DEPARTMENT OF JOURNALISM

Syllabus of

Bachelor's Degree in

BA – JOURNALISM

CHOICE BASED CREDIT SYSTEM

SEMESTER SCHEME

UNDER NEW EDUCATION POLICY 2020

2021-22 ONWARDS

(EFFECTIVE FROM ACADEMIC YEAR 2023-24)

BOS meeting held on 03-02-2024
Academic Council meeting, held on 23-03-2024

BA IN JOURNALISM

Syllabus Four-Years Undergraduate Programme in Journalism to be introduced under NEP

Given the growing demand for creative and competent talent in the fast-growing media industry, the U.G Department of Journalism has initiated a four-year programmein "Journalism". The course is designed to train students equally in academics as well as practical aspects of working for the media and groom the students to be professionals and fit to survive in the current market scenario.

Programme Objectives:

- Four-year Course in Journalism would aim to familiarize students with all aspects of the field of Journalism. They become more proficient in both theory and practical skills of the media in general.
- The programme would prepare the students 'ready-to-be recruited by media, advertising & corporate houses. The content of the programme is designed to be dynamic and incorporate changes to meet requirements of the industry.

Programme Outcomes:

- The programme aims to churn out responsible media professionals who would contribute positively to the society.
- The programme aims to facilitate better career opportunities for all those students of this course and get them ready to tackle challenges in the professional setup.
- The programme aims to strike a balance between the dynamic working environment and professional ethics in the field of Journalism.

Need for Curriculum Development:

NEP 2020 initiative is intended to formulate a curriculum to bring about uniformity among the students studying in different Universities/Institutes. The need for the curriculum development in Journalism emerges due to the following reasons:

Changing Media Scenario: The curriculum has been designed keeping with the industry requirements and includes subjects such as Multimedia, Photojournalism, Short Film Making, Creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising and Corporate Communications, among several others. The rapid growth in media industry demands highly skilled human resource.

Credit transfer: Credit transfer is approved by the UGC and the Government that allows the students to transfer course from their existing university to a new UGC approved university. The same number of credits in all the Universities in Karnataka is the first step towards the credit transfer from University to University.

Skill Enhancement: The new curriculum focuses more on hands on training, internship and thereby enhancing the skills of the students. It not only aims at producing responsible communication professionals but also citizens with a humane approach in day-to-day life. The papers like Writing for Media, Photojournalism, Computer Applications for Media etc., further helps in skill development of students.

Pedagogy:

The goal of Journalism pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

Importance to Theory and Practical's and its application: The Journalism curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media men.

Utilisation of ICT: The global media industry is in anticipation of ICT trained communication experts. To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.

Research-based and research-led teaching: The Research Projects are introduced in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Journalism research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development issues and so on in accordance to the relevance of the profession. The students will be required to do research project on a topic of their choice under the supervision of a research guide.

Brain Storming Approach: Students will be involved in groups and individual discussions. This will help the students to develop and involve in the process of critical thinking and analysing. It further helps them in decision making and crisis management and also boosts self-confidence.

Exit Options and Credit Requirements:

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Journalism is awarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree/ Honors
Successful completion of First year (two semesters) of the Four years multidisciplinary undergraduate Degree programme.	Certificate in Journalism
Successful completion of Second year(four semesters)of the four years multidisciplinary undergraduate Degree programme	Diploma in Journalism
Successful completion of Three year (six semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree in Journalism
Successful completion of Four year (eight semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree with Honors in Journalism
Successful completion of Five year (Ten semesters) of the Four years multidisciplinary degree programme	Master of Arts Degree with Honors in Journalism& Mass Communication

A student will be allowed to enter/re-enter only after the odd semester and they can only exit after even semester. Re-entry at various as lateral academic programmes based on the above mentioned earned proficiency test records. The validity of the earned credit will be for a maximum period year or as specified by the academic bank of credits (ABC).

Acronyms Expanded	
AECC	Ability Enhancement Compulsory Course
DSCC	Discipline Specific Core Course
SEC/SB/VB	Skill Enhancement Course- Skill Based/Value Based
OEC	Open Elective Course
DSE	Discipline Specific Elective

Continuous Internal Evaluation and Semester End Examination:

Total marks for each course shall be based on continuous assessments and term end examinations. As per the decision of the Karnataka State Higher Education Council, it is necessary to have uniform pattern of Class Internal Assessment and Semester End examinations respectively, among all the Universities, their affiliated and autonomous colleges. The state level committee deliberated on the same and suggested the following pattern for the CIE Marks. The BOS has also approved to follow the same pattern.

JOURNALISM COURSE PATTERN AND SCHEME
(NEP Based Model Curriculum)

Core/ Elective	Paper Code	Title of the Paper	Instruction Hours	Duration of the Examination (Hrs)	Max Marks			Credits
					Exam	IA	Total	
I Semester Journalism								
DSCC1	JMCT 101	Introduction to Journalism	4	2	60	40	100	4
	JMCP 101	Practical – Journalistic Writing Skills	4	2	25	25	50	2
DSE (OE)1	JMOE 101	Writing for Media	3	2	60	40	100	3
Total Number of Credits in I Semester: 09								
II Semester Journalism								
DSCC 2	JMCT 151	Computer Applications for Media	4	2	60	40	100	4
	JMCP 151	Practical – Basic Multi Media Skills	4	2	25	25	50	2
DSE (OE) 2	JMOE 151	Photo Journalism	3	2	60	40	100	3
Total Number of Credits in II Semester: 09								
III Semester Journalism								
DSCC 3	JMCT 201	News Reporting and Analysis	4		60	40	100	4
	JMCP 201	Practical - News Reporting and Analysis	4		25	25	50	2
DSE (OE) 3	JMOE 201	Feature Writing & Freelancing	3		60	40	100	3
Total Number of Credits in III Semester: 09								
IV Semester Journalism								
DSCC 4	JMCT 251	News Processing and Editing	4		60	40	100	4
	JMCP	Practical-News	4		25	25	50	2

