



RANI CHANNAMMA UNIVERSITY

BELAGAVI

**REVISED CURRICULUM FRAMEWORK FOR
UNDER GRADUATE COURSE**

STRUCTURE & SYLLABUS OF BACHELOR OF ARTS

JOURNALISM AND MASS COMMUNICATION

1ST TO 2ND Semesters

w.e.f.

Academic Year 2024-25 and Onwards

Submitted by

Chairman,
Board of Studies (UG),
Bachelor of Arts,
Rani Channamma University, Belagavi.

B.A. Program with Journalism and Mass Communication Subject

B.A.: Journalism and Mass Communication as one of the optional subject syllabus (w.e.f. 2024-25 and onwards)								
Sem	Part	Paper	Title of Paper	Hours/ Week	Marks			Subject Credits
					IA	Exam	Total	
I	DSC-1	Theory	Introduction to Journalism	5	20	80	100	5
		Total : Hours / Credits		5			100	5
II	DSC-2	Theory	Introduction to Communication	5	20	80	100	5
		Total : Hours / Credits		5			100	5

MASS COMMUNICATION AND JOURNALISM
B.A.- 1 SEMESTER-01
Subject-DSC 1 P-1 Introduction to Journalism

Teaching-Theory 5 hrs per week

Total: 5 credit

Examination - Theory - 80 Marks - 3hrs duration

Internal Assessment (IA): 20 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 Hanumanthrao, 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

MV Kamat

History of kannada newspapers

Karnataka madhyama Acadami publication

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

Field Visit

Newspapers organization / News Channel/ PRO Firm / Advertising Firm / Radio Station

Assignment

Content Analysis of a Daily

Content Analysis of a Weekly

Content Analysis of a Monthly

MASS COMMUNICATION AND JOURNALISM
B.A.- I SEMESTER-02

Subject-DSC2 P-2 Introduction to Communication

Teaching-Theory 5 hrs per week

Total: 5 credit

Examination - Theory - 80 Marks - 3hrs duration

Internal Assessment (IA): 20 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 Theory

Denis M Equil

Practical Public Opinion

Sam Black

ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು

ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ

ಪತ್ರಿಕೋದ್ಯಮ

ಜಿ. ಎನ್. ರಂಗನಾಥರಾವ್

Field Visit

Newspapers organization / News Channel/ PRO Firm / Advertising Firm / Radio Station

Assignment

Assignments should be given to the students.

RANI CHANNAMMA UNIVERSITY

BELAGAVI



BACHELOR OF ARTS IN

JOURNALISM AND MASS COMMUNICATION

SYLLABUS FOR UNDER GRADUATE

STATE EDUCATION POLICY-2024

III & IV Semester

WITH EFFECT FROM THE ACADEMIC YEAR
2025-26

Board of Studies (UG)
Rani Channamma University, Belagavi

One
(Dr. M. N. Patil)

[Signature]
G. S. K. H. H. H. H.

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B.A. Semester – III
Discipline Specific Course (DSC)

Course Title: Reporting Practical

Course Code: A3JMC1P1

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-4	Practical	02	04	56 hrs.	3hrs.	10	40	50

Course Outcomes (COs): At the end of the course, students will be able to:

- CO1: To identify events and issues and turn them into news.
- CO2: To make use of the skills and techniques in reporting.
- CO3: To make use of career opportunities in reporting.
- CO4: To Introduce students to the skills of writing for the print media.
- CO5: To Introduce students to specialized reporting skills and reporting analysis and computing skills
- CO6. To prepare the students as 'ready to be recruited by the media houses', where the programme will ensure jobs to all the students who undergo this programme.
- CO7. Understand the programme and open for the changes in the field, that happen time to time and cope up the new challenges.
- CO8. Every student is expected to produce a practical journal at the end of the semester.

