

Kitturu Rani Channamma University, Belagavi

B.A. in Journalism and Mass Communication

Effective from 2024-25

Sem.	Type of Course	Theory/ Practical	Course Code	Course Title	Instruction hour/ week	Total hours / sem	Duration of Exam	Marks			Credits
								Formative	Summative	Total	
Discipline Specific Core											
I	DSC-1	Theory	A1JMC1T1	Introduction To Journalism.	04hrs	60	03 hrs	20	80	100	04
I	DSC-2	Practical	A1JMC1P1	Introduction To Journalism. (Practical)	04 hrs	56	03 hrs	10	40	50	02
II	DSC-3	Theory	A2JMC1T1	Fundament als of Communica tion	04hrs	60	03 hrs	20	80	100	04
II	DSC-4	Practical	A2JMC1P1	Communica tion Skills (Practical)	04 hrs	56	03 hrs	10	40	50	02
III	DSC-5	Theory	A3JMC1T1	News Reporting	04hrs	60	03 hrs	20	80	100	04
III	DSC-6	Practical	A3JMC1P1	Reporting (Practical)	04 hrs	56	03 hrs	10	40	50	02
IV	DSC-7	Theory	A4JMC1T1	News Processing and Editing	04hrs	60	03 hrs	20	80	100	04
IV	DSC-8	Practical	A4JMC1P1	News Editing (Practical)	04 hrs	56	03 hrs	10	40	50	02
Discipline Specific Elective											
*V	DSC-9A	Theory	A5JMC2T1	Media Laws	04hrs	60	03 hrs	20	80	100	04
*V	DSC-10A	Practical	A5JMC2P1	Media Laws (Practical)	04 hrs	56	03 hrs	10	40	50	02
*V	DSC-9B	Theory	A5JMC2T2	Radio and Television	04hrs	60	03 hrs	20	80	100	04
*V	DSC-10B	Practical	A5JMC2P2	Script Writing for Radio and Television (Practical)	04 hrs	56	03 hrs	10	40	50	02
*VI	DSC-11A	Theory	A6JMC2T1	Photo journalism	04hrs	60	03 hrs	20	80	100	04

*VI	DSC-12A	Practical	A6JMC2P1	Photo journalism (Practical)	04 hrs	56	03 hrs	10	40	50	02
*VI	DSC-11B	Theory	A6JMC2T2	Digital Media	04hrs	60	03 hrs	20	80	100	04
*VI	DSC-12B	Practical	A6JMC2P2	Online Media (Practical)	04 hrs	56	03 hrs	10	40	50	02
Open Elective											
III	EC-1	Theory	A3JMC1OE C1	Communica tion Skills	03hrs	45	03 hrs	20	80	100	03
VI	EC-2	Theory	A4JMC1OE C1	Writing Skills for Media	03hrs	45	03 hrs	20	80	100	03
Skill											
IV/V/VI **	Skill	Practical	A0JMC6P1	SEC – Photo Journalism (Theory)	04 hrs	56	03 hrs	10	40	50	02

**** Student shall study Skill of this subject either in 4th / 5th / 6th but not in all the semesters.**

Kitturu Rani Channamma University, Belagavi

B.A. Journalism and Mass Communication

Programme Specific Outcomes (PSO):

On completion of the 03 years Degree in BA students will be able to:

- PSO 1.** To identify the distinct nature of Journalism and its professional aspects including career opportunities
- PSO 2.** To recognize the significance of changes in the practice of journalism
- PSO 3.** Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario.
- PSO 4.** Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society.
- PSO 5.** Describe the different branches of journalism and Mass Communication.
- PSO 6.** Explain the different concepts and practices of Journalism and Mass Communication.
- PSO 7.** Understand the fundamentals of journalism and mass communication and New Media concepts, principles and processes underlying the academic field and practice in print media and Electronic Media related to New media including social media.
- PSO 8.** To build confidence in the Students to be able to work on his own in Media industry.
- PSO 9.** To develop an independent and responsible work ethics.

B.A. Semester – I

Discipline Specific Course (DSC)-

Course Title: Introduction to Journalism. **Course Code:** A1JMC1T1

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-1	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. Understand the concept, history, origin, scope and definitions of Journalism and its relevance in the present scenario.

CO:2. Understand the interdisciplinary nature of Journalism and the role of Journalists in the contemporary society.