	251	Processing and Editing						
DSE (OE) 4	JMOE 251	Translation for Media	3		60	40	100	3
						Total Number of Credits in IV Semester: 09		

V Semester Journalism

DCC 5	JMCT 301	Introduction to Communication	4	2	40	60	100	4
	JMCP 301	Introduction to Communication - Practical	4	4	25	25	50	2
	JMCT 302	Fundamentals of Radio and TV	4	2	40	60	100	4
	JMCP 302	Fundamentals of Radio and TV - Practical	4	4	25	25	50	2
						Total Number of Credits in V Semester: 12		

VI Semester Journalism

DCC 6	JMCT 351	Introduction to Digital Media	4	2	40	60	100	4
	JMCP 351	Introduction to Digital Media - Practical	4	4	25	25	50	2
	JMCT 352	Advertising and Corporate Communication	4	2	40	60	100	4
	JMCP 352	Advertising & Corporate Communication - Practical	4	4	25	25	50	2
						Total Number of Credits in VI Semester: 12		

PATTERN OF PRACTICAL EVALUATION

Section – A	Record Book/Lab Journal/Project Report	15
Section – B	Internal Assessment/Presentations/Classroom Participation, Quiz, etc.	10
Section – C	End Term Examination- Viva-Voce	25
Total		**50 Marks**

Internal Assessment

		Theory	Practical's
Component 1	.CIA	10	--
Component 2	CIA 2	10	--
Component 3	Seminar/Presentation/Activity	10	10
Component 4	Case Study/Assignment/Field Work/Project Work, etc	10	15
Total		**40 Marks**	**25 Marks**

I Semester

DSCC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	JMCT 101-Introduction to Journalism		
Programme Title	BA in Journalism		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks– 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course Objectives:

- To introduce the concept of media and mass communication in general and journalism in particular

- To expose students to the fundamentals of journalism, evolutionary process, basic concepts, practices and recent trends

- To familiarize students with different facets of journalism

- To facilitate inquisitive and analytical outlook towards mass media

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Understand and appreciate various dimensions of mass communication

CO-2: Develop an understanding of the fundamental concepts in journalism

CO-3: Analyze the scope/various dimensions in journalism

CO-4: Analyze and review different newspapers

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative Learning, Experimental Learning, Flipped Classroom.

Unit –I   **13 Hours**

Communication – Nature and types of communication, Journalism - Meaning, Definition, Nature and Scope, Qualifications and Functions of Journalists, Role of Press in Democracy, Types of Mass Media – Folk, Print, Electronic and New Media. Career Opportunities in Journalism.

Unit –II   **13 Hours**

Brief History of Indian Journalism: Evolution and Growth of Journalism in India and Karnataka, Types of Newspapers – Dailies, Periodicals, Tabloids, Content Patterns of Newspapers, Community Journalism, Citizen Journalism.

Unit –III   **13 Hours**

Normative Theories of Press – Authoritarian, Libertarian, Social Responsibility, Soviet Media Theory, Gandhi as a Journalist, News Agencies, MOJO.

Unit –IV   **13 Hours**

Photo Journalism: Caption Writing, Photo Feature, Photo Composition Rules, Professional Code of Ethics in Journalism.

- **Self-Study Component:** Brief History of Print Media, Gandhi as a Journalist, News Agencies.

Exercise/Assignments:

1. First speech – News reading and analysis – current affairs.
2. Writing two reports based on success stories.
3. Prepare questions for a specific interview.
4. Translation of ten news reports.
5. Speech report coverage – five events.
6. Re-writing news stories.
7. One radio content for community radio.

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Practical Syllabus
JMCP 101 - Journalistic Writing Skills

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Total Hours: 40   **Hours/Week: 4**

Max Marks: 50   **Credits: 2**

1. Five Letters to the Editor through mail

2. Reporting of any three-college level activity

3. Two reports based on field visit with reference to agriculture and success story

4. Translation of five Letters to the Editor published in English dailies (Either from Kannada to English or English to Kannada)

5. Translation of newspaper reports

6. Photography and cartoon

7. Preparing the reporting words

8. Review of content of any leading newspapers

9. Daily write up (one page in any language)

Reference Books:

1. Theory and Practice of Journalism - B N Ahuja

2. Professional Journalism - M V Kamath

3. Mass Communication & Journalism in India - Keval J Kumar

4. Adhunika Bharathiya Parthrikodhyma - Shree L Bhandarkar

5. Professional Journalist John Hohenberg

6. Mass Communication & Journalism in India - Mehta

7. Eradu Dadagala Nadhuve – Niranjana Vanalli

8. Pathrikodyama - Ranganath Rao

9. History of Indian Journalism - S Natarajan

10. Indian Journalism - Nadig Krishnamurthy

11. Journalism in India- R.Parthasarathy

12. New History of Indian Journalism - G N S Raghavan

13. History of Press, Press Laws & Communication- B N Ahuja

14. Karnataka PathrikaIthihasa Vol. 1,2,3 - Karnataka Pathrika Academy

15. Indian Journalism - K M Srivastava

JMOE 101: WRITING FOR MEDIA

Course Title and Code	JMOE 101-Writing for Media		
Programme Title	BA in Journalism		
Credits	03	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks – 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

1. To make them familiar with writing for media and develop interest in writing
2. Introduce the students to cultivating of sources
3. Equip the students with new trends in media writing

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Learning various writing techniques for different media

CO-2: Creating content for various social media platforms

CO-3: Students become industry-ready

Unit-I   **10 Hours**

Print Media: Media Literacy, Forms of Journalistic Writing -Structure of News Reporting, Column, Articles, Features, Editorials, Letter to Editor.

Practical Exercises:

1. Letters to Editor -02
2. Writing Headlines -05
3. Picture Captions Writing

Unit – II   **10 Hours**

Radio: Introduction to Writing for Radio; Principles and Elements of Scripting: Radio Programme Patterns.

