



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಪುಂಡಕ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/RIH-279/BOS /MassCommn&Jour (UG) /20-21/ 1022

Date: 19 OCT 2020

NOTIFICATION

Sub: Regarding introduction of the syllabus of Journalism & Mass Communication UG under C.B.C.S. w.e.f. the academic year 2020-21 & onwards.

- Ref: 1. UGC Letter DO No. 1-1/2016(SECY), dt. 10.08.2016.
2. Special BOS Res. No. 01, dt. 14.07.2020.
3. Special Faculty Res. No. 16, dt. 07.08.2020.
4. Special Academic Council Res. No. 27, dt. 21.08.2020.
5. Vice-Chancellor's order dated 8 OCT 2020

Adverting to the above, it is hereby notified to the Principals of all constituent and affiliated degree colleges coming under the jurisdiction of Karnatak University, Dharwad that the Journalism & Mass Communication UG syllabus for I to VI Semester which is annexed herewith in Annexure-A is introduced under C.B.C.S. from the academic year 2020-21 & onwards.

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned. The prescribed C.B.C.S. syllabus may also be obtained through K.U. website (www.kud.ac.in).

Hands 13/10/2020
(Dr. Hanumantappa K.T)
REGISTRAR

To,

1. The Chairman, BOS Mass Communication & Journalism(UG), Dept. of Mass Communication & Journalism, K.U.Dharwad.
2. The Chairman, Dept. of Mass Communication & Journalism, K.U.Dharwad.
3. The Principals of all the constituted and affiliated degree colleges under the jurisdiction of Karnatak University, Dharwad. (The same may be sent through e-mail)
4. The Registrar (Evaluation), K.U.Dharwad.

Copy fws to:

1. Dr. M.A.Jalihal, Dean, Faculty of Social Science, Dept. of Psychology, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website (www.kud.ac.in).

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam UG / Confl / QP / GAD Section, K.U.Dharwad.
4. The System Analyst, Computer Unit Exam Section, K.U.Dharwad.



KARNATAK UNIVERSITY, DHARWAD

B.A. Programme

SYLLABUS FOR JOURNALISM AND MASS

COMMUNICATION (optional)

AS DISCIPLINE SPECIFIC COURSE (DSC)

GENERIC ELECTIVE (GE) and

SKILL ENHANCEMENT COURSE (SEC)

UNDER

CHOICE BASED CREDIT SYSTEM (CBCS)

Effective from 2020-21

JOURNALISM AS A DISCIPLINE

Journalism is a branch of social science, that deals with the theory and practical knowledge pertaining to print and electronic media. This course equips students with an understanding of the principles and practice of journalism. It encourages the students to think critically about reporting and writing.

The program outline is prepared to offer a perfect blend of theoretical knowledge and practical exposure.

BA Program

DSC- Discipline specific course (Core).

DSE- Discipline specific elective

SEC- Skill enhancement Course

GE- Generic Elective

SCHEME OF EVALUATION FOR DSC (core subjects)

Internal assessment (20 marks) based on practical/ assignment.

Semester End exam (80 marks).

SCHEME OF EVALUATION FOR GE & SEC

Internal assessment (10 marks) based on practical/ assignment.

Semester End exam (40 marks)

INTERNAL ASSESSMENT MARKS

Internal assessment marks shall be given based on the students' attendance, writing assignments and internal tests. 80 marks for written paper and 20 marks for internals.

For Generic Elective and skill enhancement course papers, Internal assessment marks shall be given based on the students' attendance, writing assignments and internal tests. 40 marks for written paper and 10 marks for internals.

Programme structure: B.A.