List of Practical Components each will have 4rs / Week (Minimum 12 experiments)-

1. Preparing the news events reports -05 (Events are held in your college)
2. Collect five different types of leads from different newspapers and identify the type of leads-05
3. Revise and rewriting special news stories-05
4. Analyze the news stories appeared in newspaper with special interest-05
5. Preparation of press notes -05
6. Press conference reports- 05 (Students are attending the press conference in their place and preparing the news reports)
7. Photographs and Captions-05 (Students have shooting any events in your college and given captions)
8. Write an editorial on a current issue-02.
9. Letter Writing -02
10. Media Visit Report -02
11. Press Release-02
12. Future Writings -02

Over
(Dr. M. N. Patel)


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Gudashori + Lok

General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing scenario.
3. Every Student is expected to produce a practice journal at the end of the semester.
4. Duration of Exam: 03 Hours
5. Scheme of Practical marks - Internal Assessment : 10 Marks Semester end: 40 Marks

Distribution of Marks	
Formative Assessment (Internal Assessment)	Summative Assessment (Semester End Exam)
1. Attendance 03 Marks	1) Practical Exam : 25 Marks
1. Assignment 04 Marks	2) Journal : 05 Marks
2. Skill of Reporting 03 Marks	3) Viva Voce: 10 Marks
Total 10 Marks	Total 40 Marks


(Dr. M. N. Patil)


G. S. Shrivastava

B.A. Semester – IV
Discipline Specific Course DSC

Course Title: - News Processing and Editing

Course Code: A4JMC1T1

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC- 5	Theory	04	04	60 hrs.	3hrs.	20	80	100

Course Outcomes (COs):At the end of the course students will be able to:

- CO1: Students get basic knowledge about editing.
 CO2: To get knowledge about pagination, headline writing, translation and editorial setup.
 CO3: To achieve competency in reporting and editing.
 CO4: Learn about the production process
 CO5: To introduce New trends in editing of Feature Writing.
 CO6: To familiarize the students in Newspaper production.

Unit	Title: News Processing and Editing	60 hrs/sem
Unit I	News Paper organization: structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up newspaper jargons.	15 hrs
Unit II	Editing: Meaning – purpose – Process - need for editing - principles of editing – Translation– Meaning nature and techniques. Qualifications, Responsibilities and Functions of a chief Editor, News editor, Chief sub- editor and Sub- editor.	15 hrs
Unit III	Editorial: Editorial page and its importance. Editorial : types of editorials, letters to the editor. Headline writing – Meaning – Kinds – Functions and Techniques	15 hrs
Unit IV	News Paper design: News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and caption writing.	15hrs

Recommended books:

- Advanced Journalism by **Adarsh Kumar Varma:** Har-Anand Publications Ltd
- News Reporting and Editing by **K M Shrivastva:** Sterling Publishers Private Limited
- Computer Application for Journalism by **Rahul Singhai:** EssEss Publication
- Editing: A handbook for Journalists by **T J S George;** IIMC Publication
- Editing by **B N Ahuja and S Schhabra:** Surjeet Publication
- ಎಮ್ ವಿ ಕಾವ್ಯಾಚಾರ್ಯ ಪ್ರತಿರೋಧವು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- ಅರಣ್ಯ ಕುಮಾರಸ್ವಾಮಿ ಜಗದಗಲ ಮುಗಿಲಗಲ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- ರಘುನಾಥ ಜಿಜ್ಞಾಸು ವ್ಯಾಯೋಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- ಎಂ ವಿ ಕಾಮತ್, ವ್ಯಕ್ತಿ ಪ್ರತಿರೋಧವು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- ಕೆ.ಜೆ.ಜೋಸೆಫ್, ಕೊಡವ ಪರಿಚಯ, ಪ್ರಸಾರಾಂಗ ವೈಸೂರು.ವಿ.ವಿ, ವೈಸೂರು
- ಶಿವಾನಂದ ಜಿಜ್ಞಾಸು ಪ್ರತಿರೋಧವು:ವ್ಯಕ್ತಿ ಮಾರ್ಗದರ್ಶಿ, ಸವಿ ಸೈಹ ಪ್ರಕಾಶನ,ಹುಬಳ್ಳಿ
- ಜಿ.ಎನ್. ರಂಗನಾಥ್, ಪ್ರತಿರೋಧವು:ಪ್ರಕಾಶನಬೆಂಗಳೂರು.
- Hand book of reporting and editing Ravindran
- Hand book of Journalism M.V. Kamat
- Professional Journalism M.V. Kamat
- Journalism G.K. Puri

