



# **Department of Journalism**

## **SYLLABUS**

(With effect from 2020-21)

## PAPER DESCRIPTION

Sl.No	Semester	Paper	Title
1.	I	BASJRC 131	Introduction to Mass Communication
2.		BASJRCE 131	Magazine journalism
3.		BASJRCE 132	Radio Programme Production
4.		BASJRCE 133	Video Editing – Tools and techniques
5.	II	BASJRC 181	Reporting
6.		BASJRCE 181	Translation techniques
7.		BASJRCE 182	Creative Writing
8.		BASJRCE 183	Radio Interviews, Style and Techniques
9.	III	BASJRC 231	Feature Writing
10.		BASJRCE 231	Entertainment Media
11.		BASJRCE 232	Radio Features
12.		BASJRCE 233	Radio Jockey (RJ)
13.	IV	BASJRC 281	Editing
14.		BASJRCE 231	Writing for Media
15.		BASJRCE 232	Video Editing - Effects
16.		BASJRCE 233	News Reading and Anchoring
17.	V	BASJRC 331	Advertising
18.		BASJRC 332	Corporate Communication
19.	VI	BASJRC 381	Media Management & Laws
20.		BASJRC 382	Online Journalism



## **I Semester**

### **BASJRC 131: INTRODUCTION TO MASS COMMUNICATION**

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### **UNIT- I**

Communication: Definition, Nature, Scope, Process and Elements of Communication, Types of Communications - Verbal, Non-Verbal, Intra Personal, Interpersonal, Group, Public-Mass Communication.

#### **UNIT-II**

Print Media Journalism: Definition, Nature and Scope, Qualifications of Journalist, Content Pattern and Characteristics of Dailies and Periodicals, Tabloids.

#### **UNIT -III**

Broadcast Media: Radio as a Medium of Communication, Radio Programmes, F.M Radio, Community Radio and Brief History of Radio. TV as a Medium of Communication, Brief History of TV and Satellite Communication.

#### **UNIT-IV**

Cinema as a Medium of Communication, Brief History of Cinema, Types of Cinema.

#### **UNIT-V**

Printing Technology, Origin and Development, Types of Printing, Folk Media, Internet, Online Journalism.



**I Semester**  
**BASJRCE 131: Magazine Journalism**

Total hours of instruction: 24

Teaching hours per week: 2hrs

**Unit - I**

Magazine Journalism: Magazines nature, scope and importance origin and growth of magazines in India

**Unit - II**

Types of magazines - General interest, Special interest

**Unit III**

Content pattern of magazines, production process. Difference between dailies and magazines

**Unit IV**

Leading magazines of English and Kannada



## I Semester

### BASJRCE 132 Radio Programme Production

#### UNIT I

**Overview of Radio Programme:** Types of radio programmes- news programme, radio talks, drama, features, interviews, special audience programmes.

#### UNIT 2

**Writing for Radio:** Features of a standard radio script, techniques, radio grammar- scripting for news, talks, drama, features and interview.

#### UNIT 3

**Production process:** Pre production process- planning- research- precautions – techniques- Microphones, studio based programme, outdoor programme

#### UNIT 4

**Post production:** Audio editing software's, editing techniques- process



## I Semester

### BASJRCE 133 Video Editing – Tools and techniques

#### UNIT – I

**Understanding motion pictures:** History of Motion Picture, evolution of editing – Linear and non linear editing, Introduction to editing software.

#### UNIT – II

**Adobe Premiere – Introduction:** Launching Premiere Pro and understanding the interface, Importing and organizing media

#### UNIT – III

**Adobe Premiere – Basics:** Creating a new project, creating a new sequence, arranging clips to tell a story

#### UNIT – IV

**Adobe premiere - Tools:** Trimming and extending clips, performing basic audio adjustments, outputting the project.



## II Semester

### BASJRC 181 REPORTING TECHNIQUES

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### UNIT-I

News: Definition, Elements, Sources, Structure of a News Story, Lead, Body, Types of Leads.

#### UNIT -II

Reporting: Nature and Scope - Qualifications and Duties of a Reporter, Types of Reporting, Investigative, Development, Interpretative, Politics, Sports, Environment, Business, Development Journalism, Significance, Nature and Scope.

#### UNIT -III

Techniques of Reporting: Press Conferences, Interviews, Types and Techniques, Press Release, Agency Journalism.

#### UNIT -IV

Reporting for Print, Radio, Television and New Media, Challenges of Reporting.

#### UNIT -V

Free Press Reporting, Freelancing, Columns, New Trends in Reporting, Citizen Journalism, Radio Jockey, TV Anchoring.



## II SEMESTER

### BASJRCE 181 TRANSLATION TECHNIQUES

Total hours of instruction: 24

Teaching hours per week: 2hrs

#### Learning Objectives

- To create awareness about translation
- To provide knowledge about job opportunities with good translation
- To enhance techniques and skill components of translation
- To create awareness about different area of translation
- To create awareness about importance of translation

#### Unit I:

Translation, Introduction, Nature, Scope, importance

#### Unit II:

Media and translation, techniques of translations, challenges of translations

#### Unit III:

Practical's, Translation of News agency copy, reports and features

#### Unit IV:

Types of translations, legal aspects of translation, copy right act and translation





## II SEMESTER

### BASJRCE 182 Creative Writing

#### Unit I

Introduction to creative forms of Writing: Qualities of Great Writing, Aspects of Stories, Short Fictions, How Great Writers Relate to Their Art.