Seme ster	*Core			Elective						Ability Enhancement Course						Total Credit
	DSC			**DSE			***GE			****SEC			AECC			
	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	Course	L+T+P	Credit	
I	DSC-1A	5+1+0	5+1=6										English-1	2+1+0	2+1=3	26
	DSC-2A	5+1+0	5+1=6										MIL-1	2+1+0	2+1=3	
	DSC-3A	5+1+0	5+1=6										ENVIRONM ENTAL SCIENCE	2+0+0	2+0=2	
II	DSC-1B	5+1+0	5+1=6										English-2	2+1+0	2+1=3	26
	DSC-2B	5+1+0	5+1=6										MIL-2	2+1+0	2+1=3	
	DSC-3B	5+1+0	5+1=6										CONSTITUT ION OF INDIA	2+0+0	2+0=2	
III	DSC-1C	5+1+0	5+1=6										English-3	2+1+0	2+1=3	24
	DSC-2C	5+1+0	5+1=6										MIL-3	2+1+0	2+1=3	
	DSC-3C	5+1+0	5+1=6													
IV	DSC-1D	5+1+0	5+1=6										English-4	2+1=0	2+1=3	24
	DSC-2D	5+1+0	5+1=6										MIL-4	2+1=0	2+1=3	
	DSC-3D	5+1+0	5+1=6													
V				DSE-1E	5+1+0	5+1=6	GE-1E	2+0+0	2	SEC- 1E	2+0+ 0	2				22
				DSE-2E	5+1+0	5+1=6										
				DSE-3E	5+1+0	5+1=6										
VI				DSE-1F	5+1+0	5+1=6	GE-1F	2+0+0	2	SEC-1F	2+0+ 0	2				22
				DSE-2F	5+1+0	5+1=6										
				DSE-3F	5+1+0	5+1=6										
TOT AL			72			36			4			4			28	144

L+T+P= Lecturing in Theory + Tutorial + Tutorial Hours per Week

*If the core course is having Tutorial. Hence, L+T+P = 4+0+2=6 credits (no tutorial for Tutorial subject).

** Each DSE shall have at least two papers and student shall choose any one paper from each DSE.

***GE shall be from other than the discipline.

**** SEC shall be from any one DSC and study one each in 5th and 6th semesters (SEC may be Tutorial or theory for 2 credits only).

Note: 1. Each DSC/DSE Shall have 60hrs syllabus / semester for 100 marks in theory (80 Sem. End exam +20 IA Exam) and 52 hrs Tutorial/sem for 50 marks (40 Sem. End exam +10 IA Exam) wherever applicable.

2. English/MIL Shall have 45 hrs syllabus / semester for 100 marks in theory (80 Sem. End exam +20 IA Exam).

3. Environmental Science/ Constitution of India / SEC /GE shall have 30 hrs syllabus / semester for 50 marks in theory/ Tutorial (40 Sem. End exams +10 IA Exam).

Karnatak University, Dharwad
B. A. (General) CBCS syllabus for Under Graduate Programme
Subject :- JOURNALISM AND MASS COMMUNICATION
Effective from 2020-21

Sem ester	Subject Code	Title of paper	Work Load per week **L + T+ P	Total Syllabus Hrs/ Sem	Duration of Exam.	Intern-al Assessment Marks	Sem final Exam. Marks	Total Marks	Credits
I	DSC (JOUR-Th; A)	Introduction To Journalism	5+1+0=6 hrs	60	03 hrs	20	80	100	06
II	DSC (JOUR-Th: B)	Basic Communication	5+1+0=6 hrs	60	03 hrs	20	80	100	06
III	DSC (JOUR-Th: C)	Reporting	5+1+0=6 hrs	60	03 hrs	20	80	100	06
IV	DSC (JOUR -Th: D)	Editing	5+1+0=6 hrs	60	03 hrs	20	80	100	06
V	DSE (JOUR-Th P-I E JOUR-Th: P-II E)	Media laws/ radio and advertisement	5+1+0=6 hrs	60/60	03 hrs	20	80	100	06
VI	DSE (JOUR-Th P-I F JOUR-Th: P-II F)	Photo journalism and cinema/ Television journalism and internet	5+1+0=6 hrs	60/60	03 hrs	20	80	100	06
Total						120	480	600	36