(Dr. M. N. Patel)

G. K. Puri

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks
<i>Formative Assessment as per guidelines.</i>	

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G. S. K. & H. K. M.

B.A. Semester – IV
Discipline Specific Course (DSC)

Course Title: News Editing (Practical) Course

Code: A4JMC1P1

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-6	Practical	02	04	56 hrs.	3hrs.	10	40	50

Course Outcomes (COs): At the end of the course, students will be able to:

- CO1: To impart skills in news processing and editing.
 CO2: To use professional skills in structuring and presenting the news.
 CO5: To build confidence in the Students to be able to work in Media industry.
 CO6: To develop an independent and responsible work ethics.

List of Practical Components each will have 4rs / Week (Minimum 12 experiments)

1. Caption writing - 05
2. Content analysis of the editorial page of a daily - 02
3. Selection of the best designed page of a daily and indentify the type of designed page with justification
4. Write an editorial on any current issue. -02
5. Write a letter to the editor on social issues. - 05
6. Translate a news report from a Source Language to Target Language - 02
7. Choose 5 news stories and provide suitable headlines.
8. Identify the types of Editorials Published in dailies – 05
9. List the Types of Headlines and Explain.
10. Designing a Supplement Pages -01
11. News Writing -02
12. Practice of News Editing

General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing scenario.
3. Every Student is expected to a produce a practice journal at the end of the semester.
4. Duration of Exam: 03 Hours
5. Scheme of Practical marks - Internal Assessment : 10 Marks Semester end: 40 Marks

Distribution of Marks	
Formative Assessment (Internal Assessment)	Summative Assessment (Semester End Exam)
1. Attendance 03 Marks	1. Practical Exam : 25 Marks
1. Assignment 04 Marks	2. Journal : 05 Marks
2. Skill of Caption writing 03 Marks	3. Viva Voce: 10 Marks
Total 10 Marks	Total 40 Marks

MASS COMMUNICATION AND JOURNALISM
B.A II, SEMESTER-04 (S.E.P)
Subject - Open Elective Course (OEC)

Paper EC -2: Media Writing Skills

Teaching:	Theory 3 hrs. per week	Total: 2 credit
Examination:	Theory - 40 Marks – 2 hrs. duration	
Internal Assessment (IA):	10 Marks.	

Unit I:	News writing structure - news writing skills- inverted pyramid, Types of leads. Headlines. letters to the editor.	8 hrs.
Unit II:	Feature writing –definition, techniques, difference between news and feature. Historical, Travel, Biographical, Technology	8 hrs.
Unit III:	Writing reviews and critics - Book review - Film review - Drama review.	8 hrs.
Unit IV:	Translation techniques in media. Writing Articles. Human Interest Stories. Advertorial writing.	8 hrs.

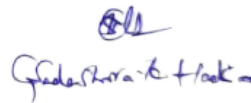
Reference

- | | |
|-------------------------------|-----------------------|
| • Mass Communication in India | - Keval J. Kumar |
| • Journalism in India | - R. Parthasarathy |
| • Professional Journalism | - M.V. Kamat |
| • ಪತ್ರಿಕೋದ್ಯಮ | - ಜೆ. ಎನ್. ರಂಗನಾಥರಾವ್ |
| • ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ | - ಎಂ.ವಿ. ಕಾಮತ್. |

Assignments:

- Write a feature article on local historical place.
- Write a film review or travel experience


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G. S. H. H. H. H. H.

