



HAVERI UNIVERSITY, HAVERI

**B.A. Journalism and Mass
Communication**

SYLLABUS

With Effect from 2024-25

**DISCIPLINE SPECIFIC CORE COURSE (DSC) FOR SEM I - VI,
SKILL ENHANCEMENT COURSE (SEC) FOR SEM IV/V/VI and
ELECTIVE COURSES FOR SEM V AND VI**

AS PER N E P (Revised):2024



Haveri University, Haveri

B.A.in Journalism and Mass Communication
Effective from 2024-25

Sem.	Type of Course	Theory/Practical I	Course Code	Course Title	Instructor/week	Total hours / sem	D
I	DSC-1	Theory	A1JMC1T1	Introduction To Journalism.	04hrs	60	0
	DSC-2	Practical	A1JMC1P1	Introduction To Journalism. (Practical)	04 hrs	56	0
	DSC-3	Theory	A2JMC1T1	Basic Communication	04hrs	60	0
	DSC-4	Practical	A2JMC1P1	Basic Communication (Practical)	04 hrs	56	0
III	DSC-5	Theory	A3JMC1T1	Reporting	04hrs	60	0
	DSC-6	Practical	A1JMC1T1	Reporting (Practical)	04 hrs	56	0
IV	DSC-7	Theory	A1JMC1T1	News Processing and Editing	04hrs	60	0
	DSC-8	Practical	A1JMC1T1	News Processing and Editing (Practical)	04 hrs	56	0
*V	DSC-9A	Theory	A1JMC1T1	Media Laws	04hrs	60	0
	DSC-10A	Practical	A1JMC1T1	Media Laws (Practical)	04 hrs	56	0
	DSC-9B	Theory	A1JMC1T1	Radio and Advertisement	04hrs	60	0
	DSC-10B	Practical	A1JMC1T1	Radio and Advertisement (Practical)	04 hrs	56	0
*VI	DSC-11A	Theory-	A1JMC1T1	Photo Journalism and Cinema	04hrs	60	0
	DSC-12A	Practical	A1JMC1T1	Photo Journalism and Cinema (Practical)	04 hrs	56	0
	DSC-11B	Theory-	A1JMC1T1	Television Journalism and Internet	04hrs	60	0
	DSC-12B	Practical	A1JMC1T1	Television Journalism and Internet (Practical)	04 hrs	56	0
V	EC-1	Theory	A1JMC1T1	Fundamentals of Journalism	03hrs	45	0
VI	EC-2	Theory	A1JMC1T1	Writing Skills	03hrs	45	0
IV/V/VI **	Skill	Practical	A1JMC1T1	SEC - Creative Writings (Practical)	04 hrs	56	0

* student shall either DSC 9A and DSC10A or DSC 9B and DSC10B in 5th semester. Similarly, DSC 11A and DSC12A or DSC 11B and DSC12B in 6th semester.

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

Haveri University, Haveri B.A. Journalism and Mass Communication

Programme Specific Outcomes (PSO) :

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

1. To identify the distinct nature of Journalism and its professional aspects including career Opportunities
2. To recognize and use the terms specific to media
3. To recognize the significance of changes in the practice of journalism
4. Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario.
5. Understand the interdisciplinary nature of Journalism and Mass Communication and the



role of Journalist in the contemporary society.

6. Describe the different branches of journalism and Mass Communication critically and identify the contributions of Print and Electronic Media to growth and development of the society
7. Explain the different concepts and practices of Journalism and Mass Communication.
8. 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.
9. To build confidence in the candidate to be able to work on his own in Media industry.
10. 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:

1. Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario.
2. Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society.
3. Describe the different branches of journalism and critically identify the contributions of Journalism and Mass Communication to growth and development of the society.
4. Explain the different concepts and practices of Journalism and Mass Communication.

Unit	Title: Introduction to Journalism	60 hrs/sem
Unit I	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	History- Growth & Development of Journalism in India, Pioneers- James Augustus Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi,	15 hrs
Unit III	Indian Press after Independence- Current Status of Indian Press. Characteristics of Indian Periodicals. Influence of news papers on society. -Role and Responsibility 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,Venkatkrishnaih, Mohare Hanumanthrao, T.S.R- ,T.T.Sharma, Patil Puttappa. Leading Kannada Papers - Dailies	15hrs
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Recommended books:

Indian Journalism	Nadiga Krishnamurthy
Journalism in India	P Parthasarati
Professional Journalism	M V Kamat
History of kannada news papers ಪತ್ರಿಕೋದ್ಯಮ	Karnataka madhyama Acadami publication ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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 – I