*Course means Subject or paper

**L+T+P = Lecture + Tutorial+ Practical

*** DSE shall be more than one paper but candidate will choose any one in each in 5th and 6th semester but not all.

**JOURNALISM AND MASS COMMUNICATION as GENERIC ELECTIVE (GE) and
SKILL ENHANCEMENT COURSE (SEC)**

Sem ester	*Course	Code No. of Course	Title of paper	Work Load per week **L + T+ P	Total Syllabus Hrs/ Sem	Durati on of Exam.	Internal Assess -ment Marks	Sem final Exam. Marks	Total Marks	Cred -its
V	SEC	SEC-JOUR- 1	WRITING SKILLS	2+0+0= 2 hrs	30	1.5 hrs	10	40	50	02
V	GE	GE-JOUR- 1	FUNDA MENTALS OF JOURNALIS	2+0+0= 2 hrs	30	1.5 hrs	10	40	50	02
VI	SEC	SEC-JOUR- 2	AUDIO-VISUAL MEDIA	2+0+0= 2 hrs	30	1.5 hrs	10	40	50	02
VI	GE	GE-JOUR- 2	NEWS WRITIN SKILLS	2+0+0= 2 hrs	30	1.5 hrs	10	40	50	02
Total					120		40	160	200	08

B.A Semester - I
DSC-1A INTRODUCTION TO JOURNALISM

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures

II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.

Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES

- The prime objective of the subject is to give adequate knowledge journalism.
- To keep the students updated with changing technology and techniques of communication.
- To prepare the syllabus by focusing on latest issues and trends in the subject.

LEARNING OUTCOME

- To make the students more competent and employable through practical knowledge.
- Teaching of Journalism is aimed to make the students ready for a career in print and broadcast journalism and also in related areas.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total - 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Journalism- Meaning, Definition, Nature and Scope. Function of Journalism, Kinds of Journalism, and Theories of Press.

12hrs

UNIT-2

History- Growth & Development of Journalism in India, Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi,

12hrs

UNIT-3

Indian Press after Independence- Current Status of Indian Press. Media Organizations, Press after Independence , Characteristics of Indian Periodicals.

12hrs

UNIT-4

Journalism as a Profession-Role and Responsibility of Journalists. Ethics of Journalism. Role of Press in Moulding Public Opinion. New Trends in Journalism. News Agencies - National/ International.

12hrs

UNIT-5

History of Kannada Journalism- Growth and Development of Kannada Journalism. Pioneers- N Tirumalamba, D.V.G, Venkatkrishnaih, Mohare Hanumantharaya , T.S.R-, T.T.Sharma, Patil Puttappa. Leading Kannada Papers - Dailies and Weeklies.

12hrs

Books for Reference

Indian Journalism	:Nadiga Krishnamurthy
Journalism in India	:P Parthasarati
Professional Journalism	:M V Kamat
History of kannada news papers	:Karnataka madhyama Acadami publication
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Assignment

Practicals for internal assessment

- Content Analysis of a Weekly
- Content Analysis of a Monthly

JOURNALISM TUTORIAL -A(15 hrs)

Syllabus

-Content Analysis of a Daily	8 hrs
-Media visit (Newspaper Organisation)	4 hrs
-Seminars	3 hrs

B.A Semester - II
DSC 1B -BASIC COMMUNICATION

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES:

- To make the students aware of communication process and patterns in the changing scenario.
- To help the students understand various dimensions of communication.

LEARNING OUTCOME:

- Students will be able to cultivate abilities to think critically and creatively in a profession and to cope up with the changes in the world of media.
- Students become conscious and concerned with media profession.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-1

Communication- Meaning - Definitions, Nature – Scope - Process and Functions of Communication. Kinds of Communication – Verbal and Non-Verbal, Intra Personal, Inter Personal, Group and Mass Communication.

12hrs

UNIT-2

Basic Models of Communication, Aristotle Model, Herlad D Lasswell, David Berlo’s Model, Shannon and Weavers Models, Schramm communication model. Theories of Communication- Sociological and Psychological.

12hrs

UNIT-3

New Communication Media- Internet. Mobile Journalism, Social Media, Characteristics of New Media, Corporate Communication.

12hrs

UNIT-4

Role of Communication, Mass Media and Social Change, Characteristics of Mass Media, Electronic Publications.