Practical Exercises:

1. Preparing Scripts for a Radio Talk of 05 Minutes -02
2. Reading Scripts for a Radio Jingle of 02 Minutes -02
3. Podcast -02

Unit – III   **10 Hours**

Television: Basics Principles and Techniques of TV Writing; News Channels, Difference between TV News format and Print News format.

Practical Exercise:

1. Television News Script – 02 Minutes

Unit – IV   **10 Hours**

New Media: Introduction to Writing for Online Media; Writing Techniques for New Media. Content Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram).

Practical Exercises:

1. Create your own E-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
2. Blog/Vlog
3. Multimedia Content

Reference Books:

1. Berger, Arther Asa (2009) Scripts: *Writing for Radio and TV,* SAGE Publications.
2. Craig Richard (2004). *Online Journalism Report Writing and Editing for New Media,* Belmont Thomson, Wadsworth Publishing Company, USA.
3. Ellen Sandler. *The TV writer's Work Book – A creative Approach to TV scripts,* Delta Publications (2007 Edition).
4. Gupta and Jasra AS (2007). *Information Technology on Journalism*, Kanishka Publishers, New Delhi.
5. Lyndra Felder (2011). *Writing for the Web Creating, Compelling Web Content Using Words, Pictures and Sound,* New Riders, Denmark.
6. Ravindra R.K (1999). *Handbook of Reporting and Editing,* Anmol Publications, New Delhi.
7. Roy Barun (2004). *Beginners Guide to Journalism, Pusthak Mahal, Delhi.*
8. Shrivastava KM (2015). *News Reporting and Editing,* Sterling Publishers, New Delhi.

II Semester

JMCT 151: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	JMCT 151 - Computer Applications for Media		
Programme Title	BA in Journalism		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks– 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course Objectives:

- To introduce students to the basics of computer
- To familiarize the students to the applications of computers in print and electronic journalism
- To facilitate the students to learn the practical applications of computers at different levels in media
- To expose the students to the world of internet and its extensive use for interactivity
- To familiarize the students with web-based broadcasting

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Understand the basic concepts of computer

CO-2: Develop an understanding of the applications of computers in print and electronic

Journalism

CO-3: Get acquainted with internet applications

CO-4: Apply information technology skills in print and broadcast projects

CO-5: Demonstrate web-based broadcasting skills

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative Learning, Experimental Learning, Flipped Classroom

Unit – I   **13 Hours**

Computer: Understanding Computer, Types of Computers – Desktop, Laptop, Tablets, Super Computer. Parts of Computer.

Unit – II   **13 Hours**

Internet: Development of Internet, Types of Networks - LAN, MAN, WAN, Convergence of Technologies.

Unit - III   **12 Hours**

MS Office – Word, PowerPoint, Excel, Creating Charts, Graphs and Tables, Use of Computers in Reporting, Editing, Pagination and Printing - DTP, Adobe In Design, Nudi.

Unit – IV   **12 Hours**

Types of New Media: Websites, Portals, Blogs, Vlogs, E-mail, Social Media Networks, Podcasts, Concepts of IPTV and Satellites Based Broadcast.

- **Self-Study Component:** Convergence of Technologies, Satellites Based Broadcast, DTP, Adobe In Design, Nudi.

Project for Internal Assessment:

1. Identification of Blogs and Vlogs of area of your interest.
2. Preparation of lab journals of minimum two pages.

JMCP 151 - BASIC MULTIMEDIA SKILLS

Total Hours :40   **Hours/Week: 4**

Max Marks: 50   **Credits: 2**

1. Creating Power Points Presentation using Multimedia tools
2. Designing an e-paper page using In Design
3. Identification of blog with a content of your choice
4. Creating Multimedia Content – News Stories and Feature stories
5. Podcast

Reference Books

1. Sunder, R, 2000. *Computers Today* Ed.2, John Wiley
2. Benedict, M, *Cyberspace: First steps,* ed. Cambridge, MA. MIT Press
3. Chapman and Chapman, *Digital Multimedia*, Wiley Publication.
4. James C. Foust, *Online Journalism: Principles and Practices of News for the Web.3* Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, *Hamlet on the Holodeck: The Future of Narrative in Cyberspace in New York:* Free Press, 1997.
6. Macintosh, *Advanced Adobe Photoshop*, Adobe Publishers.
7. Satyanarayana, R., *Information Technology and its Facets*, Delhi, Manak 2005.
8. Smith, Gene, *Tagging: People Powered Meta data for the Social Web, Indianpolis, Indiana:* New Riders Press, 2008.

JMOE 151: PHOTO JOURNALISM

Course Title and Code	JMOE 151- Photo Journalism		
Programme Title	BA in Journalism		
Credits	03	Semester	II
Course Type	Core	Academic Year	2021-22

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Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks– 100 = 60 T + 40 IA

Total Marks = 100

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Course Objectives:

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Students will get hands on experience on visual communication

CO-2: Students will learn the significance of pictures in various media

CO-3: Students will upgrade their knowledge on various photos- editing software

Unit-I   **10 Hours**

Concept of Photography: Evolution of Photography; Different Types of Cameras- Manual, Digital Phone Cameras; Types of Photography; Latest trends in Photography.

Unit – II   **10 Hours**

Concept of Photo Journalism: Nature and Scope of Photo Journalism; Qualifications, Role and Responsibilities of Photo Journalists; Sources of News for Photojournalists.

Unit –III   **10 Hours**

Techniques of Photo Editing: Caption Writing; Photo Editing Software.

Unit – IV   **10 Hours**

Mobile Journalism: Using Smart Phones for Taking Effective Pictures and Shooting Videos; Editing Photos and Videos Taken on Smart Phones; Uploading News Photos / Videos on Digital Platforms.