CO:3. Describe the different branches of journalism and critically identify the contributions of Journalism to the growth and development of the society.

CO:4. Explain the different concepts and practices of Journalism.

Title: Introduction to Journalism (60 hrs / sem)

Unit	Syllabus Content	Hours
Unit I	Origin and Development of Journalism: Meaning, Definition, Nature and Scope, Function of Journalism, Kinds of Journalism, and Theories of Press. Career opportunities in Journalism, Role of Press in Moulding Public Opinion, Journalism as a Profession.	15 hrs
Unit II	A Brief History of Journalism in India, Pioneers: James Augustus Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi, Balgangadhar Tilak.	15 hrs

Unit III

Indian Press after Independence:
Current Status of Indian Press.
Characteristics of Indian Periodicals. Influence of newspapers on society. Role and Responsibilities of Journalists. Ethics of Journalism. New Trends in Journalism.

15 hrs

Unit IV

History of Kannada Journalism:
Growth and Development of Kannada Journalism. Pioneers – N. Tirumalamba, D.V.G, Venkatkrishnaiah, Mohare Hanumanthrao, T.S.R., T.T. Sharma, Patil Puttappa. Leading Kannada Papers – Dailies, Weeklies and Monthlies. Challenges and present status of Kannada Journalism.

15 hrs

Recommended Books:

- 1) Mass Communication in India, Keval J Kumar, Jaico Publication, Phiroza Mehta Road, Mumbai – 400001
- 2) Mass Communication in India, Valanilam, Sage Publications, Mathur Road, New Delhi – 110044
- 3) ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ, ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ, ಪ್ರಸಾರಾಂಗ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ ಮತ್ತು ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಡಾ. ಬಿ. ಆರ್. ಅಂಬೇಡ್ಕರ್ ರಸ್ತೆ – 560001
- 4) ಸಂವಹನ ಮಾಧ್ಯಮಗಳು, ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ, ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ ವೃತ್ತಪತ್ರಿಕೆ ಡಿ. ವಿ. ಜಿ ಕಾವ್ಯಾಲಯ ಪ್ರಕಾಶನ, ಜಯನಗರ ಮೈಸೂರು – 570014
- 5) ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ – ಒಂದು ಪರಿಚಯ, ಎನ್. ಎಸ್. ಸೀತಾರಾಮಶಾಸ್ತ್ರಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಡಾ. ಬಿ. ಆರ್. ಅಂಬೇಡ್ಕರ್ ರಸ್ತೆ; ಸಿ. ಜಿ. ಮಂಗಳ, ಕನ್ನಡ ಪತ್ರಿಕಾಲೋಕ ಮಹಿಳಾ ಹೆಜ್ಜೆ ಗುರುತು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು

- 6) ಕೆ. ಆರ್. ಮಂಗಳ, ಪತ್ರಿಕೋದ್ಯಮದ ಬಾಗಿಲು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 7) ಡಾ. ಬಿ. ಕೆ. ರವಿ, ಕನ್ನಡ ಜರ್ನಲಿಸಂ & ಟಿ ಎಸ್ ಆರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 8) ಡಾ. ಜಿ. ಎಂ. ಚಂದುನವರ, ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹನುಮಂತರಾಯ : ಒಂದು ಅಧ್ಯಯನ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ
- 9) ಡಿ. ವಿ. ಜಿ. ವೃತ್ತ ಪತ್ರಿಕೆ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 10) Mass Communication and Journalism in India by D S Mehta
- 11) Patrikodyam by G.N. Rangnath Rao
- 12) Vritti Patrikodyam by M. V. Kamath
- 13) Patrikodyam by Shivanand Joshi
- 14) Patrikodyamad Baagilu by K.R. Mangala
- 15) Kannada Journalism by B.K. Ravi
- 16) M.A. Journalism Nantra Mundenu? By Dr. A.S. Balasubramanya
- 17) Journalism in India – P. Parthasarathi
- 18) History of Kannada News Papers – Karnataka Madhyama Acadami Publication

Formative Assessment for Theory

Assessment Occasion / Type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks

Formative Assessment as per guidelines.

B.A. Semester – I

Discipline Specific Course (DSC)

Course Title: Journalism (Practical)

Course Code: A1JMC1P1

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-2	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 Educate the Students about role of journalism in society and development.