12hrs

UNIT-5

Public Relation- Definitions. Nature and Scope of Public Relation. Functions of PR – PR Tools Publicity, Propaganda, Public Opinion

12hrs

Reference Books

Mass communication in India

Keval J Kumar

Mass communication Theorie

Denis M Equil

Practical Public Opinion

© J. J. Z. A. R. G. A.

Principles of mass communication

Sam Black

f. J. E. i. g. A. U. E. A. x. G. A. i.

Seema Hassan

Assignment

Practicals for internal assessment

-Public Speaking skills

-Verbal and non-verbal communication skill

JOURNALISM TUTORIAL-B (15 hrs)

Syllabus

-Presentation skills

5 hrs

-Group Discussion

5 hrs

-Seminar

5 hrs

B.A Semester - III
DSC 1C - REPORTING

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVES:

- The course objective of the subject is to give practical knowledge about reporting.
- To help the students to acquire skills to make the news attractive and readable.
- To introduce students to the skills of writing for the print media.

LEARNING OUTCOME:

- Students develop working skills needed for print and electronic media.
- Students get equipped with sufficient knowledge to start a profession in print and electronic media.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

UNIT-I

News- Definitions – Elements - News values - News sources - principles of news writing

12hrs

UNIT II

News writing structure- news writing skills, inverted pyramid, chronological, analytical - types of leads.

12hrs

UNIT-III

Qualifications and responsibilities of a reporter – correspondents and stringers Freelance Journalist. Mofussial.

12hrs

UNIT-IV

Reporting- speech, press conference, crime, sports, judiciary, legislature, ecology, agriculture, film and politics

12hrs

Unit- V

Interview- Meaning - types and techniques. Freelancing and feature writing – types and techniques – writing travel articles and creative writings.

12hrs

Books for Reference

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

Reporting

B N Ahuja

Madhyama Patrika

F. J. E. G. A. U. E. A. x. b. A. i

Hand book of Journalism

M.V. Kamat

Professional Journalism

M.V. Kamat

Madhyama patrika academy publications

Assignment

Practicals for internal assessment

- Choose few news items and identify the types of Leeds
- Select a published interview and justify
- Reporting exercise
- Feature writings

JOURNALISM TUTORIAL - C (15 hrs)

Syllabus

- | | |
|------------------------------------|-------|
| -Practice Journal (Mahantha Vani) | 8 |
| hrs | |
| -Seminar | 5 hrs |
| -Media visit | 2 hrs |

**B.A Semester - IV
DSC-1D EDITING**

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- To give knowledge about pagination, headline writing, translation and editorial setup.
- To achieve competency in reporting and editing.

LEARNING OUTCOME:

- Students learn about the production process.
- Students get basic knowledge about print media.

Syllabus

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit- I

Organisational structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up newspaper jargons, translation techniques.

12hrs

Unit- II

Editing- Meaning – purpose – Process - need for editing - principles of editing – Translation – Meaning nature and techniques.

12hrs

Unit- III

Qualifications, Responsibilities and Functions of Editor, news editor, chief sub- editor and Sub- editor,

12hrs

Unit IV

Editorial page and its importance – Editorial, types of editorials, letters to the editor. Headline writing – Meaning – Kinds – Functions and Techniques.

12hrs

Unit V

News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and caption writing.

12hrs

Books for Reference

News reporting and Editing

Hand book of reporting and editing

Hand book of Journalism

Professional Journalism

Journalism

K M Shrivastav

Ravindran

M.V. Kamat

M.V. Kamat

G.K. Puri

Assignments

Practicals for internal assessment

-Caption writing

-Content analysis of the editorial page of a daily

- Selection of the best designed page of a daily with justification

JOURNALISM TUTORIAL- D

Syllabus

-Copy editing

-Headline writing

-Seminar

5 hrs

5 hrs

5 hrs

**B.A Semester - V
DSE- 1E MEDIA LAWS**

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.

80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- To make the students understand the legal aspects of journalistic profession.

LEARNING OUTCOME:

- To carry out their profession legally.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Silent features of Indian constitution, fundamental rights, freedom of speech and expression. Article 19 (1) (a) - Article 19(2). Directive principles of state policy. Fundamental duties.

Unit II

Defamation, sedition, obscenity, censorship, the contempt of court act.

