



FOUNDER OF RES: POOJYA SRI S. KARIYAPPA

THE RURAL COLLEGE, KANAKAPURA,
RAMANAGARA DISTRICT, KARNATAKA

NAAC RE-ACCREDITATION WITH B++

DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION



HISTORY OF THE RURAL COLLEGE, KANAKAPURA

The economic progress and upliftment of the taluk cannot be viewed in isolation as the founding of this college has been a major contributing factor. The great visionary Poojya Sri S. Kariyappa had realized at even a tender age that education and literacy were the only panacea that had the power to redeem the people of this southern most taluk from darkness and misfortune of the absence of schools and colleges. Himself an ardent admirer and practitioner of English he laid the foundations of what is today an outstanding centre of learning. Started way back in 1955 the Rural College was at that time among only a handful of colleges that existed in addition to the famous Govt. colleges like the Maharaja's College of Mysore, and the Central College at Bangalore, Shivamogga, Tumkur and a couple of them, few and far between, were where the children of affluent families sought higher education. Hence, the sole objective of our institution is to provide quality education to the rural poor students and to uplift them in all spheres of life especially in socio-economic arena. As a result, thousands of our rural students are placed in every field and leading comfortable and luxurious life.

HISTORY OF JOURNALISM AND MASS COMMUNICATION DEPARTMENT

The Department of Journalism of Rural College has established in the academic year 2019-20. Journalists work in all sorts of media and industries. You'll find them practicing strategic communication as they work in advertising, public relations, marketing, and in areas such as health care, politics, gaming, and entertainment. They report and write about all kinds of news and information in today's rapidly expanding communications media. The need for communication specialists in almost every company, institution, and organization provides endless possibilities for the profession.

Present Staff Members

Sl No.	Name	Designation	Length of service
1.	MOHAN KUMAR N	Assistant Professor	01 years

VISION AND MISSION OF OUR COLLEGE

VISION:

To offer educational opportunities which provide information and skill and also imbibe scientific temper essential for meeting the diverse needs of living in the era of globalization and to inculcate creativity among students to face the challenges of a world full of relentless competition.

MISSION:

To strive in all respects to make Rural College Kanakapura a campus of excellence by relentless efforts for continuous improvement of the personality of students to face the challenges of life.

PROGRAM EDUCATIONAL OBJECTIVES:

- **Knowledge:** Explain the role of the free press in a democratic society, apply the principles and laws of free speech, identify the key events history of journalism, and identify the trends of current media, especially in journalism practice.
- **Skills:** Conduct relevant research, identify and interview sources for news articles, evaluate source credibility, and present the resulting news stories in a clear and concise fashion using a variety of appropriate words, images and sound.
- **Values:** Develop practices to respect stakeholders in the journalistic process and include diverse perspectives. Collaborate respectfully with others to make ethical choices in the production, management, funding and promotion of media messages. Report to audiences the options for hope and viable solutions to problems beyond only the controversies, corruption and problems themselves.

PROGRAM SPECIFIC OUTCOMES:

- Think critically, creatively, independently; carry out journalistic research and take up internships and jobs.
- Write effective contents for news media outlets and build network.
- Understand the rights and responsibilities of journalists and employ personal as well as professional ethics,
- Develop production skills and techniques;
- Demonstrate the ability to make thoughtful decisions within the framework of the principles of Journalism.

ACADEMIC PLAN OF ACTION AND ACHIEVEMENTS

ACADEMIC PLAN OF ACTION:

Under the guidelines of Bangalore University academic calendar of events and the college resolutions, the Journalism and Mass Communication Department chalks out an academic plan that contains program of work, time table, percentage of portions covered in each month, conducting unit tests, giving home assignments, project works, quiz are conducting for the students to improve their skills.

ACHIEVEMENTS:

- Improvement of results
- Effective media skills
- Benefits to the slow learners
- Use of ICT tools
- Active participation of students in teaching learning classes
- Employability
- Enrichment of literary sensibility

ADMISSION DETAILS

2020-2021

Course	1 st year
BA	08

2021-22

Course	1 st year	2 nd year
BA	08	07

2022-23

Course	1 st year	2 nd year	3 rd Year
BA	10	08	07

PROFILE OF STAFF MEMBER



Name: Mohan Kumar N, M.A in Journalism & Mass Communication

Designation: Assistant Professor and HOD

Experience: 01 years

Academic achievements:

Introducing new YouTube blog in the name of METANOIA NEWS POINT