



KANNADA UNIVERSITY, HAMPI
Department of Journalism

PG DIPLOMA IN JOURNALIS (CBCS)
(Syllabus For the academic Year 2017-2018)

Paper no	Subject Name	Units	Credits	Teaching Hours	Examination Marks-70 & Internal Marks-30			Duration of Examination
DP5JS01	Introduction to Mass Media	5	4	4	70	30	100	3
DP5JS02	News Writing and Reporting	5	4	4	70	30	100	3
DP5JS03	News Editing	5	4	4	70	30	100	3
DP5JS04	Development Journalism	5	4	4	70	30	100	3
DP5JS05	Dissertation Work	5	4	4	70	30	100	3



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Paper -1: Introduction to mass media

Unit-1 : Journalism

- Origin and Growth of Indian Journalism, Pre and Post Independent Journalism,
- Growth of Language Journalism in India

Unit-2 : Radio

- Origin and Growth of Radio in India, Structure of Radio Station.
- Functions and Responsibilities of Radio, Types of Programmes and Production.

Unit-3 : Television

- Origin and Growth of television in India, Structure of T.V Station and Management
- Types of Programmes and Production in T.V

Unit-4 : Cinema

- Origin and Growth of Cinema in India
- Starting experiments in Indian cinema
- Film production stages
- Important Personalities of Kannada Film Industry

Unit-4 : New Media

Introduction to new media : Internet, blog, website, social media.

Functions and Responsibilities of new media Computer and Internet use of press

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Paper : 2 News writing and Reporting

Unit-1 : News

- News definition, Elements of News, Principals of news, Types of news.

Unit-2 : Method and Techniques of News

- News Sources, News Agencies and Correspondents, News gathering Techniques and Challenges. Public Relation and publicity management.

Unit-3 : News Writing

- News Structure, Inverted permit style, News Writing Language and Style.

Unit-4 : Types of News

- Function Reports, speech, Press Conference, Politics, Crime, Accident, Investigative reporting, legislative and Court reporting, Defamation and Sediton.

Unit-5 : Special Reporting

- Special Reporting Interview, Environment and Agriculture, Health, Sports, Science and Technology reports, Present Trends in Special Reporting

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Paper- 3 News Editing

Unit-1 : Techniques of News Editing

- News Editing, Functions and Responsibilities of Editorial Department, Functions and Responsibilities Sub Editor, Translation, Canter wards.

Unit-2 : Headlines

- Importance and necessary of Headlines, Techniques of Headline writing, Types of Headlines.

Unit-3: Structure of Editorial Department

- Editorial Department, Advertising Department, Circulation Department, Administrative and Management Department, Printing and Technique Department.

Unit-4 : Photo and Line Droning

Photo in News Papers, Cartoons , uses of Line Droning Important, Photo Editing.

Unit-5 : Pagation

- Impotence of Pagation, Principals of Pagation Problems and Challenges of mane page and other pages, Present Trends in Pagenation
- Editorial and Editor, Editorial Page Concept, Letters to Editor, Columns Writing etc.

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Paper 4 : Development Journalism

Unit-1 : Development

- Development, Development Journalism, View Point of Development Journalism, Problems and Challenges of Development Journalism. Development Journalism Model in India.

Unit-2 : Development Models and Human Development

- Unif near Model, New Marxist Theory, Sustainable Development, Human Development and Development Index.
- **Unit-3 : Mass Communication and Media Development**
- Mass Media Contribution to Development : (Print Media, Radio, Television, Cinema and New Media.) Development Journalism and Responsibilities.

Unit-4 : Community Journalism

- Introduction to Community Journalism, Aim and Objectives, Community Paper, Community Radio Origen and Growth : Community Radio Functions and Role.

Unit-5 : Globalization and Development

- Introduction to Globalization, Globalization Impact of Media, Sustainable Journalism Growth and Challenges in Globalization Era, Resent Trends of FDI.

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Paper 5 : Dissertations work