B.A. Semester – IV
Skill Enhance Course (SEC) – I
SEC I, - Photography

Course Title: - Photography

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC I	Theory	04	04	48 hrs.	2hrs.	10	40	50

- Unit –I:** Growth and development of photography, Camera lenses and Camera Development, Camera Design and Component, Types of lenses and Range, Types of Camera – Analog, Digital, Still, Video and Movie Cameras.
- Unit-II:** Photojournalism: Definition, Scope, Importance, News photography and Sources. Types of Photojournalism. Photo editing software and apps. Adobe photoshop, inshot, Picsart.
- Unit –III:** Techniques of Photography, Composition, Light, Lighting Sources, Light as an Art in photography. Use of Filters, Tripod- Types of Tripods, Usages of Tripod and Camera control Devices.
- Unit -IV:** Digital Photography, Memory Card, Types of Memory Cards and Protection, Photo Library and Hidden Camera. Special Effects in photography. Mobile Photography, Photographic Genres

References

1. Hand Book of Journalism- M.S.Sharma.
2. Photo Journalism – B.K.Desh Pandey.
3. Visual Communication and Photo Journalism – P.K.Chandra.
4. Modern Methods of Journalism – R.P.Yadav.
5. Visual Communication – Arun Bhatia.
6. Practical Photojournalism - Martin Keene Eyes of Time
7. Photojournalism in America - Marianne Fulton, Estelle Jussim

Assignments

- Portrait Photography: Taking portraits of people with and without props.
- Landscape Photography: Capturing scenic views and landscapes.
- Creative Photography: Exploring different creative themes and styles.
- Editing and Post-processing Assignments: Practical exercises to refine editing skills.
- Submit all photographs in Album at end of semester.

Dr. M. N. Patel

G. S. Kulkarni

MASS COMMUNICATION AND JOURNALISM

Question paper pattern
(for DSC 3, 4, 5 and 6)

Time: 3.00 hrs

Max- 80 marks

SECTION – A

Answer the following questions

10X 02 =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

- 16
- 17
- 18
- 19
- 20
- 21

Over
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Gandhi Shiksha + Lok

MASS COMMUNICATION AND JOURNALISM

Question paper pattern

(for Open Elective Course / Skill Enhance Course) Paper OEC / SSE 1 and 2

Time: 2.00 hrs.

Max- 40 marks

SECTION –A

Answer the following questions

10X 02 =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

Open
(Dr. M. N. Patil)

BL
G. S. Sharma - 6 + 1000

MASS COMMUNICATION AND JOURNALISM

QUESTION PAPER PATTERN FOR PRACTICAL EXAMINATION

Duration: 3 Hours

Marks: 25

Answer any two of the following. Each question carries five marks

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2X5 = 10 Marks

01.

02.

03.

04. Viva voce: 05 Marks

05. Journal: 10 Marks

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G. S. Shrinani

RANI CHANNAMMA UNIVERSITY

BELAGAVI



BACHELOR OF ARTS IN

JOURNALISM AND MASS COMMUNICATION

SYLLABUS FOR UNDER GRADUATE

STATE EDUCATION POLICY-2024

WITH EFFECT FROM THE ACADEMIC YEAR
2024-25

Submitted by
Prof. C. N. Waghmare
Chairman. BoS.