Practical

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Caption Writing – practical (10 captions)

Books for Reference:

1. Ang, T. (2013). *Digital Photography Master class.* Dorling Kindersley Ltd.
2. Beaumont Newhall (1982). *The History of photography*, The Museum of Modern Art, New York
3. Brenda Tharp (2010). *Creative Nature and Outdoor Photography*, Amphok Books, New York.
4. Erickson B and Romano. F (1999). *Professional Digital Photography*, Hall International, London.
5. Feinberg, M. (1970). *Techniques of Photojournalism*: Available Light and the 35mm camera (vol.15). Wiley.
6. Jonai Wabwire (2014). *Photo Journalism Distinguished From Other Branches Of Photography*, Lam Lambert Academic Publishing Germany.
7. Kenneth Kobre (2008). *Photo Journalism*. The professional Approach, Focal Press, Massachu setts.
8. Rothstein A(1980). *Photo Journalism*. The History of Photography, The museum of Modern Art, New York.

III Semester
JMCT 201: News Reporting and Analysis

Program Title	BA (Journalism and Mass Communication)		Semester	Third Semester
Course Code	JMCT 201		Type of Course	Discipline core
Course Name	News Reporting and Analysis		Contact hours	4 hours/week Theory
				4 hours/week Practical
Course Credits	06{Theory: 4credits and Practical: 2credits}		Academic Year	2021-22Batch
CIE Marks	40	Sem Exam Marks 60	Practical Marks	50

Course Objectives

- To understand the role of the newspaper reporter and his duties
- To know how the newspaper newsroom operates.
- Helps to understand the sources of information available for newsgathering.
- To know news values and to develop proficiency in writing basic hard news leads using correct attribution.

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Organize and articulate new stories understanding the concepts, structure, and types of news.

CO-2: Evaluate and analyze the importance of sources and types of information that provide the basis for news stories.

CO-3: Formulate skills for news selection, processing, prioritizing and finally, designing the end-product, identify the basic ethical issues confronting editors and can practice fair play.

Course Content:

Unit–1   **13 Hours**

News: Definitions, nature, concepts, elements, and values, inverted pyramid; Leads and types of leads in news story.

Unit-II	13 Hours

Reporting and Reporters: Organization of reporting section, principles of reporting; **Reporter**: Qualities and responsibilities of a Reporter.

Unit-III	13 Hours

News Sources: Speeches, Press Conferences, Press Note, Demonstrations, Rallies and agitations Public and Private Sources **Interviewing**: Principles, importance, techniques and types of news interviews.

Unit- IV	13 Hours

Types and Trends in Reporting: Political, Parliament, Sports, Crime, Court, Education, Film, Cultural Events, Business, Environment, Metro, Rural and Agriculture .**Reporting Sections**: Development, Investigation. **Trends**- Viral news fact checking.

Practical Paper for JMCP 201 –
News Reporting and Analysis (Two Credits – 50 Marks)

1. **Event reporting** – Students have to identify 2 major events and provide a detailed news report on it.

2. **Press conference** – Have to attend the press conferences of a day, and prepare a report based on it.

3. **Press Notes** – Get the 05 Press Notes from your local news media and prepare the news item.

4. **Interview news story** – Conduct at least two in – person interviews to write a news story on a timely topic in consultation with your professor from primary sources (400- 500 words).

5. **Write the following news items already published in the different newspapers.**

Press notes - 1, Speech Reporting - 1, Protest - 1, accidents - 1, Obituary - 1, disaster - 1, Communal riots - 1, Political reporting - 1, election - 1, legislature - 1, judiciary - 1, weather - 1, seminars/workshops - 1, science & technology - 1, environmental issues - 1, Suicide - 1, Women Issues - 1, Health - 1, Agriculture - 1, investigative - 1, defense - 1, human rights - 1, tourism - 1, education - 1, cultural events - 1, Govt. news - 1.

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester in the form of Project Report.

	Reference Textbooks
1	**Bill Kovach and Tom Rosenstiel,** (2001) The Elements of Journalism, Three Rivers Press.
2	**Brooks, B. S., Pinson, J. L., & Wilson, J. G.** (2013). "Writing as a Journalist," chapter11 in working with words: A handbook for media writers and editors. Boston; New York: Bedford/St. Martin's.
3	**Deborah Potter,** (2006) Handbook of Independent Journalism, Bureau of International-Information Programs, U.S. Department of State.
4	**Brooks, B.S., Kennedy, G.,Moen, D.R., & Ranly, D**.(2014) The inverted pyramid. In News reporting and writing (11th edition). Boston; New York: Bedford / St. Martin's.
5	**Lorenz, Alfred L, and John Vivian**. (1995) News: Reporting and Writing Pearson Education POD.
6	**Izard, Ralph S.** (1994) Fundamentals of News Reporting, 6th edition. Dubuque, Iowa:Kendall/Hunt.
7	**Melvin Mencher.** (2010) News Reporting and Writing, 12th Ed McGraw-Hill, NewYork.
8	**The Missouri Group.** (2014) News Reporting and Writing, 11th edition, Bedford-St. Martin.
9	**Steward, Charles J., and William B.Cash, Jr.** (2003) Interviewing: Principles and Practices; Boston: McGraw-Hill.
10	**Tompkins, A.** (2012). The art of the interview. In Aim for the heart: Write, shoot, report and produce for TV and multimedia (pp. 77-96). Washington, D.C.: CQ Press.
11	**Kumar, J Keval. (2003).** Mass Communication in India. Delhi: Jaico Publishing House.
12	**Parthasarathy, Rangaswami**. (2001). Journalism in India (4th Ed). New Delhi: Sterling Publishers.

JMOE 201: Feature Writing and Freelancing

Program Title	**BA (Journalism and Mass Communication)**	Semester	**Third Semester**
Course Code	**JMOE 201**	Type of Course	**Core Elective**
Course Name	**Feature Writing and Freelancing**	Contact hours	**3 hours Theory**
Course Credits	**03**	Academic Year	**2021-22Batch**

Course Objectives

To understand the characteristics of feature stories

To understand how to tailor ideas to audience

To use a variety of research techniques while gathering information

To publish stories in newspapers, magazines or web

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Organize and articulate competent feature stories understanding the concepts, structure, and types of features.

CO-2: Write different types of feature stories and get published.

CO-3: The students should turn into serious freelancers understanding ups and downs in the freelancing.

