



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS/MGJ(Gen)/2024-25/612

Date:

27 JUL 2024

ಅಧಿಸೂಚನೆ

ವಿಷಯ: ಸರ್ಕಾರದ ಆದೇಶ ದಿನಾಂಕ: 08.05.2024 ಅನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ NEP ಅಡಿಯಲ್ಲಿ ಪ್ರೋಗ್ರಾಂ ವಿನ್ಯಾಸ (Curriculum Structure)ದಂತೆ ಪರಿಷ್ಕೃತ ಪಠ್ಯಕ್ರಮದ ಅನುಷ್ಠಾನ ಕುರಿತು.

ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿಗಳು, ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 166 ಯುಎನ್‌ಇ 2023, ದಿ: 08.05.2024.

2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯಗಳ ಸಂ:2, 3, 4, 5, 6, 7, 8 & 9, ದಿ:16.07.2024.

3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ: 27/07/2024

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ, ಉಲ್ಲೇಖ-01ರ ಸರ್ಕಾರ ಆದೇಶಾನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಈ ಕೆಳಗಿನ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳ NEP ಅಡಿಯ ಪ್ರೋಗ್ರಾಂ ವಿನ್ಯಾಸ (Curriculum Structure)ದಂತೆ ಪರಿಷ್ಕೃತ ಪಠ್ಯಕ್ರಮ ರಚನೆ ಕುರಿತಾಗಿ ಸಂಬಂಧಿಸಿದ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಹಾಗೂ ನಿಖಾಯಗಳ ಶಿಫಾರಸ್ಸಿನಂತೆ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ ಪದವಿಗಳ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕೆ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕೆ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕೆ.ವಿ.ವಿ.ಯ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಬಂಧ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅ.ನಂ.	ಪದವಿ	ಸೆಮಿಸ್ಟರ್
1	1 B.A	8 BTIM
	2 BSW	9 B.Sc
	3 B.Sc. (H.M)	10 BCA
	4 B.Com	11 B.Com (CS)
	5 B.Com (E-Commerce Operation)	12 B.Com (Retail Operations)
	6 B.Com (Banking Financial Services & Insurance)	13 B.Com (Logistics)
	7 BBA	14 BBA (Logistics Management)
2	1 B.Sc (Data Science)	2 B.Sc (Artificial Intelligence & Machinery Learning)
3	1 BASLP	3 BPA
	2 BVA	4 B.Sc. Pulp & Paper

ಅಡಕ: ಮೇಲಿನಂತೆ

A. Channappa  
ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಬಂಧ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕೆ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚೆಂಚಿ ಮೂಲಕ ಭತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು / ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು / ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕೆ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಧಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕೆ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ / , ಕೆ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ನೋಡಲ್ ಅಧಿಕಾರಿಗಳು, ಯು.ಯು.ಸಿ.ಎಂ.ಎಸ್. ಘಟಕ, ಕೆ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ಎನ್.ಇ.ಪಿ. ನೋಡಲ್ ಅಧಿಕಾರಿಗಳು, ಸಿ.ಡಿ.ಸಿ. ವಿಭಾಗ, ಕೆ.ವಿ.ವಿ. ಧಾರವಾಡ.

**KARNATAK UNIVERSITY, DHARWAD**

**KARNATAK UNIVERSITY, DHARWAD**

**B.Sc. Programme**

**B.A. JOURNALISM AND MASS  
\*\*\*  
COMMUNICATION**

**DRAFT SYLLABUS FOR**

**CHEMISTRY SYLLABUS**

**With Effect from 2024-25  
DISCIPLINE SPECIFIC COURSE (DSC) and**

**DISCIPLINE SPECIFIC ELECTIVE(DSE)**

**DISCIPLINE SPECIFIC CORE COURSE (DSC) FOR SEM I - VI,  
UNDER**

**SKILL ENHANCEMENT COURSE (SEC) FOR SEM IV/V/VI and  
NATIONAL EDUCATION POLICY(NEP)  
ELECTIVE COURSES FOR SEM V AND VI**