Members
Shri. G.P.Yendigeri
Dr.Laxmi R.
Board of Studies (UG)
Rani Channamma University, Belagavi

REVISED NEW EDUCATION POLICY-2024-25
B.A. Program with Journalism and Mass Communication Subject

Discipline Specific Elective											
*V	DSC-9A	Theory	A5JMC2T1	Media Laws P-1	04hrs	60	03 hrs	20	80	100	04
	DSC-9B	Theory	A5JMC2T2	Radio and Television P-2	04hrs	60	03 hrs	20	80	100	04
	DSC-10B	Practical	A5JMC2P2	Script Writing for Radio and Television (Practical)	04 hrs	56	03 hrs	10	40	50	02
*V	Skill Enhancement Courses	Practical	A0JMC6P1	SEC - Creative Writings (Practical)	04 hrs	56	03 hrs	10	40	50	02
*VI	DSC-11A	Theory-	A6JMC2T1	Photo Journalism P-1	04hrs	60	03 hrs	20	80	100	04
	DSC-11B	Theory-	A6JMC2T2	Digital Media P-2	04hrs	60	03 hrs	20	80	100	04
	DSC-12B	Practical	A6JMC2P2	Online Media (Practical)	04 hrs	56	03 hrs	10	40	50	02

Note: DSC: Discipline Specific Course Papers [All DSC Papers are Compulsory for I Semester to VI Semester]


Dean, Faculty of Arts
Rani Channamma University
Belagavi-591156

**B.A. Semester – V Discipline
Specific Course (DSC)- P-1**

Student shall select DSC 9A & 10 A or 9 B & 10 B for 06 credits

only Course Title: - MEDIA LAWS

Course Code: A5JMC2T1

Type of Course	Theory/ Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-9A	Theory	04	04	60 hrs.	3hrs.	20	80	100

Course Outcomes (COs): At the end of the course students will be able to:

CO1: To make the students understand the legal aspects of journalistic profession. CO2: To

carry out their profession legally

CO3 Explain the different concepts and practices of Media Laws

CO4: To give knowledge related to media laws

CO5: To keep the Students updated with the changing ethics and laws in media. CO6: To prepare the students by focusing on latest issues and trends in media laws

Unit	Title: MEDIA LAWS	60 hrs/ sem
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, parliamentary privileges.	15 hrs
Unit II	Defamation: Defamation, sedition, obscenity, censorship, the contempt of court act.	15 hrs
Unit III	Acts: The press and registration of books Act. Newspaper registration process, working journalist Act 1955. The copy right Act. Official secrecy. RTI. Right to privacy. law related to broadcasting and telecasting.	15 hrs
Unit IV	Press council of India: Press commissions- first and second press commission. press and democracy. Media Ethics. Ownership of media. Prasar Bharati Act. Sensationalism and yellow journalism	15hrs

Books for Reference

- Case studies- Defamation 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
- DD Basu; Laws of Press in India
- K S Venketeshwaran; Media laws and Regulations in India
- KS Padhy ; Mass Media and Freedom of press in India.
- A.N Grover; Press and the Law
- S. K Agarwal; Media and Ethics.
- ಡಾ. ಚಂದ್ರಶೇಖರ ಪಾಟೀಲ, ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
- ಪತ್ರಿಕೋದ್ಯಮ, ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- ಡಾ. ಸತೀಶ್ ಕುಮಾರ್ ಅಂಡಜೆ, ಭಾರತೀಯ ಮಾಧ್ಯಮಗಳ ನೈತಿಕತೆ ಮತ್ತು ನೀತಿ ಸಂಹಿತೆ, ಸ್ನೇಹ ಪಬ್ಲಿಷಿಂಗ್.

13. Media Law and Ethics - Neelamalar M.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – V**Discipline Specific Course****(DSC) P-2****Student shall select DSC 9B & 10 B or DSC 9A & 10 A for 06 credits only****Course Title: - RADIO AND TELEVISION****Course Code: A5JMC2T2**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-9B	Theory	04	04	60 hrs.	3hrs.	20	80	100

Course Outcomes (COs):At the end of the course students will be able to:

CO1.To introduce the students Radio and television as a medium of communication

CO2.To Understand the techniques of programme production of Radioand T.V.

CO3.To discuss the past and present status of Radio and T.V.

CO4.To introduce students the basic concept of Audio – Visual Media.