Discipline Specific Course (DSC)

Course Title: Introduction to 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: Equip the students with new trends in Media Writing.
- CO2: To give a glimpse of writing for media and develop an interest in writing

Practical Components each will have 4rs / Week (Minimum 08)

- | | | |
|----|--|-------|
| 1. | Content Analysis of a Daily | 8 hrs |
| 2. | Content Analysis of a Weekly | |
| 3. | General Writing (Essay, Letter, Short Stories) | |
| 4. | Article Writing | |
| 5. | Feature Writing | |
| 6. | Blog Writing | |
| 8. | Media visit (Newspaper Organisation) | 4 hrs |
| | | 3 hrs |



Instructions if any:

- 1
- 2
- 3

B.A. Semester – II

Discipline Specific Course (DSC)-

Course Title: - Basic 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 make the students aware of communication process and patterns in the changing scenario.
- CO2: To help the students understand various dimensions of communication.
- CO3: 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.
- CO4: changes in the world of media.
- CO5: Students become conscious and concerned with media profession.

Unit	Title: Basic Communication	60 hrs/sem
Unit I	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.	15 hrs
Unit II	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.	15 hrs
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,	15hrs

Recommended books:

Mass communication in India

Mass communication Theorie

ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು

Practical Public Opinion

ಪತ್ರಿಕೋದ್ಯಮ

Principles of mass communication

Keval J Kumar

Denis M Equil

ಬಿ ಎಸ್ ಚಂದ್ರಶೇಖರ

Sam Black

ಜಿ. ಎನ್. ರಂಗನಾಥರಾವ್

Seema Hassan

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 :Basic Communication (Practical)

Course Code: A2JMC1P1

Type of Course	Theory / Practical	Credits	Instructionhour 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:

CO2:

CO3:

CO4:

CO5:

CO6:

List of Practical Components each will have 4rs / Week (Minimum 08 experiments)

1. Group Discussion
2. Individual Speech/ Presentation
3. Debating about current topic
4. Article Writing practice
5. Travel Writing Practice
6. CVV Writing
7. Practice of Verbal and Non -Verbal Communication Skills
8. Public Speaking Skills

Instructions if any:

- 1.
- 2.
- 3.



B.A. Semester – III

Discipline Specific Course (DSC)-

Course Title: - 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 students to the skills of writing for the print media.
- CO4: Students develop working skills needed for print and electronic media.
- **CO5:** Students get equipped with sufficient knowledge to start a profession in print and electronic media.

Unit	Title: Reporting	60 hrs/ sem
Unit I	News- Definitions – Elements - News values - News sources - principles of news writing News writing structure- news writing skills, inverted pyramid, chronological, analytical - types of leads.	15 hrs
Unit II	Reporting- speech, press conference, crime, sports, judiciary, legislature, ecology, agriculture, film and politics Qualifications and responsibilities of a reporter – correspondents and stringers, Freelance Journalist. 12hrs	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 world, media softwere photo shop, corel draw	15hrs

Recommended books:

- | | | |
|----|---------------------------------------|--------------------|
| 1. | News reporting and Editing | K M Shrivastav |
| 2. | Hand book of reporting and editing | Ravindran |
| 3. | Reporting | B N Ahuja |
| 4. | ಪತ್ರಿಕೋದ್ಯಮ | ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್ |
| 5. | Hand book of Journalism | M.V. Kamat |
| 6. | Professional Journalism | M.V. Kamat |
| 7. | 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.	3hrs.	10	40	50

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

CO1:

CO2:

CO3:

CO4:

CO5:

CO6:

List of Practical Components each will have 4rs / Week (Minimum 08 experiments)-

1. Choose few news items and identify the types of Leeds
2. Select a published interview and justify
3. Reporting exercise
4. Feature writings
- 5.
- 6.

Instructions if any:

- 1.
- 2.
- 3.

B.A. Semester – IV

Discipline Specific Course (DSC)-

Course Title: - 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: To give knowledge about pagination, headline writing, translation and editorial setup.