CO2: To recognize the significance of changes in practice of Journalism.

CO3: Equip the students with new trends in Journalism.

Practical Components : each will have 4hrs / Week (Minimum 12)

1. Developing a habit of writing and reading among the students by giving assignments to write any topics of their choice (Minimum of 5 assignments should be written).
2. Studying various types of writings in newspapers like news, articles, features, editorials and middles.
3. Writing articles and features (Minimum of 5 assignments should be written).
4. Writing letters to the editors (Minimum of 5 assignments should be written).
5. Content analysis of a newspaper (of their choice).
6. Find out the crime, political and investigative reports appeared in newspapers.
7. Reading newspapers in the class particularly the editorial page and the local news pages.
8. Media visit (Newspaper Organization)
9. Reading Magazines and Analyze
10. Media Visit
11. Collect Supplements of any two Dailies
12. Article Writing (Subject of their Choice)

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 News Paper Reading Marks	03	3. Viva Voce:	10 Marks
Total Marks	10 Marks	Total Marks	40 Marks

B.A. Semester – II

Discipline Specific Course (DSC)-

Course Title: Fundamentals Communication

Course Code: A2JMC1T1

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-3	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 identify the distinct nature in the fields of communication.

CO2: To describe the key concepts and ideas relating to communication.

CO3: To recognize the significance of changes in the practice of communication.

CO4: Aware of communication process in the changing scenario.

CO5: To help the students understand various dimensions of communication.

CO6: Cultivate abilities to think critically and creatively in a communication profession and research.

CO7: Able to become conscious and concerned with media profession.

Title: Fundamentals Communication (60 hrs / sem)

Unit	Syllabus Content	Hours
Unit I	Communication- Meaning - Definitions, Nature – Scope - Process and Functions of Communication. Kinds of Communication – Verbal and NonVerbal, Intra Personal, Inter Personal, Group and Mass Communication.	15 hrs
Unit II	Basic Models of Communication, Aristotle, Herlad D Lass well, David Berlo, Shannon and Weavers and Schramm communication models. Theories of	15 hrs

	Communication- Sociological and Psychological.	
Unit III	New Communication Media: Internet. Mobile Journalism, Social Media, Characteristics of New Media, Corporate Communication. Role of Communication in development. Mass Media and Social Change, Characteristics of Mass Media, Electronic Publications.	15 hrs
Unit IV	Public Relation: Definitions. Nature and Scope of Public Relation. Functions of PR – PR Tools Publicity, Propaganda, Public Opinion, House Journals and Advertisements.	15 hrs

Recommended books:

Sl. No.	Book Title	Author / Publisher
1.	Mass communication in India	Keval J Kumar
2.	Mass communication Theorie	Denis M Equil
3.	ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು	ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ
4.	Practical Public Opinion	Sam Black
5.	ಪತ್ರಿಕೋದ್ಯಮ	ಜಿ. ಎನ್. ರಂಗನಾಥರಾವ್
6.	Principles of mass communication	Seema Hassan
7.	ದೇಹ ಭಾಷೆ	ಶ್ರೀ. ವಿನಯ ಮೋಹನ ಶರ್ಮಾ
8.	ಎಲ್ಲರಿಗೂ ಬೇಕು ಸಂವಹನ ಕೌಶಲ	ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ
9.	ಅಭಿವೃದ್ಧಿಗಾಗಿ ಸಂವಹನ	ಶ್ರೀ. ಅಪ್ಪೂದ್ರ ಸುರೇಶ

Formative Assessment for Theory

Assessment Occasion / type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks

Formative Assessment as per guidelines.

B.A. Semester – II

Discipline Specific Course (DSC)

Course Title: Communication Skills (Practical)

Course Code: A2JMC1P1

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: Aware of communication process and patterns in the changing scenario.

CO2: Understand various dimensions of communication.

CO3: Cultivate abilities to think critically and creatively in a profession and to cope up with the changes in the world of media.

CO4: Able to become conscious and concerned with media profession.

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

1. Group Discussion
2. Individual Speech/ Presentation
3. Debating about current topic
4. Article Writing practice
5. Travel Writing Practice
6. CV Writing
7. Practice of Verbal Communication Skills
8. Public Speaking Skills
9. Non -Verbal Communication Skills
10. Blog Writings
11. Mobile Photography
12. Media Visit Report writing.