CO5.To familiarize the concept of script writing for Radio and T.V.

Unit	Title: RADIO AND TELEVISION	60 hrs/ sem
Unit I	Evolution of radio in India : Radio as a communicational media, growth and development of radio in India, characteristics	15 hrs
Unit II	Organizational structure of AIR, prasar Bharati, vividh Bharati, Growth of FM radio, news service, Commercial radio broadcasting in India.	15 hrs
Unit III	Evolution and Development of T.V. in India: Characteristics of T.V. organizationalstructure of Doordarshan program pattern of DD. Private Channels in India. Current status of D.D. T.V.Script Writing. T.V. as a Media of Communication.	15 hrs
Unit IV	Radio and T.V. program pattern: Drama, talks, children, Women, health, agricultural,Serials, reality shows youth, folk, phone in programme. Radio and T.V. writing techniques and principles.	15hrs

Recommended books:

1. Keval J Kumar; Mass communication in india
2. D K choler; Broadcast Journalism.
3. KM Shreevastava; Radio and TV journalism
4. Broadcasting in India: PC Chattarje
5. ಎನ್. ಎಂ. ಬೆಳ್ಳೆಕೆ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ, ಹುಬ್ಬಳ್ಳಿ.
6. ಬಿ. ಎನ್. ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
7. ಬಿ. ಕೆ. ರವಿ, ಬಾನುಲಿ ಬರಹಗಳು, ನ್ಯೂ ಸೆಂಚುರಿ ಪ್ರಿಯೇಷನ್ಸ್, ಬೆಂಗಳೂರು.
8. Broadcasting in India P C Chatarji
9. Radio and TV Journalism K M Shrivastava
10. ಪತ್ರಿಕೋದ್ಯಮ, ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
- 11.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – V

Discipline Specific Course (DSC)

**Course Title: RADIO AND TELEVISION
(Practical) Course Code: A5JMC2P2**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-10B	Practical	02	04	56 hrs.	3hrs.	10	40	50

Course Outcomes (COs): At the end of the course, students will be able to:

CO1: Understand the Radio and T.V. program production.

CO2: Introducing various program scripts of radio and T.V..

CO3: To understand the Radio and T.V. copy writing.

CO4: To produce various radio and T.V. programs.

CO5: Students are able to create attractive programmes for radio and T.V..

CO6: To introduce the concepts, technology and skills behind audio and video production

CO7: To train students to generate, develop and express ideas effectively.

List of the Practical, each will have 4rs / Week (Minimum 12 experiments)

1. Scripting for Radio announcements-05
2. Scripting for Radio Jingles-02
3. News reading for Radio - 2
4. Writing news item for TV - 5
5. News reading script for TV – 2
6. Scripting of program for TV -2
7. Writing news item for Radio - 5
8. Practicing Radio announcement
9. List the Women's Program Telecast on T.V.
10. Practice of Radio Jackie
11. Practice of Video Jackie
12. Media Visit Report

General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing scenario.
3. Every Student is expected to produce a practice journal at the end of the semester.
4. Duration of Exam: 03 Hours
5. Scheme of Practical marks - Internal Assessment : 10 Marks Semester end: 40 Marks

Distribution of Marks	
Formative Assessment (Internal Assessment)	Summative Assessment (Semester End Exam)
1. Attendance 03 Marks	1. Practical Exam : 25 arks
2. Assignment 04 Marks	2. Journal : 05 Marks
3. Skill of Script Writing for Radio and T.V. 03 Marks	3. Viva Voce: 10 Marks
Total 10 Marks	Total 40 Marks

**B.A. Semester –V Skill
Enhancement Course (SEC)**

Student shall study SEC in any one of the Semesters either in IV or V or VI semester

College shall decide to allot the students

Course Title: Creative Wrings (Practical)

Course Code: A0JMC6P1

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC	Practical	02	04	56 hrs.	3hrs.	10	40	50

Course Outcomes (COs):At the end of the course, students will be able to:

- CO1:** To give a glimpse of writing for media and develop an interest in writing
CO2: Introduce the students to Media Writing.
CO3: Equip the students with new trends in Media Writing.
CO4: Ready to work as amateur reporter
CO5: Understand the techniques of reporting
CO6: Understand the writing skills for various mass media.
CO7: Understand the importance of specific writing skills.
CO8: To give a glimpse of writing for media and develop an interest in writing
CO9: Equip the students with new trends in Media Writing.
CO10: Encourage to develop the necessary writing skills.