- CO2: To achieve competency in reporting and editing.
 CO3: Students learn about the production process
 CO4: Students get basic knowledge about print media

Unit	Title: Editing	60 hrs/sem
Unit I	Organisational 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 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 and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and caption writing.	15hrs

Recommended books:

- | | |
|---------------------------------------|--------------------|
| 1. ಪತ್ರಿಕೋದ್ಯಮ | ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್ |
| 2. ತಲೆ ಬರಹ | ವಿಶ್ವೇಶ್ವರ ಭಟ್ |
| 3. News reporting and Editing | K M Shrivastav |
| 4. Hand book of reporting and editing | Ravindran |
| 5. Hand book of Journalism | M.V. Kamat |
| 6. Professional Journalism | M.V. Kamat |
| 7. 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	20 Marks
Formative Assessment as per guidelines.	

B.A. Semester – IV

Discipline Specific Course (DSC)

Course Title: 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:

CO2:

CO3:

CO4:

CO5:

CO6:

List of Practical Components each will have 4rs / Week (Minimum 08 experiments)-

1. Caption writing
2. Content analysis of the editorial page of a daily
3. Selection of the best designed page of a daily and identify the type of designed page with justification
4. editing videos
5. Photo selection and cropping -10
6. Writing Caption for photo -10
7. Editing copies with spelling mistake and redundancies-10.
8. Giving headlines for news stories-10.

Instructions if any:

- 1.
- 2.

B.A. Semester – V

Discipline Specific Course (DSC)-

Student shall select DSC 9A & 10 A or 9B & 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:
- CO4:
- CO5:
- CO6:
- CO7:

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, sedition, obscenity, censorship, the contempt of court act.	15 hrs



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. 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

Recommended books:

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
ಪತ್ರಿಕೋದ್ಯಮ	ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್
Copy Writer	Bodian Nat G
Editing and writing .	Emenanjo N E

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 – 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 Lectures/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:

CO2:

CO3:



CO4:

List of Practical, each will have 4rs / Week (Minimum 08 experiments)

1. Case studies- sedition
2. Case Studies Defamation
3. Court Reporting
4. Crime Reporting
- 5.
- 6.
- 7.
- 8.

Instructions if any:

- 1.
- 2.
- 3.

Books recommended:

Case studies- Defamation Law of press India
Press and Law
Media and ethics
Press and the Law
ಪತ್ರಿಕೋದ್ಯಮ

D D Basu
A N Grover
S.K. Agarwal
A.N. Grover
ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

B.A. Semester – V

Discipline Specific Course (DSC)-

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

Course Title: - RADIO AND ADVERTISEMENT

Course Code: A5JMC2T2

Type of Course	Theory / Practical	Credits	Instructionhour per week	Total No. of Lectures/Hours / Semester	Durationof 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: Introduction to Radio program production.
CO2: Introducing various program scripts of radio.
CO3: Introduction to advertisements.
CO4: Students are able to produce various radio programs.
CO5: Students are able to create attractive advertisements.

Unit	Title: RADIO AND ADVERTISEMENT	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	Organisational structure of AIR, prasar Bharati, vividh Bharati, Growth of FM radio, news service, Commercial radio broadcasting in India.	15 hrs
Unit III	Radio program pattern- radio drama, talks, children, Women, health, agricultural, youth, folk, phone in programme. Radio writing techniques and principles.	15 hrs
Unit IV	Advertisement- Nature and meaning – definition - functions of advertisement. social and economical impact of advertisement, ad agency. Role of Advertising in modern society. Types of advertisement- classifieds, retail, display, public services, advertorial, political advertising, corporate, commercial and industrial advertisement. advertising standard council of India.	15hrs

Recommended books:

Broadcasting in India
Radio and TV Journalism
Advertising Principles and practice
Advertising in India
ಪತ್ರಿಕೋದ್ಯಮ

P C Chatarji
K M Shrivastava
chunawala and Sethia
Keval J Kumar
ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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 – V

Discipline Specific Course (DSC)

Course Title: RADIO AND ADVERTISEMENT (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:
- CO2:
- CO3:
- CO4:
- CO5:



CO6:

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

1. RJ scripts
2. Radio Jingles
3. Slogan Writing
4. Radio talk
- 5.
- 6.
- 7.
- 8.

Instructions if any:

- 1.
- 2.
- 3.

B.A. Semester –VI

Discipline Specific Course (DSC)-

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

Course Title: - PHOTO JOURNALISM AND CINEMA

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 students to the essentials of feature writing.
- CO2: To prepare students to analyze an appreciate good cinema
- CO3: Introduction to basic photography.
- CO4: Understanding historical background of photo journalism and cinema
- CO5: Students understand the relationship of films with other mass media.
- CO6: Students get an opportunity to make documentaries.