**\*\*\*\*\***

**Effective from 2021-22**

**AS PER N E P (Revised):2024**

**Karnatak University, Dharwad**  
**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
	DSC-2	Practical	A1JMC1P1	Introduction To Journalism. (Practical)	04 hrs	56	03 hrs	10	40	50	02
II	DSC-3	Theory	A2JMC1T1	Fundamentals of Communication	04hrs	60	03 hrs	20	80	100	04
	DSC-4	Practical	A2JMC1P1	Communication 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
	DSC-6	Practical	A3JMC1P1	Reporting (Practical)	04 hrs	56	03 hrs	10	40	50	02
1 V	DSC-7	Theory	A4JMC1T1	News Processing and Editing	04hrs	60	03 hrs	20	80	100	04
	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
	DSC-10A	Practical	A5JMC2P1	Media Laws (Practical)	04 hrs	56	03 hrs	10	40	50	02
	DSC-9B	Theory	A5JMC2T2	Radio and Television	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
*VI	DSC-11A	Theory-	A6JMC2T1	Photo Journalism	04hrs	60	03 hrs	20	80	100	04
	DSC-12A	Practical	A6JMC2P1	Photo Journalism (Practical)	04 hrs	56	03 hrs	10	40	50	02
	DSC-11B	Theory-	A6JMC2T2	Digital Media	04hrs	60	03 hrs	20	80	100	04
	DSC-12B	Practical	A6JMC2P2	Online Media (Practical)	04 hrs	56	03 hrs	10	40	50	02
Open Elective											
V	EC-1	Theory	A5JMC5T1	Fundamentals of Journalism	03hrs	45	03 hrs	20	80	100	03
VI	EC-2	Theory	A6JMC6T1	Writing Skills for Media	03hrs	45	03 hrs	20	80	100	03
Skill											
IV/V/VI **	Skill	Practical	A0JMC6P1	SEC - Creative Writings (Practical)	04 hrs	56	03 hrs	10	40	50	02

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

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

# Karnatak University, Dharwad

## 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.
- PSO4.** 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 .
- PSO6.** Explain the different concepts and practices of Journalism and Mass Communication.
- PSO7.** 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.
- PSO8.** To build confidence in the Students to be able to work on his own in Media industry.
- PSO9.** 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.

Unit	Title: Introduction to Journalism	60 hrs/sem
Unit I	<b>Origin and Development of Journalism:</b> 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	<b>A Brief History of Journalism in India, Pioneers:</b> James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, S. Sadanand, M.K. Gandhi, Balganagadhar Tilak.	15 hrs



**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 4rs / 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 news paper (of their choice).
6. Find out the crime, political and investigative reports appeared in news papers.
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 03 Marks	3. Viva Voce: 10 Marks
Total 10 Marks	Total 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.

Unit	Title: Fundamentals Communication	60 hrs/sem
Unit I	<b>Communication-</b> 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	<b>Basic Models of Communication,</b> Aristotle, Herlad D Lasswell, David Berlo, Shannon and Weavers and Schramm communication models. Theories of Communication-Sociological and Psychological.	15 hrs
Unit III	<b>New Communication Media:</b> Internet. Mobile Journalism, SocialMedia, Characteristics of New Media, Corporate Communication. Role of Communication indevelopment. Mass Media and Social Change, Characteristics of Mass Media, Electronic Publications.	15 hrs
Unit IV	<b>Public Relation:</b> Definitions. Nature and Scope of Public Relation. Functions of PR –PR Tools Publicity, Propaganda, Public Opinion, House Journals and Advertisements.	15hrs

**Recommended books:**

- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. Mass communication in India      | Keval J Kumar            |
| 2. Mass communication Theorie       | Denis M Equil            |
| 3. DZAPPA APEA AIAZPAUKA            | © J. i ZAZBARGA          |
| 4. Practical Public Opinion         | Sam Black                |
| 5. YWDEZPA                          | f. JEt. gAUEAxbA'i       |
| 6. Principles of mass communication | Seema Hassan             |
| 7. ZAPPA APE                        | 2Be «EAIa aPEA EA ±P AAO |
| 8. K@j UKE APA A APEAPE±P           | qA. agAdeA aAEKz         |
| 9. C@P KUAUV A APEA                 | 2Ac aAi, AZbz AgA±A      |

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

## 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. CVV 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 10 Marks	Total 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.