12hr

Unit III

The press and registration of book act, newspaper registration process, working journalist Act 1955. The copy right Act. Official secrecy. RTI. Right to privacy.

12hrs

Unit IV

Press council of India. Press commissions- first and second press commission. press and democracy.

12hrs

Unit V

Media Ethics. Ownership of media. PrasarBharati Act. Sensationalism and yellow journalism.

12hrs

Books for Reference

Law of press India

D D Basu

Press and Law

A N Grover

Media and ethics

S.K. Agarwal

Press and the Law

A.N. Grover

Media and Law

F.J.E. G. AUEA x b A i

Assignments

Practicals for internal assessment

-Case studies- sedition

-Case studies- Defamation

B.A Semester – V
(Candidate shall choose either Paper-I or II)
DSE- 2 E RADIO AND ADVERTISEMENT

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- Introduction to Radio program production.
- Introducing various program scripts of radio.
- Introduction to advertisements.

LEARNING OUTCOME:

- Students are able to produce various radio programs.
- Students are able to create attractive advertisements.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Evolution of radio in India - Radio as a communicational media, growth and development of radio in India, characteristics of radio.

12hrs

Unit II

Organisational structure of AIR, prasar Bharati, vividh Bharati, Growth of FM radio, news service, Commercial radio broadcasting in India.

12hrs

Unit III

Radio program pattern- radio drama, talks, children, Women, health, agricultural, youth, folk, phone in programme. Radio writing techniques and principles.

12hrs

Unit IV

Advertisement- Nature and meaning – definition - functions of advertisement. social and economical impact of advertisement, ad agency. Role of Advertising in modern society.

12hrs

Unit V

Types of advertisement- classifieds, retail, display, public services, advertorial, political advertising, corporate, commercial and industrial advertisement. advertising standard council of India.

12hrs

Books for Reference

Broadcasting in India	P C Chatarji
Radio and TV Journalism	K M Shrivastava
Advertising Principles and practice	chunawala and Sethia
Advertising in India	Keval J Kumar
Advertising in India	f. J. J. G. A. U. E. A. x. b. A. i

Assignments

Practicals for internal assessment

- RJ scripts
- Radio Jingles
- Slogan Writing
- Radio talk

JOURNALISM TUTORIAL - E (15 hrs) (Common for both Paper I and II) Syllabus

- Advertisement copy writing
hrs
- Filing the RTI applications
5 hrs
- Script writing for Radio
5 hrs

5

B.A Semester - VI
DSE-1 F PHOTO JOURNALISM AND CINEMA
(Candidate shall choose either Paper-I or II)

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- Introduce students to the essentials of feature writing.
- To prepare students to analyze and appreciate good cinema
- Introduction to basic photography.
- Understanding historical background of photo journalism and cinema.

LEARNING OUTCOMES:

- Students understand the relationship of films with other mass media.
- Students get an opportunity to make documentaries.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

Nature and scope of photography. Evolution of camera - types and parts of camera. Visual language

12hrs

Unit II

Nature and scope of photo journalism, legal and ethical aspects of photography, caption writing.

12hrs

Unit III

Lens- types of lens, different types of photography, photo essay and photo feature, qualities of a photo journalist.

12hrs

Unit IV

Evolution of cinema. Growth and development of cinema in India. Cinema after independence. current trends in cinema, cinema and society, classical, semi classical, commercial movies. New trends in Indian Cinema.

12hrs

Unit V

Growth and development of Kannada Cinema, Film Censorship and Certification, Current status of Kannada Cinema industry, Cinema and Youth.

12hrs

Books for Reference

Photo Journalism

Our Films and Their Film

Indian Films

ਯੰਦਰਾਜ ਪਾ

Arthur Rothstrelne

Satyajit Rai

Barnou and Krishna Swamy

ਫ.ਜੀ. ਗਾਉਣਾ ਖਾਣੀ

Assignments

Practicals for internal assessment

-Film Review

-Caption writing

-Interview

B.A Semester - VI
DSE- 2F TELEVISION JOURNALISM AND INTERNET
(Candidate shall choose either Paper-I or paper-II)

Credits: I. Theory : 05 Theory class 5hrs /wk. Total theory: 60 Lectures
II. Tutorial : 01 Tutorial: 1 hr./wk. Total Tutorial: 15 hrs.
Total Credits : 06 Total Theory marks 100.
80 marks for Sem end Examination(3 hrs) & 20 marks IA

COURSE OBJECTIVE:

- The main objective of the course is to introduce television production and role of internet in media.
- To make the students analyze the working of media in a democratic setup.
- To make students aware of the importance of television production in india.