Unit	Title: PHOTO JOURNALISM AND CINEMA	60 hrs/sem
Unit I	Nature and scope of photography. Evolution of camera - types and parts of camera. Visual language. Nature and scope of photo journalism, legal and ethical aspects of photography, Sources of news photography, caption writing.	15 hrs



Unit II	Lens- types of lens, different types of photography, photo essay and photo feature, qualities of a photo journalist	15 hrs
Unit III	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. D G Phalke, cinema after independence	15 hrs
Unit IV	Growth and development of Kannada Cinema, Film Censorship and Certification, Current status of Kannada Cinema industry, Cinema and Youth.	15hrs

Recommended books:

- | | |
|-----------------------------|--------------------------|
| 1. Photo Journalism | Arthur Rothstrelaine |
| 2. Our Films and Their Film | Satyajit Rai |
| 3. Indian Films | Barnou and Krishna Swamy |
| 4. ಪತ್ರಿಕೋದ್ಯಮ | ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್ |

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 – VI

Discipline Specific Course (DSC)

Course Title: PHOTO JOURNALISM AND CINEMA Practical

Course Code: A6JMC2P1

Type of Course	Theory / Practical	Credits	Instructionhour per week	Total No. of Lectures/Hours / Semester	Durationof 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:

- CO1:
- CO2:
- CO3:
- CO4:
- CO5:

List of the Practicals, each will have 4rs / Week (Minimum 08 experiments)

1. Film Review
2. Caption writing



3. Interview

4.

5.

Instructions if any:

1.

2.

3.

B.A. Semester – VI

Discipline Specific Course (DSC)-

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

Course Title: - TELEVISION JOURNALISM AND INTERNET

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-11B	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 main objective of the course is to introduce television production and role of internet in media.
- CO2: To make the students analyze the working of media in a democratic setup.
- CO3: To make students aware of the importance of television production in india.
- CO4: Platform for the students to interact with the best minds of media.
- CO5: To impart students to the essentials of television production techniques.
- CO6: Students are able to write blogs.

Unit	Title: TELEVISION JOURNALISM AND INTERNET	60 hrs/sem
Unit I	A brief history of television in India, growth and development of TV in India, Characteristics of TV, TV as a communication	15 hrs
Unit II	Doordarshan -Organisational structure of DD, program pattern of DD, current status of DD. TV script writing, TV program productions- pre and post production, TV serial, Television and its social effects, BCCC	15 hrs
Unit III	Private channels in India – DTH – SITE - Edu-Sat, Panel discussion. Documentary. Reality shows. News pattern of news channel	15 hrs
Unit IV	Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming, Digital Media- meaning and functions.	15hrs

Recommended books:

- | | |
|----------------------------|-----------------|
| 1. Radio and TV Journalism | K M Shrivastava |
| 2. Audio Visual Journalism | B N Ahuja |



3. Internet Journalism in India
4. ಪತ್ರಿಕೋದ್ಯಮ

Gupta and Jasra
ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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 –VI

Discipline Specific Course (DSC)

Course Title: TELEVISION JOURNALISM AND INTERNET 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-12B	Practical	02	04	56 hrs.	3hrs.	10	40	50

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

- CO1:
- CO2:
- CO3:
- CO4:
- CO5:
- CO6:

List of the Practicals, each will have 4rs / Week (Minimum 08 experiments)

1. News reading and News writing
- 2.
- 3.
- 4.
- 5.
- 6.

Instructions if any:

- 1.
- 2.
- 3.



B.A. Semester – V

Elective Course (EC)- It is for other combination students

Course Title: - FUNDAMENTALS OF JOURNALISM
Course Code: -A5JMC5T1

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
EC-1	Theory	03	04	45 hrs.	3hrs.	20	80	100

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

- CO1: The prime objective of the subject is to give adequate knowledge journalism.
- CO2: To keep the students updated with changing technology and techniques of communication.
- CO3: To prepare the syllabus by focusing on latest issues and trends in the subject.
- CO4: To make the students more competent and employable through practical knowledge
- CO5: Teaching of Journalism is aimed to make the students ready for a career in print and broadcast journalism and also in related areas.