Course Content:

Unit–1   **10 Hours**

Features: Definition and characteristics, process and techniques of feature writing, structure of a feature, difference between news and features. Types of feature stories: N e w s features, personality, human interest and travel.

Unit-II   **10 Hours**

Freelancing – Meaning, concept, qualities of a freelancer, trends in freelancing. Legal and ethical aspects of freelancing.

Unit-III   **10 Hours**

Scope for freelancing- print and electronic media, freelancing for new media, tools and resources for freelance writers, freelancing as a profession in India and elsewhere. Career in feature writing.

Practical Exercises for JMOE 201 – Feature Writing and Freelancing

1. Write different types of features at least two each.
2. Write different headlines for 5 features.
3. Re-write any 2 published features.

Reference books	
1	Alexander, L. (1982) Beyond the Facts: A Guide to the Art of Feature Writing (2nd ed.). Houston, Texas: Gulf Publishing Company.
2	Boynton, R.S. (2005) The New Journalism: Conversations on Craft With America's Best Nonfiction Writers. New York: Vintage Books.
3	Blundell, W.E. (1988) The Art and Craft of Feature Writing. New York: Plume.
4	Garrison,B. (2004) Professional Feature Writing (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc.
5	Harrington, H.F. (1912) Essentials in Journalism. A Manualin Newspaper Making for College Classes. Boston: Ginn and Company. Retrieved from http://openlibrary.org/details/essentialsinjour00harrrich
6	Harrington, H.F. (1925) Chatson Feature Writing. New York and London: Harper & Brothers.
7	Harrington, W. (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life. Thousand Oaks: Sage.
8	Pape, S., & Feather stone, S. (2006) Feature Writing a Practical Introduction. London: Sage Publications.
9	Stephen John Tanner, Molly Kasinger, Nick Richardson (2009) Feature Writing: Telling the Story. Oxford University Press.
10	Williamson, D.R. (1977) Feature Writing for Newspapers (2nd ed.). New York: Hastings House

JMCT 251: News Processing and Editing

Program Title	BA (Journalism and Mass Communication)			Semester	Fourth Semester
Course Code	JMCT 251			Type of Course	Discipline core
Course Name	News Processing and Editing			Contact hours	4 hours/week Theory
					4 hours/week Practical
Course Credits	06 {Theory: 4credits and Practical: 2 credits}			Academic Year	2021-22Batch
CIE Marks	40	Sem Exam Marks	60	Practical Marks	50

Course Objectives

- To understand the art of editing
- To help the students to acquire skills to make news attractive and readable
- To enable students to make page with unique patterns
- To understand the structure of newsroom culture and responsibilities

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Understand the role of editors. Edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste.

CO-2: Be able to write clear and accurate headlines, decks, and captions.

CO-3: Be able to design basic news pages.

CO-4: Understand the basic ethical issues confronting editors.

Course Content:

Unit–1 **13 Hours**

Introduction: Editing-definitions, importance, principles, functions, and techniques of editing. Editing in the age of convergence, Style sheet.

Unit-II **13 Hours**

Newsroom Setup: Setup and Functions of a newsroom. Editor, role of editor, news editor, sub-editor. Structure Sections in News Desk- Moffusil, City, State, National/Editorial, Sports, Magazine/ Supplement.

Unit-III **13 Hours**

Headline and Designing terminologies: Writing headlines, different types of headlines; Mast head, deadline, going to bed, panels, lead, brief, bastardisation, tint, hamper, flyer, dummy, power

	jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, Imprint line, photo caption.
Unit-IV	**13 Hours**
Skills required: Language, Rewriting, Translation, Page Design, Photo Editing.	

Practical Paper for JMCP 251 News Processing and Editing

(Two Credits–50 Marks)

1. Written exercise on similar sounding words with different meanings.
2. Editing copies with spelling mistakes and redundancies.
3. Giving headlines for news stories.
4. Selecting stories for a campus newspaper.
5. Designing a dummy newspaper.
6. Designing special pages.
7. Photo selection and cropping.
8. Writing Captions for photos.
9. Writing editorials.

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester in the form of Project Report.

	Reference books
1	**Bodian, Nat G.**(1984). Copy writer's Handbook. ISI Press,
2	**Brooks, B.S., & Pinson, J. L.** (2015). The art of editing in the age of convergence. Boca Raton, FL: CRC Press.
3	**Brooks, B., George, K., Moen, D. & Ranly, D**. (2010). News reporting and writing. Publisher : Bedford/St.Martin's.
4	**Ellis, B**. (2001) The copy editing and headline handbook. Berkeley: University of California Press.
5	**Emenanjo, N.E.** (2010). Editing and writing. Aba: E-Front Publishers.
6	**Idemili, S.** (2002) News editing. InWilson D.(ed.) Introduction to the print media, Ibadan: Sterling- Horden Publishers
7	**K.M. Srivastava** (2003) News Reporting and Editing; Sterling Publishers Pvt Ltd.
8	**Kovach, B., & Rosenstiel,T.** (2014) The elements of journalism: What news people should

	know and The public should expect. New York, NY: Three Rivers Press.
9	**Michael O. Ukonu**. (2013) News Editing and Design. Grand Heritage Global Communications, Nsukka.
10	**Strunk, William, Jr. and E.B. White**. (1978) Elements of Style, 3rd edition. Macmillan Publishing, Company.

JMOE 251: Translation for Media

Program Title	**BA (Journalism and Mass Communication)**	Semester	**Fourth Semester**
Course Code	**JMOE-251**	Type of Course	**Core Elective**
Course Name	**Translation for Media**	Contact hours	**3 hours Theory**
Course Credits	**03**	Academic Year	**2021-22Batch**

Course Objectives

To focus on differences in language usage in media

To follow current print media and practice translating media texts

To build journalistic terminology

To understand ethics in translation

Course Learning Outcomes:

At the end of the course students will be able to:

CO-1: Translate the given stories keeping in mind the requirements of the client.

CO-2: Understand the difference between translations for different media and practice it.

