

Subject: Journalism

VI-SEMESTER

(5 Hours of Teaching per Week)

Course Code: (Jour. Core: 6.2)

ADVERTISING AND PUBLIC RELATIONS

Module-1: Advertising: Meaning, Nature, Scope – Origin and Development of Advertising – Types of Advertisements, Language of Advertisements – Role of Advertising in Society – Advertisements and Ethics

Module-2: Advertising Agencies – Structure and Functions – Copy Writing – Slogans – Visualization

Module-3: Public Relations: Meaning, Nature and Scope – Qualifications of a Public Relations Officer – Role and Responsibilities in an Organization – Difference between Publicity, Public Opinion, Propaganda and Public Relations

Module-4: Public Relations Department- Structure and Function, Public Relations Tools - House Journals: Contents and Types – Corporate Communication – Professional Bodies of PR. Ethics of PR.

References:

Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.

Vilanilam, J V and Varghese A K. (2004). *Advertising basics- a resource guide for beginners*. New Delhi: Sage.

Batra, Rajeev. (1996). *Advertising management*. New York: Prentice Hall.

Singh J.K. (2007). *Media and public relations*. New Delhi: APH Publishing Corporation.

Smith, D. Ronald. (2009). *Strategic planning for public Relations*. New York: Routledge.

ರಾವ್, ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). *ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ*. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

ಜಯಸಿಂಹ. (2009). *ಸಾರ್ವಜನಿಕ ಸಂಪರ್ಕ ಪರಿಚಯ*. ಬೆಂಗಳೂರು: ಸ್ನೇಹ ಬುಕ್ ಹೌಸ್.

ಶಂಕರನಾರಾಯಣ, ಹೆಚ್.ವಿ. (1999). *ಜಾಹಿರಾತು ಮತ್ತು ಆಧುನಿಕ ಸಮಾಜ*. ಮಂಗಳಗಂಗೋತ್ರಿ: ಪ್ರಸಾರಾಂಗ, ಮಂಗಳೂರು ವಿವಿ.

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Subject: Journalism

VI-SEMESTER

5 Hours of Teaching per Week)

Course Code: (Jour. Core: 6.1)

FEATURE WRITING AND FREELANCING

Module-1: Features: Definitions, Characteristics – Differences between News, Features and Articles.

Module-2: Types of Features; Techniques of Feature Writing – Structure, Headlines and Leads – Sources of Features – Feature Syndicates

Module-3: Freelancing: Meaning, Scope and Significance; Qualities of a Freelancer – Recent Trends in Freelancing. Photography and photojournalism

Module-4: Reviews: Meaning and Scope; Types of Reviews – Film – Drama – Book – Music – Visual and Performing Arts

References:

Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill

Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House

Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.

Hohenberg, John. (1978). *The professional journalist- A guide to the practices and the principles of the news media*. New Delhi: Oxford & IBH Publishing Co.

Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.

Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.

Nicholls, Brian. (1972). *Features with flair*. Delhi: Vikas Publications.

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ಅರ್ತಿಕಜೆ, ಬಿ.ವಿ. (2009). *ಪತ್ರಿಕಾರಂಗ ಪ್ರವೇಶ*. ಪುತ್ತೂರು: ಕೊಡೆಂಕಿಲಿ ಪ್ರಕಾಶನ.

ಶಾಸ್ತ್ರಿ, ನಾರಾಯಣ. (1994). *ಪತ್ರಿಕೋದ್ಯಮ*. ಧಾರವಾಡ: ಸಮಾಜ ಪುಸ್ತಕಾಲಯ.

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Subject: Journalism

V-SEMESTER

(5 Hours of Teaching per Week)

Course Code: (Jour.Core: 5.2)

EDITING AND TRANSLATION TECHNIQUES

Module-1: Organizational Structure of a Newspaper – Anatomy of a Newsroom – Functions – Significance of Editing – Principles of Editing for Print and Electronic Media, Computers for Editing.

Module-2: Duties and Responsibilities of Editor, News Editor, Chief Sub-editor, Sub-editor, Resident Editor/Chief of Bureau – Headlines: Functions and Types

Module-3: Editorial Page – Editorial: Significance and Types – Op-ed Page – Letters to the Editor – Middles – Columns – Cartoons and Comic Strips - Readers' Editor – Significance of Illustrations – Newspaper Layout: Types

Module-4: Translation: Significance of Translation in media – Source Language and Target Language – Types of Translation - Principles and techniques of Translation – Characteristics of Media Language.

References:

Joseph, M.K. (1997). *Outline of editing*. New Delhi: Anmol Publications.

Mencher, Melvin. (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.

Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publications.

Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.

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ಭಟ್, ಪ್ರಶಾಂತ್. (2010). ಪತ್ರಿಕೋದ್ಯಮ ಪಲ್ಲವಿ. ಬೆಂಗಳೂರು: ಅಂತಿಕ ಪ್ರಕಾಶನ.

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Subject: Journalism

V-SEMESTER

(5 Hours of Teaching per Week)

Course Code: (Jour. Core: 5.1)

REPORTING METHODS

Module-1: News: Definitions – Elements of News: 5 Ws & 1 H – News Values – Sources of News – Structure of New Writing – Inverted Pyramid Style and others– Leads: Types of Leads – Qualities of a Reporter

Module-2: Types of Reporting: Descriptive, Interpretative and Investigative – Covering beats: Politics, Speech, Crime, Accident, Sports, Legislature, Education, Local Self Governments, Mofussil News – Press Release, Press Conference

Module-3: Specialized Reporting: Court, Science, Business, Women, Agriculture, Fashion, Covering Wars, Foreign Correspondents

Module-4: Art of Interview: Preparation, Types of Interview – Methods of Writing Interview Stories

References:

Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill

Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House

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Nicholls, Brian. (1972). *Features with flair*. Delhi: Vikas Publications.

ಡಾ. ಜಿ.ಎನ್. ರಂಗನಾಥ್ (2006). ಪತ್ರಿಕೋದ್ಯಮ ಸಮಗ್ರ ಸಂಪುಟ. ಬೆಂಗಳೂರು: ಕಾಮಧೇನು ಪ್ರಕಾಶನ.

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