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 Speaking/ Presentation	03 Marks	3. Viva Voce:	10 Marks Total 40 Marks
Total Marks	10 Marks	Total Marks	40 Marks

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

Course Title: NEWS REPORTING

Course Code: A3JMC1T1

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:** The course objective of the subject is to give practical knowledge about reporting.
- CO2:** To help the students to acquire skills to make the news attractive and readable.
- CO3:** To introduce the skills of writing for the print media.
- CO4:** Develop professional skills needed for print and electronic media.
- CO5:** Get sufficient Computer knowledge and equipped with a profession in print and electronic media.
- CO6:** To give a glimpse of writing for media and develop an interest in writing.
- CO7:** Equip the students with new trends in Media Writing.
- CO8:** Ensures responsible citizens of the society as a product, will facilitate job opportunities for all those who completes the course.
- CO9:** Ensures that the products of the course are not only good in technology but also respects the ethics of the field.

Course Content & Units

Unit	Title & Content: NEWS REPORTING	Hours
Unit I	News: Definitions – Elements – News values – News sources – News Agencies. Principles of news writing. News writing structure and components. News writing skills, inverted pyramid, chronological. analytical – types	15 hrs

	of leads.	
Unit II	Reporting: Organization of reporting. Functions and Principles of Reporting. Kinds of reporting – speech, press conference, crime, sports, judiciary, legislature, ecology, agriculture, film and politics. Qualifications and responsibilities of a reporter – correspondents and stringers and Freelance Journalist.	15 hrs
Unit III	Interview: Meaning – types and techniques. Freelancing and feature writing – types and techniques – writing travel articles and creative writings.	15 hrs
Unit IV	Computer for media: Role of computers in media, DTP, Nudi, Microsoft Word. Media software's Photoshop, CorelDraw and InDesign.	15 hrs

Recommended Books:

1. ಜಿ.ಎನ್. ರಂಗನಾಥ ರಾವ್, ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
2. ಡಾ. ಬಿ. ವಿ. ಗುರುಪ್ರಸಾದ, ಕ್ರಮಬದ್ಧ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
3. ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ, ಪತ್ರಿಕಾರಂಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
4. ಎಮ್. ವಿ. ಕಾಮತ್, ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
5. ಡಾ. ಬಿ. ಕೆ. ರವಿ, ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ & ಟಿ. ವಿ. ಎನ್. ಆರ್., ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
6. ಡಾ. ಎಸ್. ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯ, ಎಂ. ಎ. ಜರ್ನಲಿಸಂ ನಂತರ ಮೂಡಣ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

7. ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ಪತ್ರಿಕೋದ್ಯಮ ವೃತ್ತಿ, ಪ್ರಸಾರಂಗ, ಮೈಸೂರು ವಿಶ್ವ ವಿದ್ಯಾನಿಲಯ.
8. News reporting and Editing – K M Shrivastava
9. Hand book of reporting and editing – Ravindran
10. Reporting – B N Ahuja
11. Hand book of Journalism – M.V. Kamat
12. Professional Journalism – M.V. Kamat
13. Madhyama patrika academy publications

Formative Assessment for Theory

Assessment Occasion / Type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total	20 Marks

Formative Assessment as per guidelines.

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-6	Practical	02	04	56 hrs.	3 hrs.	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 students is expected to produce a practical journal at the end of the semester.

List of Practical Components each will have 4hrs / 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

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

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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

MASS COMMUNICATION AND JOURNALISM

B.A.- III, SEMESTER-03 (S.E.P)

Subject-Open Elective Course (OEC) - 1

Paper OEC-1: Communication Skills Course Code : A3JMC1OEC1

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

Unit I: Definition, nature, process, functions and scope of communication, Importance of Communication and 7 Cs of communication. **(8 hrs.)**

Unit II: Types and characteristics of communication- Intrapersonal, Interpersonal, Group and Mass Communication. **(8 hrs.)**

Unit III: Effects of mass communication- Violence and obscenity in media - Media and children, Media and women, media convergence **(8 hrs.)**

Unit IV: Significance of folk media – Types of folk media and their communication potentials – Folk culture in Karnataka. **(8 hrs.)**

Reference Books:

- A history of mass communication - U.B. Agrawal & V.S.Gupta
- Mass communication in India - Kumar, J Keval

Assignments:

- Write a special article on Media and its effects on children or society (250 words)
- Write a special article on Karnataka folk culture (250 words)

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-7	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 News paper 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	15 hrs

Recommended books:

1. Advanced Journalism by Adarsh Kumar Varma: Har-Anand Publications Ltd
2. News Reporting and Editing by K M Shrivastava: Sterling Publishers Private Limited
3. Computer Application for Journalism by Rahul Singhai: EssEss Publication
4. Editing: A handbook for Journalists by T J S George: IIMC Publication
5. Editing by B N Ahuja and S S Chhabra: Surjeet Publication
6. ಎಮ್ ಪಿ ಜೋಶಿ, ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
7. ಅನುಕುಮಾರ್ ಅಬ್ಬಿ, ಸುದ್ದಿ ಜಗದಂಗಳ ಮುಖಪುಟ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
8. ರಂಗನಾಥ್ ಜಿ ಹೆಚ್, ಅಂಕಣ ವ್ಯಾಸಂಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
9. ಎಂ ವಿ ಕಾಮತ್, ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು.
10. ಕೆ.ಜಿ.ಜೋಶಿ, ಪತ್ರಿಕೋದ್ಯಮ ಪರಿಚಯ, ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು.ವಿ.ವಿ, ಮೈಸೂರು.
11. ಶಿವರಾಮ ಜೋಶಿ, ಪತ್ರಿಕೋದ್ಯಮ ಪ್ರವೇಶಿಕೆ, ಮೈ.ಸು.ವಿ.ವಿ., ಮೈಸೂರು.
12. ಜಿ.ಎಸ್. ರಂಗಸ್ವಾಮಿರಾವ್, ಪತ್ರಿಕೋದ್ಯಮ, ಕಾವೇರಿ ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು.
13. Hand book of reporting and editing - Ravindran
14. Hand book of Journalism - M. V. Kamat
15. Professional Journalism - M. V. Kamat
16. Journalism - G. K. Puri

Formative Assessment for Theory

Assessment Occasion / type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total Formative Assessment as per guidelines	20 Marks

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-8	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 4hrs / 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 identify 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 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 40 Marks

Total 10 Marks

Total 40 Marks

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
B.A. SEMESTER – IV SYLLABUS & CURRICULUM

1. SUBJECT: OPEN ELECTIVE COURSE (OEC) – PAPER EC-2

Course Title: Media Writing Skills

Level: B.A. II, Semester-04 (S.E.P)

Teaching: Theory 3 hrs. per week | Total 2 Credits

Examination: Theory - 40 Marks (2 hrs) | IA - 10 Marks

Course Code : A4JMC1OEC1

Course Content & Units

Unit	Topic	Syllabus Content	Hours
Unit I	News Writing Structure & 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 features.	8 hrs.
Unit III	Writing Reviews and Criticism	Book review, Film review, Drama review.	8 hrs.
Unit IV	Translation & Media Techniques	Translation techniques in media. Writing Articles, Human Interest Stories, Advertorial writing.	8 hrs.

Assignments (Media Writing Skills):

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

Reference Books:

- Mass Communication in India – Keval J. Kumar

- Journalism in India – R. Parthasarathy
- Professional Journalism – M.V. Kamath

B.A. Semester – V

Discipline Specific Course (DSC)

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.	15 hrs

Books for Reference:

1. Case studies- Defamation Law of press India - D D Basu
2. Press and Law - A N Grover

3. Media and ethics - S.K. Agarwal
4. Press and the Law - A.N. Grover
5. DD Basu; Laws of Press in India
6. K S Venketeshwaran; Media laws and Regulations in India 7 KS Padhy ; Mass Media and Freedom of press in India.
8. A.N Grover; Press and the Law
9. S. K Agarwal; Media and Ethics.
10. ಎನ್.ಅರ್ಜುನ್ ದೇವ್, ಪತ್ರಿಕಾ ಕಾನೂನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
11. ಪತ್ರಿಕೋದ್ಯಮ, - ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು.
12. ಡಾ. ಸತೀಶ ಕುಮಾರ ಅಂದಿಂಜೆ, ಭಾರತೀಯ ಮಾಧ್ಯಮ ಕಾನೂನುಗಳು ಮತ್ತು ನೀತಿ ಸಂಹಿತೆ,ಸ್ವರ್ಧಾ ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್ ಬೆಂಗಳೂರು
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 Formative Assessment as per guidelines	20 Marks