CO-3: Gain a mastery over the techniques of translation.

Course Content:

Unit–1	10 Hours

Translation: Meaning, definition, nature, scope, and significance of translation, Ethics in translation.

Unit-II	10 Hours

Process and Techniques of Translation: Difference between literary translation and translation for media. Types of Translation: Word to word, literal, summarized, free.

Unit-III	10 Hours

Challenges of Translation Source language, target language, co-ordination, Opportunities in media translations.

Practical Exercises for JMOE-251 Translation for Media

1.	News translations at least 5 exercises
2.	Article translations at least 2 exercises
3.	Giving headlines to translated stories - 3

Reference Books	
1	**Bassnett, S. & Bielsa, E.** (2009) Translation in Global News. London: Routledge.
2	**Bassnett, S.** (2004) Trusting the Reporters: Translation and the News The Linguist.
3	**Cronin, M** (2013) Translation in the Digital Age. Oxton and NewYork: Routledge.
4	**Delabastita, D.** (1989) Translation and Mass Communication: Film and TV Translation as Evidence Of Cultural Dynamics Babel.
5	**DiazCinta, J**. (2007) Audio visual Translation: Subtitling. Manchester: St.Jerome.
6	**Esser,A., Bernal-Merino, M. and Smith, I** (2015) Media across borders: localizing TV, film, and Video games. New York: Routledge.
7	**Friedrich, H.** (1992) On the Art of Translation.
8	**Gadamer, H.G.** (1989) Introduction. InJ. Biguenet and R.Schulte (Eds.), The Craft of Translation. Chicago: U of ChicagoPress
9	**Jain R.** (1995) Machine vision. London: McGraw Hill Books Company Ltd.
10	**R.L. Trask and Bill Mayblin**: Introducing Linguistics: A Graphic Guide

V SEMESTER
DISCIPLINE SPECIFIC COURSE
(DSCCA-9)
FIFTH SEMESTER: INTRODUCTION TO COMMUNICATION – JMCT 301

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
DSCC-9	**Theory**	**04**	**04**	**60hrs.**	**2 Hrs 30 Min**	**40**	**60**	**100**

Course Out comes (COs): After the successful completion of the course, the student will be able to:

CO 1: Demonstrate knowledge and understanding of the major communication theories and key concepts Relevant to the field of communication.

CO 2: Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.

CO 3: Demonstrate understanding of the dynamics of media discourses in the shaping of culture and Social attitudes.

CO 4: Select and apply arguments and positions related to media theory to examine a contemporary issue Or phenomenon in concerning the mass media

CO 5: Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Unit	Title:	60 hrs/ sem
Unit I	**UNIT-I** Definition of Communication- Need for Communication- Process of Communication- Understanding Communication through models- Aristotle's model, Shannon- Weaver model, Harold Lass well model, Wilbur Schramm model- scope and functions of Communication.	15
Unit II	**UNIT-II** Types of Communication- verbal and non-verbal Communications, Essentials of good writing, Techniques of public speaking, Types of non-verbal communication- Parts of nonverbal communication- Sign language- Body language- Touch and Space language, Techniques to improve communication	15

					15
	skills.				
Unit III	**UNIT-III** Levels and Essentials of Communication- Intra-personal communication- Interpersonal communication- Group communication- Mass communication, The process of Mass communication, scope and Functions of Mass Communication –The role of Mass Communication in national development.				15
Unit IV	**UNIT-IV** Introduction to Mass media, Mass media and society, Types of mass media-Print- Electronic, (Radio and Television)-Folk-Web media, Social media and Digital Status of Mass media. Contemporary issues in Mass media				15

References:

Sl No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass Communication.	Keval J Kumar	Jaico	4th	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2nd	2002
3	Communication	C.S.Rayadu	Himalaya Publishing House, Mumbai	9th	2010
4	Mass Communication Theory	Denis Mc Quail	Sage Publication	6th	2010
5	Communication Models for the Study of Mass Communication	Denis Mc Quail & Sven Windahl	Singapore: Longman Publications	2nd	1981
6	Mass Communication Theory	Denis Mc Quail	Sage Publication	6th	2010
7	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1st	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	Mc Graw Hill,	12th	2013

Formative Assessment for Theory	
Assessment Occasion/type	**Marks**
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	**40 Marks**
Formative Assessment as per guidelines.	

Discipline Specific Course (DSCC A-10)
PRACTICAL- INTRODUCTION TO COMMUNICATION- JMCP 301

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
DSCC A -10	**Practical**	02	04	60hrs.	2 Hours	25	2 5	50

Course Out comes (Cos):After the successful completion of the course, the student will be able to:

CO 1: Demonstrate knowledge and understanding of the major communication theories and key concepts Relevant to the field of communication.

CO 2: Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.

CO 3: Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.

CO 4: Select and apply arguments and positions related to media theory to examine a contemporary issue Or phenomenon in concerning the mass media

CO 5: Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption

Activity. No	Title	60 hrs/ sem
1	Characteristics of good writing. The art of writing letters – Minimum of 2 exercises each in letter writing like letters to editor/letter to a friend/letter to parents	
2	Characteristics of good public speech. Practicing public speaking- Minimum of 2 exercises of public speaking	
3	Communication Skill – Practicing Group Discussion- 02 exercises	
4	Interview- Practicing Job Interview (Mock Interview) – 02 exercises	
5	Practicing Editorial writing minimum 02 exercises.	
6	Film Reviews – 02 exercises	

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 carry25 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 record and submit the same on the day of practical examination.