LEARNING OUTCOMES:

- Platform for the students to interact with the best minds of media.
- To impart students to the essentials of television production techniques.
- Students are able to write blogs.

Syllabus :

Teaching – Theory cum tutorial 6 hrs per week

Total – 6 credit

Examination – Theory -80 marks – 3hrs duration – 20 – IA marks

Unit I

A brief history of television in India, growth and development of TV in India, Characteristics of TV, TV as a communication media.

12hrs

Unit II

Doordarshan -Organisational structure of DD, program pattern of DD, current status of DD.

12hrs

Unit III

TV script writing, TV program productions- pre and post production, TV serial, Television and its social effects, BCCC.

12hrs

Unit IV

Private channels in India – DTH – SITE - Edu-Sat, Panel discussion. Documentary. Reality shows. News pattern of news channel.

12hrs

Unit V

Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming, Digital Media- meaning and functions.

12hrs

Books for Reference

Radio and TV Journalism
Audio Visual Journalism
Internet Journalism in India

K M Shrivastava
B N Ahuja
Gupta and Jasra
F. J. E. g. A. U. E. x. b. A. i

Assignments

- Practicals for internal assessment
- News reading and News writing

JOURNALISM TUTORIAL -F (15 hrs)
(Common for both Paper I and II)
Syllabus

-Film appreciation	5 hrs
-Photo caption writing	3 hrs
-Seminars	2 hrs
- Making documentary	5 hrs

GENERAL PATTERN OF THEORY QUESTION PAPER FOR ALL THE SEMESTERS

**MASS COMMUNICATION AND JOURNALISM
CHOICE BASED CREDIT SYSTEM**

Question paper pattern

Time: 3.00 hrs

Max- 80 marks

SECTION –A

I Answer the following questions

02X10=20

1

2

3

4

5

6

7

8

9

10

SECTION – B

Answer any four of the following

04X05=20

11

12

13

14

15

SECTION – C

Answer any four of the following

04X10=40

15

17

18

19

20

21

- Note:
1. There shall be more than 05 units but not exceeding 7 units.
 2. There shall be unequal distribution of No. of hrs to each unit but not exceeding 60 hrs in a semester for DSC and DSE.
 3. There shall be **Course objectives and Learning Outcomes for each sem.**
 4. Similar pattern shall be adopted for remaining semesters for DSC and DSE

At the end, please delete the red colored Note

SKILL ENHANCEMENT COURSES (SEC) in JOURNALISM

B.A Semester - V SEC 1E – WRITING SKILLS

(For those students who have opted JOURNALISM as one of the subject)

Total Syllabus: 30 hrs / Sem.:

2 hrs / Week

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

COURSE OBJECTIVE:

- Introduce feature writing, film reviews, book review and translation.

LEARNING OUTCOME:

- Students are able to write articles.
- Students can master Feature writing and advertorial writing.

Syllabus and reference books

Subject- Writing Skills
Teaching :2 hrs(Credit 2)

UNIT-I

Feature writing –definition, techniques, difference between news and feature

UNIT-II

Writing reviews - Book reviews - Film reviews.

UNIT-III

Translation techniques in media, Writing Articles. Advertorial writing.

Reference Books

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

Media translation

Dr. Mohan kumar

Assignment

-Film Review

-Reporting Practice

B.A Semester - V
GE 1E- FUNDAMENTALS OF JOURNALISM

(For those students who have NOT opted JOURNALISM as one of the subject)

Total Syllabus: 30 hrs / Sem.:

2 hrs / Week

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

COURSE OBJECTIVES

- The prime objective of the subject is to give adequate knowledge journalism.
- To keep the students updated with changing technology and techniques of communication.
- To prepare the syllabus by focusing on latest issues and trends in the subject.