List of the Practical's each will have 4rs / Week (Minimum 08 experiments)

1. Reporting activities

Letters to editor

Press release

Writing

headlines

Picture caption writings

Analyse the contents of your favorite daily

2. Audio Media (Radio)

Prepare a script for a Radio Talk of

05minutesPrepare a script for a Radio

jingle of 02minutesReading News for

Radio of 05 minutes Podcast

3. Television

Anchoring script for TV

programmeNews reading script –

04 Minutes

4. Film

Prepare a storyboard

Film Review (Mainstream film)-03

Film Review (special audience

film)-02

5. New Media

Create your own Email address, Facebook, Twitter, LinkedIn, Instagram Accounts.

Analyze the contents of any five news portals.

Create a Face book page.

Instructions if any:

1. Student should understand the prime objective of the subject.

2. To keep the students updating with changing scenario.

3. Every Student is expected to a produce a practice journal at the end of the semester.

4. Duration of Exam: 03 Hours

5. Scheme of Practical marks - Internal Assessment : 10 Marks Semester end: 40 Marks

Distribution of Marks		
Formative Assessment (Internal Assessment)		Summative Assessment (Semester End Exam)
1. Attendance	03 Marks	1.Practical Exam : 25 Marks
2. Assignment	04 Marks	2. Journal : 10 Marks
3. Radio Jingles	03 Marks	3. Viva Voce: 05 Marks
Total 10 Marks		Total 40 Marks

B.A. Semester –VI
Discipline Specific Course (DSC)-
P-1

Student shall select DSC 11B & 12 B or DSC 11A & 12A for 06 credits only

Course Title: - PHOTO JOURNALISM

Course Code: A6JMC2T1

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-11A	Theory	04	04	60 hrs.	3hrs.	20	80	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO1:** Introduce the basics of photography.
- CO2:** Understand the historical background of photo journalism.
- CO3:** Understand the knowledge and skills in the use of basic tools, techniques, technologies of Photography.
- CO4:** Introduce students to the essentials of caption writing.
- CO5:** To prepare students to analyze and appreciate good cinema
- CO6:** To familiarize the techniques of photography.
- CO7:** To give a practical knowledge in the field of Photography.
- CO8:** Students get an opportunity to make documentaries and candid and conceptual photography.

Unit	Title: PHOTO JOURNALISM	60 hrs/sem
Unit I	Evolution of Photography- In the world and India, Photo Journalism - salient features, Functions, nature and scope of Photo journalism. Qualifications and responsibilities of Photo Journalists.	15 hrs
Unit II	Understanding the Camera - camera - types and parts of camera. Types of lens, Types of films, legal and ethical aspects of photography, Sources of news photography, Visual language. Digital Camera.	15 hrs
Unit III	Lighting - Types and Importance of light and lighting equipment, camera accessories, Picture appreciation. Sources of News Photographs , caption writing. Film Appreciation.	15 hrs
Unit IV	Branches of Photography - Nature photography, Wild Life Photography, Sports Photography, Film Photography, Fashion Photography, Candid and conceptual photography and other branches Photo editing software Adobe's Photoshop.	15 hrs

Recommended books:

