

NMKRV COLLEGE FOR WOMEN
Jayanagar, Bangalore-560011
Syllabus under Autonomous & CBCS Scheme
Journalism/Communication
Paper 2.2: **Fundamentals of Journalism**

Unit I:

Journalism: Definition, Scope, Principles & Functions including agenda setting, interpretation and investigation

Unit II:

Development Journalism, Community Journalism, New Journalism – Tom wolfe and Joseph Pulitzer, Yellow Journalism; Origin of Press in the world; origin of press in India; James Augustus Hicky; James Silk Buckingham

Unit III:

Vernacular Press: Raja Ram Mohan Roy, Amrit Bazaar Patrika

Unit IV:

Contribution of the Press towards freedom movement with special reference to: M K Gandhi, S Sadanand & B G Tilak

Unit V:

Press as fourth estate, Article 19(1)a and Article 19(2); Theories of the Press – Authoritarian, Libertarian, Communist and Social Responsibility theory.

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Paper 4.4: **Editing and Design for Print**

Unit I:

Structure of a newspaper organization; Structure of a newsroom & its activities; Functions of a sub editor, chief reporter and news editor

Unit II:

Contents of the Editorial Page: Editorials, Middle, Letters to editor, Columns, Op-ed page; Columns;

Unit III:

Editing- meaning and significance, Principles of editing. Rewriting and Translation

Unit IV:

Leads, Kinds of Leads – News Leads and Novelty Leads; Headlines-meaning and functions, Kinds of headlines; writing headlines; Photographs: Cropping, Caption writing

Unit V:

Newspaper layout and design, Importance, Principles of Layout/Design;

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Paper 7: **Media Research Methods**

Unit I:

Nature and Scope of Research; Development of Mass Media Research, Media Research & Scientific methods, Concepts & Constructs, Independent & Dependent Variables, Operational definition of variables

Unit II:

Steps in Research: Selection of Research Problem, Review of Literature, Hypothesis, Methods of Data Collection, Data Analysis, Report Writing

Unit III:

Qualitative and Quantitative Research: Case studies, Survey Research, Sample and Sampling techniques

Unit IV:

Questionnaires; Interview techniques; Scales

Unit V:

Statistics: Frequency, Mean, Median, Mode.

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Paper 8 (a): **Public Relations & Corporate Communication (Elective)**

Unit I:

Public relations: Definition, nature and scope; Growth and development of Public Relations in India; difference between Public Relations, Publicity, Propaganda and Public opinion

Unit II:

Qualifications of a good PRO; code of conduct of PRO.

Unit III:

Tools of Public Relations: House Journals, Press Conferences, Press Releases

Other tools: Tours, Networking, PR Campaigns, exhibitions

Unit IV:

Corporate Communication, Community Relations, Corporate Social Responsibility (CSR),

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Paper 8 (b): **Advertising (Elective)**

Unit I:

Introduction to Advertising: Historical growth, nature and scope, Definitions

Unit II:

Advertising Media: Print, Electronic, Interactive & Alternative Media;
Advertising Agency: Structure and Functions- Media Selection, Planning, Scheduling & Strategies, planning advertising campaigns

Unit IV:

Market Research, Branding, Sales Promotion, Sponsorships.

Unit V:

Advertising & Society; Advertising and children, socio-economic impact of advertisements, Advertisement & Ethics, ASCI