. Photo Editing. Cinema and its significance.

Note: Some practical assignments like writing a news report, analysis of a newspaper/magazine can be considered for Internal Assessment marks. The students should maintain a Record Book.

REFERENCES

1. Keval J Kumar: *Mass Communication in India* (4th Revised Edition), Jaico Publishing House, Mumbai, 2014.
2. D S Mehta: *Mass Communication and Journalism in India*, Alied Publishers Pvt Ltd., Mumbai, 2006
3. Shrivastava K M: *Broadcast Journalism in the 21st Century*, Sterling Publishers, New Delhi, 2009
4. ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ್: *ಸಮೂಹ ಸಂಪರ್ಕ ಮಾಧ್ಯಮಗಳು*, ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು, 1987.
5. ಟಿ. ಸಿ. ಪೂರ್ಣಿಮ: *ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡದ ಅಭಿವೃದ್ಧಿ*, ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಹಂಪಿ, 2003
6. ಜಿ. ಎನ್. ರಂಗನಾಥ ರಾವ್: *ಪತ್ರಿಕೋದ್ಯಮ*, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2006

JOURNALISM - MODEL QUESTION PAPER**Duration:** 3 hours**Maximum marks:** 90**Instructions:**

1. Answer all parts.
2. Answers must be completely either in English or in Kannada.

PART - A

I. Write short notes on ANY THREE.

3x5=15

- 1.
- 2.
- 3.
- 4.
- 5.

PART - B

II. Answer ANY THREE of the following.

3x10=30

- 1.
- 2.
- 3.
- 4.
- 5.

PART - C

II. Answer ANY THREE of the following.

3x15=45

- 1.
- 2.
- 3.
- 4.
- 5.