Unit	Title: FUNDAMENTALS OF JOURNALISM	45 hrs/sem
Unit I	Journalism- Meaning, Definition, Nature and Scope. Function of Journalism, Kinds of Journalism. History- Growth & Development of Journalism in India, Pioneers- James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, M.K.Gandhi	15 hrs
Unit II	Growth and Development of Kannada Journalism, Pioneers- ,Venkat krishnaih, D.V.G , Mohare Hanumanthrao, T.T. Sharma & Patil Puttappa - Leading Kannada Papers	15 hrs
Unit III	News structure and News writing skills, inverted pyramid, chronological, feature writings and Article writing. Interview. Translation techniques	15 hrs

Recommended books:

1. Indian Journalism Nadiga Krishnamurthy
2. Journalism in India P Parthasarati
3. Professional Journalism M V Kamat
4. History of kannada news papers Karnataka madhyama Acadami publication
5. ಪತ್ರಿಕೋದ್ಯಮ ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್

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 – VI

Elective Course (EC)

Course Title: - Writing Skills

Course Code: A6JMC5T1

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
EC-2	Theory	03	04	45 hrs.	3hrs.	20	80	100

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

1. To make them familiar with writing for media and develop interest in writing.
2. Equip the students with new trends in media writing.
3. Understand the importance of specific writing skills.
4. To give a glimpse of writing for media and develop an interest in writing
5. Equip the students with new trends in Media Writing.
6. Encourage to develop the necessary writing skills.

Syllabus- SEC-1: Title- Writing Skills (SEC)	Total Hrs: 45
Unit-I: Writing for TV, Print Media and Radio	15 hrs
Chapter 1: Print Media- News writing methods, Editorial, letter to the editor writing short stories, Chapter 2: Travel article writing.	
Unit-II Writing for T.V, Film and New Media	15 hrs
Chapter 3: Writing for Radio – News writing, Radio programme scripts writing techniques. Chapter-4: News writing methods, scripts writing Documentary scripting	
Unit-III	15 hrs
Chapter 5: Film – Definition of film, Review, Techniques of film script writing, scene and dialogue writing. Chapter 6: New Media: Social Media writings	

Books recommended.

- 1) PC Chattarje _ ;Broadcasting in India.
- 2) EE Wills; Writing Television and Radio programme
- 3) Paul G Smeyak _ Broadcast News Writing.
- 4) ಸಿ.ಯು.ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ
- 5) ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 6) ಬಿ.ಕೆ.ರವಿ,ಬಾನುಲಿ ಬರಹಗಳು, ಚೈತ್ರ ಕಮ್ಯೂನಿಕೇಷನ್,ಬೆಂಗಳೂರು
- 7) Paul Sureya _ Broadcast News Writing: Radio ,The fifth Estate.

List of the Experiments for 52 hrs / Semesters

1. Writing Articles and Feature stories – (2 stories)
2. Writing for Social Media –5 assignments



3. Letters to the Editor (2 letters)
4. Review of content of Newspapers/Magazines.
5. All students of the course shall create a Blog
6. Create a you tube channel and upload 2 video clips of your own choice
7. Preparing script for a radio Talk of 3 mints - 2
8. Picture caption writing - 5
9. Letter to editor - 2

General instructions:

1. Equip the students with new trends in media writing
2. To make them familiar with writing for media and develop interest in writing.

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 –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

Course Title: Creative Writings (Practical)

Course Code: COJMC6P1

Type of Course	Theory / Practical	Credits	Instructionhour per week	Total No. of Lectures/Hours / Semester	Durationof 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:

1. To give a glimpse of writing for media and develop an interest in writing
2. Introduce the students to Media Writing.
3. Equip the students with new trends in Media Writing.
4. Will be ready to work as amateur reporter
5. Will be understand the techniques of reporting
6. Understand the writing skills for various mass media.
7. Understand the importance of specific writing skills.
8. To give a glimpse of writing for media and develop an interest in writing
9. Equip the students with new trends in Media Writing.
10. Encourage to develop the necessary writing skills.



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

1. Reporting activities

- List of Practical Exercises
- Print Media
- Letters to editor
- Press release
- Writing headlines
- Picture caption writings
- Analyse the contents of your favourite 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. In every media student has to select Two practical components
2. Letters to the editor, anchoring script for T.V. programs and analyze the contain of daily news paper are compulsory components
- 3.



UG programme : 2024-25

GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSC/ EC/AECC

(80 marks for semester end Examination with 3 hrs duration)

Part-A

1. Question number 1-11 carries 2 marks each. Answer any 10 questions : 20
marks

Part-B

2. Question number 12- 19 carries 05 Marks each. Answer any 06 questions : 30
marks

Part-C

3. Question number 20-24 carries 10 Marks each. Answer any 03 questions : 30
marks

(Minimum 1 question from each unit and 10 marks question may have sub
Questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 80 Marks

**Note: Proportionate weight age shall be given to each unit based on number of
hours**

Prescribed