Formative Assessment for Practical	
Assessment	**Distribution of Marks**
Test	10
Record book	15
	25Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	**25Marks**
Formative assessment as per guidelines	

The same shall be used for semester end examination

Discipline Specific Course (DSCC A-11)
Fundamentals of Radio and TV- JMCT 302

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
DSCC A-11	**Theory**	04	04	60hrs.	2hrs	40	60	100

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1: To introduce the concepts, technology and skills behind audio and video production

CO2: To introduce the students TV as a medium

CO3: To highlight the techniques of program production in Radio

CO4: To highlight the techniques of program production in TV

CO5: To discuss the past and present status of these two media

Unit	Title:	60 hrs/ sem.
Unit I	**UNIT-I: Characteristics of Audio-Visual Media:** Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques-Voice modulation, appearance, Facial expression, Body language ,General knowledge	15
Unit II	**UNIT-II: Introduction to Radio:** Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Community radio, Impact and reach of radio, Present status of radio in India, Impact and reach of radio. Program pattern of AIR.	15
Unit III	**UNIT-III: Introduction to Television:** Nature and characteristics of television, Growth of television in India, Organizational structure of television channel, Major TV networks in India. Recent trends in television field.	15
Unit IV	**UNIT–IV: Script writing of Radio &TV:** writing skills for broadcast media. Importance of language and grammar in scripting. Various types of script for radio and TV etc.	15

References:

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1st	2017
2	Audio Production Work text: Concepts, Techniques, and Equipment	David Reese ,Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Press	2nd	2013

Formative Assessment for Theory	
Assessment Occasion/type	**Marks**
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	**40Marks**
Formative Assessment as per guidelines.	

Discipline Specific Course (DSCC A-12)
PRACTICAL: FUNDAMENTALS OF RADIO AND TV- JMCP 302

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
DSCCA-12	Practical	02	02	30 hrs.	2hrs.	10	40	50

Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO1: Write the scripts for radio announcements.

CO2: Write the scripts for radio Jingles.

CO3: Practice news reading for radio.

CO4: Practice news reading for TV.

CO5: Plan programs for radio.

CO6: Plan programs for TV.

Activity No.	Title:	60 Hrs
1	Scripting for Radio announcements and recording-03	
2	Scripting for Radio Jingles- 02	
3	News reading for Radio-2 (2 min)	
4	Writing news for TV and recording -3 (1 min)	
5	Scripting of program for TV-2 (2 min)	
6	Peace to camera (P. TO. C)	

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 carry25 Marks.

➕ Internal Assessment(IA)shall be based on 01written tests, seminars, assignments/any other practical activity and Attendance

- All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	**Distribution of Marks**
Test	10
Record Book	15
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	**25 Marks**
Formative assessment as per guidelines	
The same shall be used for semester end examination	

SEC- 4 (Compulsory Course)

COURSE TITLE: CYBER SECURITY

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- 4	Theory	02	02	30hrs.	02 hrs.	40	60	100

Not Applicable for 2023-24 batches

(DSC) JMC -13

Course Title: Media Laws & Ethics

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/H ours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSC-13	Theory	04	04	60hrs.	2 hours & 30 minutes	40	60	100

JMCE1

Course Title: Web Journalism/Technical Content Writing

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-1-1	Theory	03	03	45hrs.	02 hrs.	40	60	100

JMCV 1

Course Title: Videography   /News reading

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
JMCV 1	Theory	03	03	45hrs.	02 hrs.	40	60	100

VI Semester

Discipline Specific Course (DSCC A-14)

INTRODUCTION TO DIGITAL MEDIA - JMCT 351

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
DSCC-14	Theory	04	04	60hrs.	2hrs.	40	60	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 be able to know about the basics of photography and videography The student Will explore a variety of programs used to create digital media along with team teamwork in digital media production.

CO 3: The student will create a simple multimedia presentation.

Unit	Title: Introduction to Digital Media	60.hrs/ sem
Unit I	**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 in Digital Media.	15
Unit II	**UNIT –II: Digital Media Platform:** Website, Face Book, *WhatsApp,* You Tube, Instagram, LinkedIn, X (Twitter), News Portals, e-Papers, Wikis and Blogs	15
Unit III	**Unit -III: Emerging trends in Digital media:** AI in news rooms, Augmented reality, Virtual Reality and Mixed Reality, Introduction to data driven journalism	15
Unit IV	**Unit -IV: Digital media Literacy**: Creation of digital media content, Concept of Misinformation and disinformation, fact checking tools, Fact checking initiatives in India.	15

References:

DSCCA-14 and 15 -Fundamentals of Digital Media (Theory and Practice)

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 Inter media and Global Perspective - Gabriele Balbi, Paolo Magaudda

7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Formative Assessment for Theory	
Assessment Occasion/type	**Marks**
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	**40Marks**
Formative Assessment as per guidelines.	

Discipline Specific Course (DSCC A15)
Practical: Introduction to Digital Media- JMCP 351

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
DSCC A-15	Practical	02	04	60hrs.	2hrs.	25	25	50

DSCC A- 15 Introduction to Digital Media –Practical

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 be able to know about the basics of photography and videography. CO 3:

The student will explore a variety of programs used to create digital media along with Team work in digital media production.

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

Activity No	Title: Introduction to Digital Media	60hrs/ sem
1	Write blog and post it – 4 assignments	
2	Create Social media post on social cause and post it on your wall– 5 assignments	
3	Create 2-3 min video for You tube channel-3 assignments	
4	Short news writing for TV-05 assignments	
5	Creation of news reels-3 assignments	

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 5 Marks.
- Whereas IA component in Practical course shall carry25 Marks.

- InternalAssessment(IA)shallbebasedon01writtentests,seminars,assignments/anyotherpractical activity and Attendance
- All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	**Distribution of Marks**
Test	10
Practical Record	15
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	**25 Marks**
Formative assessment as per guidelines	
The same shall be used for semester end examination	

Discipline Specific Course (DSCC A-16)
ADVERTISING AND CORPORATE COMMUNICATION- JMCT 352

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
DSCC A-16	**Theory**	04	04	60hrs.	2 hrs	40	60	100

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

CO 1: To introduce students to basic concept of advertising

CO 2: To familiarize the students with the concept of copywriting as selling through writing

CO 3: To learn the process of create in original, strategic, compelling copy for various media

CO 4: To train students to generate, develop and express ideas effectively.

CO 5: Understand the basics of advertising and script writing.