1. N. Manjunath- Chayachitra Patrikodyama
2. Cyernshem G.R – History of Photography
3. Milten Feinberg – Techniques of Photo Journalism
4. Milten Feinberg- Techniques of Photo Journalism
5. Michel Long ford- Basic Photography
6. Tom Ang- Digital Photography- Mster classes
7. N manjunath- Chayachitra Patrikodyama
8. Cyernshem G R- History of Photography
9. Chaya chitra Patrikodyam by Astromohan
10. Chitra Jagattu by R.V. Kattimani

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – VI

Discipline Specific Course (DSC)-

P-2

Student shall select DSC 11B & 12 B or DSC 11A & 12A for 06 credits only

Course Title: Introduction to Digital Media

Course Code: A6JMC2T2

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-11A	Theory	04	04	60 hrs.	3hrs.	20	80	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO-1** The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- CO-2** The student will describe the design methodology from concept to production with simple animations and other influencing digital formats.
- CO-3** The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- CO-4** The student will create a simple multimedia presentation.

Unit	Title: Introduction to Digital Media	60 hrs/ sem
Unit I	Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.	15 hrs
Unit II	Digital Media Platform: Web Site, Blog, Face Book, <i>Whats App</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	15 hrs
Unit III	Internet - Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming, Digital Media- meaning and functions.	15 hrs
Unit IV	Videography: Nature and scope- professional videography- documentary, short movie, film, vlog, news videography, TV serials	15hrs

Recommended books:

- Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
- Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
- Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader

4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis
8. ಮಾಧ್ಯಮ ತಂತ್ರಜ್ಞಾನ, ಸಿ. ಬಿ. ಸಂತ ಪದ್ಮನಾಭ ಕೆ. ವಿ.
9. Internet Journalism in India Gupta and Jasra

B.A. Semester – VI
Discipline Specific Course (DSC)-16

Course Title: ONLINE MEDIA (Practical)

Course Code: A6JMC2P2

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-12A	Practical	02	04	56 hrs.	3hrs.	10	40	50

Course Outcomes (COs): At the end of the course, students will be able to:

- CO-1** Understand the digital media formats.
- CO-2** Explore a variety of programs used to create digital media formats.
- CO-3** Create a simple multimedia presentation.
- CO-4** Identify and write record, produce and edit the several digital formats.
- CO-5** Provide platform for the students to interact with the best minds of media.
- CO-6** To train students to write in social media platforms.

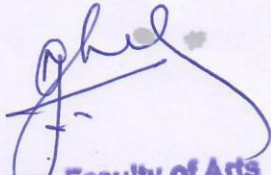
List of the Practicals, each will have 4rs / Week (Minimum 12 experiments)

1. Creation of e-mail
2. Documentary-duration 3 to 5 minutes – 1 assignment
3. Digital media news writing-02
4. Content writing- 02
5. Inshort news writing-02
6. Blog writings-01
7. Caption writing-05
8. Creation of YouTube Channel
9. List the Social Media Platforms
10. Creation News Portal
11. Media Visit Report
12. Content analysis of E – Papers - 02

General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing scenario.
3. Every Student is expected to a produce a practice journal at the end of the semester.
4. Duration of Exam: 03 Hours
5. Scheme of Practical marks - Internal Assessment : 10 Marks Semester end: 40 Marks

Distribution of Marks	
Formative Assessment (Internal Assessment)	Summative Assessment (Semester End Exam)
1. Attendance 03 Marks	1. Practical Exam : 25
1. Assignment 04 Marks	Marks
2. Creating a YouTube Channel 03 Marks	2. Journal : 05 Marks
Total 10 Marks	3. Viva Voce: 10
	MarksTotal
	40 Marks


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BACHELOR OF ARTS IN
 JOURNALISM AND MASS COMMUNICATION
 SEMESTER UNDERGRADUATE
 STATE EXAMINATION JULY-2024

WITH EFFECT FROM THE ACADEMIC YEAR
 2024-25

Submitted by
 Prof. C. N. Nayhanare
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Rani Channamma University, Belagavi