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**Mangalore University**

**B.A Journalism (Major) – Distance Education Syllabus (2013 – 14 onwards)**

**First Year B.A**

**Paper I: Fundamentals of Journalism and Mass Communication**

**Unit –I**

Journalism – definition, nature, Press as the Fourth Estate, Attributes of a Journalist, Role of Press in a Democratic Setup- Principles of Journalism, Yellow Journalism, Freelance Journalism, Code of ethics

**Unit –II**

Communication - definition nature, scope and functions, Types of Communication – Interpersonal, Intrapersonal, Group, Mass Communication, Models of communication, Variables of communication, Communication barriers

**Unit –III**

Organisational setup of All India Radio, Writing for Radio Programmes – programme pattern, All India Radio, FM and Community Radios in India – Vivid Bharathi Service – Commercial broadcasting

**Unit –IV**

Organisational setup of Doordarshan, Writing of TV Programmes, programme pattern, programme formats, Audience research

**Unit –V**

Types of Films, Indian Film Industry, Films Division, CBFC, NFDC, Film Awards, Status of Kannada Cinema

**Books for Reference:**

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**Fundamentals of Journalism and Mass Communication**

1. Professional Journalism - M.V. Kamat
2. Indian Journalism - Rangaswamy Parasarathy
3. Mass Media and National Development - Wilbur Schramm
4. Broadcast Journalism – Basic Principles - S.C. Bhatt
5. Mass Communication Theory an Introduction - Dennis Mc Quail
6. Radio and TV Journalism - Shrivastava K.M
7. News Reporting and Editing - Shrivastava K.M
8. Men, Messages and Media - Wilbur Schramm
9. Theories of Mass Communication – Melvin De fleur and S. Ball
10. Prasar Bharathi / Ministry of Information and Broadcasting Annual Reports, Govt of India, New Delhi.