Unit	Title: NEWS REPORTING	60 hrs/sem
Unit I	<b>News-:</b> Definitions – Elements - News values - News sources – New Agencies. Principles of news writing. News writing structure and components. News writing skills, inverted pyramid, chronological, analytical - types of leads.	15 hrs
Unit II	<b>Reporting:</b> 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	<b>Interview:</b> Meaning - types and techniques. Freelancing and feature writing – types and techniques – writing travel articles and creative writings.	15 hrs
Unit IV	<b>Computer for media-</b> Role of computers in media, DTP, Nudi, Microsoft world. Media software's photo shop, coral draw and in design.	15hrs

**Recommended books:**

1. f. J. E. i. g. A. U. E. A. x. g. A. i. , Y. W. B. E. A. Z. P. A. , - P. A. A. Z. A. E. A. Y. B. A. E. A. A. U. M. E. G. A.
2. q. A. R « U. A. Y. B. A. Z. P. A. i. j. Y. E. A. n. O. A. U. i. , P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. G. A.
3. U. E. A. Y. A. P. A. U. i. O. U. q. O. A. q. A. Y. W. B. E. A. Z. P. A. , P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. G. A.
4. J. A. i. « P. A. A. v. i. a. M. U. Y. W. B. E. A. Z. P. A. P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. G. A.
5. q. A. © P. E. g. k. , P. E. q. A. d. E. D. °. A. & n. J. i. C. g. i. , P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. G. A.
6. q. A. J. J. i. A. ®. A. S. a. t. i. J. A. J. d. E. D. °. d. A. E. A. v. g. A. A. A. Z. A. E. A. , P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. G. A.
7. q. A. A. g. A. d. E. A. A. E. M. i. Y. W. B. E. A. Z. P. A. a. M. U. Y. A. g. A. A. U. A. a. E. , E. G. A. « ± A. « Z. A. i. A. i. A.
8. News reporting and Editing K M Shrivastav
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

<b>Total</b>	<b>20 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**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: 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

**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	

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

**Course Title: - News Processing and Editing**

**Course Code: A4JMC1T1**

Type of Course	Theory / Practical	Credits	Instruction hours 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	<b>News Paper organization:</b> structure of a newspaper. Structure of news desk, functions of news room- editorial department set-up newspaper jargons.	15 hrs
Unit II	<b>Editing:</b> Meaning – purpose – Process - need for editing - principles of editing – Translation– Meaning nature and techniques. Qualifications, Responsibilities and Functions of a chiefEditor, News editor, Chief sub- editor and Sub- editor.	15 hrs
Unit III	<b>Editorial:</b> Editorial page and its importance. Editorial : types of editorials, letters to theeditor. Headline writing – Meaning – Kinds – Functions and Techniques	15 hrs
Unit IV	<b>News Paper design:</b> News Paper design and layout – Front and inside pages – Computer page make-up – Principles and techniques of page maker – Picture editing and captionwriting.	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
- J. A. « P. A. Vi. »** a. b. u. y. m. b. e. a. z. p. a. p. e. a. o. i. p. a. a. i. a. z. p. a. c. p. a. q. k. a. "AUMMEGA".
- C. g. t. p. r. a. g. a. c. s. a. »** a. c. y. d. u. e. u. p. a. a. v. u. p. p. e. a. o. i. p. a. a. i. a. z. p. a. c. p. a. q. k. a. "AUMMEGA".
- g. n. e. a. x. a. z. a. c. a. p. i. t. »** a. a. i. e. a. u. p. p. e. a. o. i. p. a. a. i. a. z. p. a. c. p. a. q. k. a. "AUMMEGA".
- J. A. « P. A. Vi. »** a. b. u. y. m. b. e. a. z. p. a. p. e. a. o. i. p. a. a. i. a. z. p. a. c. p. a. q. k. a. "AUMMEGA".
- P. e. e. e. a. i. »** y. m. b. e. a. z. p. a. y. j. z. a. i. a. y. b. a. g. a. u. a. a. e. e. g. a. «. «. » a. e. e. g. a.
- 2. a. i. e. a. z. a. e. i. 2. »** y. m. b. e. a. z. p. a. a. b. u. a. i. a. u. d. z. p. o. » k. » a. o. i. y. b. a. e. i. o. s. y. i.
- f. j. e. i. g. a. u. e. x. g. a. i. »** y. m. b. e. a. z. p. a. - p. a. a. i. z. a. e. a. y. b. a. e. i. "AUMMEGA".