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B.A. Semester – V

Discipline Specific Course (DSC)

Course Title: MEDIA LAWS
Practical Course Code: A5JMC2P1

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lecture / Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSC-10A	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 make the Students understand the legal aspects of journalistic profession.
- CO2: To make the students more knowledgeable, competent and employable through practical knowledge.
- CO3: To Make the students ready for career in media industry.
- CO4: To cultivate abilities to think critically and creatively in a profession and cope up with the changes in world of media.
- CO5: To make students become conscious and concerned with media profession.

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

1. Case studies- sedition -02
2. Case Studies – Defamation 02. Court Reporting -02
4. Crime Reporting -05
5. Identify the News Reports related to investigation –any 05.
6. Writing article related to media laws. -02
7. Choose few crime news items and past your practice journal. - 05
8. Collect articles related to crime, contempt of court, obscenity, censorship and analyze. -02
9. Collect Articles Related to Censorship
10. Case Studies - Obscenity
11. Collect Articles related to Media Laws and Analyze them – 02
12. Media Visit

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
2. Assignment : 04 Marks	2. Journal : 05 Marks
3. Collect case studies related to Defamation and analyse (any two) : 03 Marks	3. Viva Voce: 10 Marks Total 40 Marks
Total 10 Marks	Total 40 Marks

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

Student shall select DSC 9B & 10 B or DSC 9A & 10 A for 06 credits only - RADIO AND TELEVISION

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 Radio and 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. organizational structure 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.	15 hrs

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. ಸಿ.ಯು.ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ

6. ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು

7. ಬಿ.ಕೆ.ರವಿ,ಬಾನಲಿ ಬರಹಗಳು, ಚೈತ್ರ ಕಮ್ಯೂನಿಕೇಷನ್,ಬೆಂಗಳೂರು

8. Broadcasting in India - P C Chatarji

9. Radio and TV Journalism - K M Shrivastava

10. ಪತ್ರಿಕೋದ್ಯಮ, - ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು

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Formative Assessment for Theory

Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total Formative Assessment as per guidelines	20 Marks

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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 Marks
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 40 Marks
Total 10 Marks	Total 40 Marks

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

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 Radio and 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. organizational structure 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.	15 hrs

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. ಸಿ.ಯು.ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ
6. ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
7. ಬಿ.ಕೆ.ರವಿ,ಬಾನಲಿ ಬರಹಗಳು, ಚೈತ್ರ ಕಮ್ಯೂನಿಕೇಷನ್,ಬೆಂಗಳೂರು
8. Broadcasting in India - P C Chatarji
9. Radio and TV Journalism - K M Shrivastava
10. ಪತ್ರಿಕೋದ್ಯಮ, - ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು

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Formative Assessment for Theory

Assessment Occasion/ type	Marks
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total Formative Assessment as per guidelines	20 Marks

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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 Marks
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 40 Marks
Total 10 Marks	Total 40 Marks

B.A. Semester – VI

Discipline Specific Course (DSC)

Course Title: Introduction to Digital Media

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
DSC11A	Theory	04	04	60 hrs.	3 hrs.	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 teamwork in digital media production.

CO-4: The student will create a simple multimedia presentation.

Syllabus - Title: Introduction to Digital Media (60 hrs / sem)

Unit	Title & Content	Hours
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, Whats App, 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	15 hrs

	Journalism, e- papers, Online streaming, Digital Media- meaning and functions.	
Unit IV	Videography: Nature and scope- professional videography- documentary, short movie, film, vlog, news videography, TV serials.	15 hrs

Recommended books:

1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
3. 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 ಸಿಬಂತಿ ಪದ್ಮನಾಭ ಕೆ. ವಿ. (Madhyama Tantrajana Sibanti Padmanabha K. V.)
9. Internet Journalism in India - Gupta and Jasra

B.A. Semester – VI

Discipline Specific Course (DSC)-16

Course Title: ONLINE MEDIA (Practical)