Unit	Title:	60 hrs/ sem
Unit I	**Unit- I: Understanding Advertising:** Definition, nature and scope of advertising, Role of advertising, Evolution of advertisement in India, current trends, Advertising as a Tool of Communication.	15
Unit II	**Unit-II: Basics of Advertising:** Types of Advertisements- Classifieds, Retail, Display, Corporate, Product and Public Service, Ad Agency- Functions, Structure, Advertising copy-elements of ad copy, techniques of developing ad copy	15
Unit III	**Unit-III : Introduction to Corporate Communication:** Definition, nature and scope, and functions of corporate communications, Qualities of a Corporate Communication officer, crisis management, Corporate Social Responsibilities	15
Unit IV	**Unit-IV: Corporate Communication Tools:** Internal and external communication tools, Print–House Journals, Newsletters, and Brochures &Handouts/Flyers. Electronic - Ads& Corporate Films, Digital platform–Social Media, Blogs, Vlogs.	15

References:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.

2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.

3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.

4. Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994

5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Formative Assessment for Theory	
Assessment Occasion/type	**Marks**
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	**40Marks**
Formative Assessment as per guidelines.	

Discipline Specific Course (DSCC A-17)
PRACTICAL: ADVERTISING AND CORPORATE COMMUNICATION - JMCP 352

Type of Course	Theory /Practical	Cre dits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC A-17	**Practical**	02	04	60hrs.	2 hrs.	25	25	50

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

CO 1: To introduce students to basic concept of advertising

CO 2: To familiarize the students with the concept of copywriting as selling through writing

CO 3: To learn the process of creating original, strategic, compelling copy for Various mediums

CO 4: To train students to generate, develop and express ideas effectively.

CO 5: Understand the basics of advertising and script writing.

Activity Title: **60 hrs/ sem**

 No.

1. Prepare Classified Advertisements – 05 assignments

2 Preparing Brochures-01 assignment

3 Ad Copy content writing-05 assignments

4 Prepare Display Advertisements – 02 assignments

5 Prepare media kit – 1 assignment

References:

1. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia

2. Advertising as Communication - Dyer Gillian

3. Advertising - Dunn S. Watson

4. Advertising: A critical Approach - Keval J. Kumar

5. Advertising Procedure - Kleppner Otto

6. Practical Public Relations - Anil Basu

7. Organizational Communication – Gary Kreps

8. Inside Organizational Communication – Gary L Kreps

9. Corporate Communications – Argenti

10. Corporate Communication – Paul A. Argenti

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 carry25 Marks.

- Internal Assessment(IA)shall be based on 01written 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

Formative Assessment for Practical	
Assessment	**Distribution of Marks**
Test	10
Practical Record	15
	25Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	**25Marks**
Formative assessment as per guidelines	
The same shall be used for semester end examination	

SEC 5 INTERNSHIP (Mandatory)

Course Title: INTERNSHIP

Type of Course	Theory /Practical	Credits	Formative Assessment Marks	Summative assessment Marks	Total Marks
Internship/ Project work/Dissert ation		**02**	**50**	**0**	**50**

Internship

All the students of Sixth semester should go for an internship at any of the recognized media houses – print and electronic in both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of four weeks (one month), after the examination of the Sixth semester

The foreign national students shall also mandatorily do their internship within India only, failing which their course will thereby remain incomplete and become ineligible to secure the degree.

The students must mandatorily submit a letter of internship, which shall be evaluated by the Department Council based on the nature, quality and quantity of workundertaken. Failure to complete the internship and submit the internship letter will render the candidate ineligible for the award of the degree.

Marks allotment:

Byline news/articles/feature writing during the internship period - 5 marks each (maximum 25 marks)
Successful completion of internship- 25 marks

<div align="center">OR</div>

Project Work / Dissertation

Students shall carry out a Project Work / Dissertation Work in the Sixth semester under the guidance of a faculty member. Project Work / Dissertation work is compulsory for all

the students. The topics shall be approved bythe department council. All the faculty members shall guide the students.

Dissertation Work Evaluation

Right from the stage of defining the problem, the candidate has to submit the progress report periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows:

Component – I (C1): Periodic progress and progress reports (10 marks)Component – II (C2): Results of work and draft report (10 marks)

Component – III (C3): Final viva-voce and evaluation [The report evaluation is for 20 marksand the viva-voce examination is 10 marks]

The (C3) (Component-III) for both Dissertation works shall be evaluated by the departmental council consisting of the guide and other members of teaching faculty.

Dr.C.K.Puttaswamy

Professor and BOS Chairman DOS in Journalism and mass communicationMangalore University Mangalore Konaje-574199

Not Applicable for academic year 2023-24

DSC JMC 18- Theories of Communication

DSE 2-1 Film Appreciation/social media/ Fundamentals of Audio-video-lights

DSE 2 -2 social media/ Fundamentals of Audio-video-lights

DSE 2 -3 Fundamentals of Audio-video-lights

DSE V2 Radio Jokey

DSC V2 -2 Event management

Question Paper Pattern for UG Semester
DSC, DSEC & OEC

Paper Code: Paper Title:

Duration of Exam: 2 Hours   Max Marks 60

Instruction: Answer all the section

Section-A

Paper Code:		**Paper Title:**	
Duration of Exam	**2 Hours**	Max Marks	**60**
Instruction:	**Answer all the sections**		

Section-A

Answer any five of the following (5x2=10)	**(5x2=10)**
1)	
2)	
3)	
4)	
5)	
6)	
7)	

Section-B

Answer any Four of the following (4x5=20)	**(4x5=20)**
8	
9	
10	
11	
12	
13	

Section-C

Answer any Four of the following (2x15=30)	**30 Marks**
14	
15	
16	

QUESTION PAPER PATTERN

Duration of the Examination-2 Hours

Max Marks: 60 marks

Question Paper Pattern

For Both Core and Open Elective

I. Answer any 6 questions out of 9 questions. Question 9 (case study/application/analytical question) is compulsory.   **5x10=50**

1.

2.

3.

4.

5.

6.

7.

8.

9. Write short notes   4x2.5=10

    a.

    b.

    c.

    d