13. Hand book of reporting and editing
14. Hand book of Journalism
15. Professional Journalism
16. Journalism

Ravindran  
M.V. Kamat  
M.V. Kamat  
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>	

**B.Sc. 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 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	

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

**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	<b>Silent features of Indian constitution:</b> 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	<b>Defamation:</b> Defamation, sedition, obscenity, censorship, the contempt of court act.	15 hrs
Unit III	<b>Acts:</b> 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	<b>Press council of India:</b> 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**

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 Venkateshwaran; 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. J.E. C. D. A. O. E. I. Z. A. A. Y. B. A. P. A. E. E. A. P. E. A. O. I. P. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. g. A.
11. Y. B. A. Z. P. A. - f. J. E. I. g. A. U. E. A. x. g. A. i. P. A. A. Z. A. E. A. Y. B. A. E. A. A. U. M. E. g. A.



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 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

**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	<b>Evolution of radio in India</b> : 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	<b>Evolution and Development of T.V. in India:</b> 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	<b>Radio and T.V. program pattern:</b> 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. 1. AIAA. "100, gArAIEA" KEPA, A»vA YBA+EA° ASvi
6. © JEt UAga° MEwÖ, gArAIEA mE «dEt "ApA, A°PEA PEAOI PA°AAZPÄ CPÄqkÄ "AUMEGÄ
7. ©.Pfgk, "AEA° SgP UMA, ZEvBP ME°PÄAEI, "AUMEGÄ
8. Broadcasting in India P C Chatarji
9. Radio and TV Journalism K M Shrivastava
10. YBA+EA°PÄ, - f.JEt. gAUEA×gA°i, PA°AAZPÄ YBA+EA° AUMEGÄ



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 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 10 Marks		Total 40 Marks	

**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**

**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	<b>Evolution of Photography-</b> 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	<b>Understanding the Camera</b> - 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	<b>Lighting</b> - Types and Importance of light and lighting equipment, camera accessories, Picture appreciation. Sources of News Photographs , caption writing. Film Appreciation.	15 hrs
Unit IV	<b>Branches of Photography</b> - 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- Master 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)**

**Course Title:** PHOTO JOURNALISM 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
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** Students are able to identify, analyze and evaluate the aesthetic qualities of Photography.
- CO-2** Understand the industrial and commercial applications of photographic techniques.
- CO-3** Understand the functional knowledge of photographic history.
- CO-4** Critically review a film
- CO-5** Students are able to recognize the varieties and potentialities of different forms of film media,e.g.,narrative, documentary, experimental, commercial, etc.
- CO-6** Students are able to demonstrate familiarity with media production equipment and technologies, includingfilm/digital processes, editing and post-production software and workflow.

**List of the Practical's, each will have 4rs / Week (Minimum 12 Experiments)**

1. Film Review - 02
2. Caption writing – 05
3. Interview - 02
4. Candid Photography - 05
5. Types of Camera (Draw and explain any two types)
6. Nature Photography - 05
7. Caption writing - 05
8. Types of Camera
9. Photo Essay -02
10. Photo Futures - 02
11. Media Visit Report
12. Practicing Photography

**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. Collect any three types of Photography –(Each 02)	03 Marks	3.Viva Voce:	10 Marks
Total	10 Marks	Total	40 Marks

### 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:** 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 productionwith identify deployment strategies for various types of digital media formats.
- CO-2** The student will describe the design methodology from concept to production withsimple animations and other influencing digital formats.
- CO-3** The student will explore a variety of programs used to create digital media along withteam 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	<b>Introduction to the Digital Media:</b> 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	<b>Digital Media Platform:</b> 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	<b>Internet -</b> Internet and its usefulness, Blog Journalism, App based Journalism, e-papers, Online streaming, Digital Media- meaning and functions.	15 hrs
Unit IV	<b>Videography:</b> 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
- Digital Media and Society: An Introduction - Adrian Athique
- An Introduction to Digital Media - Tony Feldman
- A History of Digital Media: An Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaudo

7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis
8. ~~Internet Journalism in India~~ ~~Gupta and Jasra~~
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 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. Creating a YouTube Channel 03 Marks	2. Journal : 05 Marks
Total 10 Marks	3. Viva Voce: 10 Marks
	MarksTotal 40 Marks

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 about 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 broadcastjournalism and also in related areas.

Unit	Title: FUNDAMENTALS OF JOURNALISM	45 hrs/ sem
Unit I	<b>Journalism:</b> Meaning, Definition, Nature and Scope. Function of Journalism, Kinds of Journalism. History- Growth & Development of Journalism in India, Pioneers- JamesAugusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, M.K.Gandhi	15 hrs
Unit II	<b>Kannada Journalism :</b> Growth and Development of Kannada Journalism, Pioneers-,Venkatkrishnaih, D.V.Gundappa, Mohare Hanumantharaya, T.T. Sharma & Patil Puttappa- Leading Kannada Papers	15 hrs
Unit III	<b>News:</b> Definition of news, news structure and inverted pyramid, News writing skills,chronological,News source, 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 |

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.	

**Course Code:** A6JMC6T1

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:

**CO6:** Encourage to develop the necessary writing skills.

<b>Syllabus- EC-1: Title- Writing Skills for Media (EC)</b>	Total Hrs: 45
Unit-I:Writing for print Media	15 hrs
Chapter 1: Print Media- News writing methods, Editorial, letter to the editor, travel article writing.	
<b>Unit-II Writing for T.V, and Radio -</b>	15 hrs
<b>Writing for T.V</b> - News writing methods, scripts writing Documentary scripting <b>Writing for Radio</b> – News writing, Radio programme scripts writing techniques.News writingmethods, scripts writing Documentary scripting	
<b>Unit-III Writing for Film and New Media.</b>	15 hrs
Chapter 5: Film- Review, Techniques of film script writing. Chapter 6: New Media: Social Media writings- Blog, Content, Face book, Twitter, Instagram, YouTube.	

Books recommended.

- 1) PC Chattarje \_ ;Broadcasting in India.
- 2) EE Wills; Writing Television and Radio programme
- 3) Paul G Smeyak \_ Broadcast News Writing.
- 4) <sup>1</sup>.AIAA...UQI, gÄRAiEÄ -EÄPÄ Ä»vÄ ¥DÄ+EÄ°ASÄi
- 5) © JÄi UÄgÄ<sup>a</sup>Äwö, gÄRAiEÄ mÄ «dÄi...ÄPÄ Ä<sup>a</sup>PÄÄ PÄÄi PÄ<sup>a</sup>ÄÄPÄ CPÄqkÄ...ÄUÄEgÄ.
- 6) ©.PÄgÄ...ÄÄÄ° SgPÄUÄÄ, ZÄvÄPÄÄPÄÄÄi...ÄUÄEgÄ
- 7) Paul Sureya \_ Broadcast News Writing: Radio ,The fifth Estate.
- 8) <sup>a</sup>ÄÄPÄ vÄvÄEÄÄ<sup>1</sup>ÄSÄw ¥ÄEÄÄPÄ «.

### List of the Experiments for 52 hrs / Semesters

1. News Writing– (2 stories)
2. Writing for Social Media –5 assignments
3. Letters to the Editor (2 letters)
4. Radio news Script Writing or T.V. News Script Writing.
5. All students of the course shall create a Blog.
6. Preparing script for a radio Talk of 3 mints - 2
7. Picture caption writing – 5
8. Blog Writing

**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
<b>Formative Assessment as per guidelines.</b>	

### 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 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 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	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. programme(DSC / EC) : 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 1-05 carries 2 marks each. : 10 marks

### Part-B

2. Question number 06- 15 carries 05Marks each. Answer any 08 questions : 40 marks

### Part-C

3. Question number 16-19 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**

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