Course Code: A6JMC2P1

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
DSC12A	Practical	02	04	56 hrs.	3 hrs.	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 4 hrs / 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 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 2. Assignment: 04 Marks 3. Creating a YouTube Channel: 03 Marks Total: 10 Marks	1. Practical Exam : 25 Marks 2. Journal : 05 Marks 3. Viva Voce: 10 Marks Total: 40 Marks

B.A. Semester – VI DSC

Course Title: - Advertising and Corporate Communication

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
DSE-4T-8	Theory	05	05	75 hrs.	3 hrs.	20	80	100

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

CO1: Understand basic concept of advertising

CO2: Familiar with the concept of copy writing as selling through writing

CO3: Learn the process of creating original, strategic, compelling copy for various mediums

CO4: Generate, develop and express ideas effectively.

CO5: Understand the basics of advertising and script writing.

Unit	Title: Advertising and Corporate Communication	56 hrs / sem
Unit I	Understanding Advertising: Definition, nature and scope of advertising, Role and functions of advertising, Evolution of advertisement in India, current trends in advertising, Advertising as a tool of Communication.	20
Unit II	Types of Advertising : Commercial advertising, social service advertising, public service advertising, Ad Agency - Functions, Types and Structures, Advertising copy - Headlines, Signature, Slogans and Logos, Copy writing.	20
Unit III	Introduction to Corporate Communication: Definition,	20

	nature and scope of Corporate Communications, Core functions of corporate Communications, Public Relations - Nature and Scope, Public Opinion, Publicity and Propaganda, PRO	
Unit IV	Corporate Communication Tools : Print media–House Journals, Newsletters, Brochures and Handouts / Flyers, Electronic media – Ads and Corporate Films Digital media – Social Media, Blogs and Vlogs.	15

Books for References:

1. Kleppner, Otto (1980) Fundamentals of Advertising; Prentice Hall; New Jersey.
2. Gupta, Sen (1990) Brand Positioning; Tata Mc Graw Hill; New Delhi.
3. Hart, Norman (1990) The practice of advertising ; Heinemann Pub.; London.
4. Mooij, Mariekaede (1994) Advertising World wide (2ndedn.); Prentice Hall, UK.
5. Cornelissen, Joep (2011) Corporate Communication : A Guide to Theory and Practice; Sage.

Formative Assessment for Theory	
Internal Assessment Test 1	05
Internal Assessment Test 2	05
Assignment	10
Total Marks	20

Formative Assessment as per guidelines.

B.A. Semester –VI
Choice based specialization-P-8

Course Title: Advertising and Corporate Communication 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
DSE-4 P-8	Practical	02	04	56 hrs.	3 hrs.	10	40	50

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

- CO1: Introduce the basic concept of advertising
- CO2: Familiar with the concept of copy writing as selling through writing
- CO3: Learn the process of creating original, strategic, compelling copy for various mediums
- CO4: Generate, develop and express ideas effectively.
- CO5: Understand the basics of advertising and script writing.

List of the Practical's each will have 4 hrs / Week

1. Prepare Classified Advertisements – 05
2. Preparing Brochures-03
3. Create a blog - 01
4. Copy writing - 05
5. Prepare Display Advertisements - 02
6. Create a Brand Add-01
7. Group Discussion
8. Create your curriculum vita
9. Newsletters-02
10. Preparing Press Releases-02

Instruction to the Examiners

- Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.
- The IA component and the Semester end Examination shall carry 25 Marks.

- Whereas IA component in Practical course shall carry 25 Marks.
- Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance.
- All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Distribution of Marks			
Formative Assessment (Internal Assessment)		Summative Assessment (Semester End Exam)	
Component	Marks	Component	Marks
Test	05	Practical Exam	25
Assignment	05	Journal	05
Total Marks	10	Viva-voce	10
		Total Marks	40

B.A. Semester –IV/ V/VI 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 Creative Writings (Practical)*

Course Title: Creative Writings (Practical)

Course Code: AOJMC6P1

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 05minutes
- Prepare a script for a Radio jingle of 02minutes
- Reading News for Radio of 05 minutes Podcast

3. Television:

- Anchoring script for TV programme
- News 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 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 2. Assignment: 04 Marks 3. Radio Jingles: 03 Marks Total: 10 Marks	1. Practical Exam : 25 Marks 2. Journal : 10 Marks 3. Viva Voce: 05 Marks Total: 40 Marks