LEARNING OUTCOME

- To make the students more competent and employable through practical knowledge.
- Teaching of Journalism is aimed to make the students ready for a career in print and broadcast journalism and also in related areas.

Syllabus and reference books

Subject-Fundamentals of Journalism

Teaching hrs 2 (Credit 2)

UNIT-1

Journalism- Meaning, Definition, Nature and Scope. Function of Journalism, Kinds of Journalism.

UNIT-2

History- Growth & Development of Journalism in India, Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, M.K.Gandhi,

UNIT-III

Growth and Development of Kannada Journalism, Pioneers- ,Venkat krishnaih, D.V.G , Mohare Hanumanthrao, T.T. Sharma & Patil Puttappa - Leading Kannada Papers.

Reference Books

Indian Journalism	:Nadiga Krishnamurthy
Journalism in India	:P Parthasarati
Professional Journalism	: M V Kamat
History of kannada news papers	: Karnataka madhyama Acadami publication
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Assignment

-Content analysis of newspapers

B.A Semester - VI
SEC- 1F AUDIO-VISUAL MEDIA

(For those students who have opted JOURNALISM as one of the subject)

Total Syllabus: 30 hrs / Sem.:

2 hrs / Week

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

COURSE OBJECTIVE:

- Introduction to citizen journalism and development journalism.
- Teach the students about follow up stories and short stories.
- Introduction to Types of TV channels.

LEARNING OUTCOME:

- Students get prepared for Radio-Jackie ,video-Jackie and anchoring.

Syllabus and reference books

Teaching hrs 2 (Credit 2)

Subject-Audio – Visual Media

Unit- I

Follow up story in media, Short stories, Citizen Journalism, Development Journalism.

Unit- II

Radio Jackie, Video Jackie, Anchoring for Radio and TV News

Unit- III

Types of TV Channels- News , Entertainment, Movies, Educational, Environment, Sports

Reference Books

Radio and TV Journalism

K M Shrivastava

Broadcasting in India

P C Chatarji

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Assignment

-Media lab activities

B.A Semester - VI

GE -1F NEWS WRITING SKILLS

(For those students who have NOT opted JOURNALISM as one of the subject)

COURSE OBJECTIVES:

- The course objective of the subject is to give practical knowledge about reporting.
- To help the students to acquire skills to make the news attractive and readable.
- To introduce students to the skills of writing for the print media.

LEARNING OUTCOME:

- Students develop working skills needed for print media.
- Students get equipped with sufficient knowledge to start a profession in print media.

Total Syllabus: 30 hrs / Sem.: **2 hrs /**
Week

Examination: Maximum Marks- 50 (40 Semester End exam + 10 IA Exam)

Duration of Exam: 1.5 hrs

Syllabus and reference books

Subject-News Writing
Teaching hrs 2 (Credit 2)

UNIT-I

News structure and News writing skills, inverted pyramid, chronological, feature writings and Article writing.

UNIT-II

Reporter – Duties, Responsibilities, functions and qualifications of a reporter.

UNIT-III

Types of reporting- speech, press conference, sports, legislature, environment, film and politics, Interview

Reference Books

News reporting and Editing

K M Shrivastav

Hand book of reporting and editing

Ravindran

Reporting

B N Ahuja

News Writing

f.J.Ei. gAUEAxjA'i

Assignment

-Reporting activities

GENERAL PATTERN OF THEORY QUESTION PAPER FOR ALL SEC

Question paper pattern for GE and SEC

Time: 2.00 hrs

Max- 40 marks

SECTION –A

I Answer the following questions

02X10=20

1

2

3

4

5

6

7

8

9

10

SECTION – B

Answer any four of the following

02X10=20

11

12

13

14

15

- Note:
1. There shall be more than 03 units but not exceeding 5 units.
 2. There shall be unequal distribution of No. of hrs to each unit but not exceeding 30 hrs in a semester for GE.
 3. There shall be **Course objectives and Learning Outcomes for each GE.**
 4. Similar pattern shall be adopted for VI semester.