#### Unit II

Genres of Writing: Fiction and Nonfiction, Techniques of Writing, Rhythm, Metre, Point of View, Voice, Narrative, Pacing.

#### Unit III

Sources of Creativity: The Right Approach, The Experience of Hearing, The Experience of Touch, Sight, Smell and Taste Encounters, The Magic of Dream and Memory, Emotions and The Living Journal.

#### Unit IV

Preparatory Practices: Features of Language and Reading, The Art of Reflective Reading, The Art of Reading Fiction and Non Fiction, Clarity in Writing, Writing Dialogue.



## **II SEMESTER**

### **BASJRCE 183 Radio Interviews, Style and Techniques**

#### **Unit I**

History of Radio-World and Indian Context; Growth and Development of AIR; Regional Significance – Administrative Structure – Private and Government Radio Wings

#### **Unit II**

Radio Programming Patterns, Radio as a Mass Medium,; Pre-requisite Qualities for Radio Interview; **Question Framing Strategies for Radio Interview**

#### **Unit III**

Radio Interview Techniques; **Interviewing Skill; Radio** Interview Modules- AIR and Private Channel

#### **Unit IV**

**Interviewing personalities of different fields;** Leaders, Government officials, Artists, Writers, Scientists, Social Activists and other achievers



### III Semester

## BASJRC 231: FEATURE WRITING

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### UNIT -I

Feature: Definitions, Characteristics, Techniques of Feature Writing, Types of Features.

#### UNIT -II

Difference between News and Features, Articles and Features, Editorials.

#### UNIT -III

Feature Syndicates, Writing Reviews and Criticism, Book Reviews, Film Reviews, Drama Reviews, Art Reviews, Profiles

#### UNIT -IV

Technical Writing: Nature, Scope, Importance, Photography and Photo Journalism, Cartoons.

#### UNIT-V

Magazines Journalism: Specialized Publication, Types of Magazines, Writing for Women and Media.



### **III Semester**

## **BASJRCE 231: Entertainment Media**

Total hours of instruction: 24

Teaching hours per week: 2hrs

#### **UNIT - I**

Television an Introduction; Infotainment, Essentials of Television Writing.

#### **UNIT - II**

Types of TV Programs; Fiction and Nonfiction, Tele Serials, Reality Shows, Film Based Programs, Music Based Programs.

#### **UNIT - III**

Production Techniques; Production, Pre Production, Post - Production and Production, Marketing Survey, Research and Writers Management.

#### **UNIT - IV**

Practical on Programme Production



## **III Semester**

### **BASJRCE 232 Radio Features**

#### **Unit I**

History of Radio-World and Indian Context; Growth and Development of AIR; Regional Significance – Administrative Structure – Private and Government Radio Wings

#### **Unit II**

Radio Programming Patterns, Radio as a Mass Medium,; Pre-requisite Qualities to Scripting for Radio Medium; Scripting Techniques for Radio Programmes

#### **Unit III**

Radio Features- modules of AIR and Private Radio Wings; Socio-Cultural Significance of Radio Features, Conceptualization

#### **Unit IV**

Types of Radio Features; Themes based on personalities, subjects, places, awareness drives and various fields;



## **III Semester**

### **BASJRCE 233 Radio Jockey (RJ)**

#### **Unit 1**

Introduction: Radio Jockey or Radio Speaker Basics, tips and techniques

#### **Unit 2**

Foundation: Functioning of a Radio Jockey or Radio Speaker, Types and formats of stories

#### **Unit 3**

Voice Grooming: Understanding your voice, tips and techniques for voice grooming

#### **Unit 4**

RJ styling: RJ code for men and women, what to speak and present, How to better your RJ's skills.



## IV Semester

### BASJRC 281: EDITING

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### UNIT -I

Editing: Nature, Process, Importance of News Room Setup, Role and Functions of Editor, News Editor, Sub-Editor.

#### UNIT -II

Headlines: Nature and Functions, Techniques of Writing Headlines, Types of Headlines.

#### UNIT -III

Newspaper Design: Techniques of Page Layout, Latest Trends in Page Layout, Dummy, Pagination, Style Sheets.

#### UNIT -IV

Editorial Page: Content, Op-ed Page, Rewriting, Translation Techniques.

#### UNIT -V

Photo Editing: Caption, Computerized Editing.



## IV Semester

### BASJRCE 281: Writing for Media

Total hours of instruction: 24

Teaching hours per week: 2hrs

#### UNIT - I

Characteristics of Print Media, Types of Print Media, Letters to the Editor.

#### UNIT - II

Reporting, Interview Techniques.

#### UNIT - III

Feature Writing, Types of Feature, Article, Editorials, Book Review, Film Review, Freelancing.

#### UNIT - IV

Radio as a Medium of Communication, Types of Radio Programmes, News, Features, Documentaries, Music Programs, Radio Talk, Radio Program Production.





## IV Semester

### BASJRCE 282 Video Editing – Effects

#### UNIT – I

**Video Effects:** Key frame – Motion, position, anchor point, rotation

#### UNIT – II

**Audio effects:** Audio gains and speed duration, noise reduction

#### UNIT – III

**Text Effects:** Graphics – Essentials, legacy title

#### UNIT – IV

**Video output:** Rendering and exporting



## **IV Semester**

### **BASJRCE 283 News Reading and Anchoring**

#### **Unit 1**

Introduction : Anchoring Basics, tips, techniques , challenges and qualities

#### **Unit 2**

Building a foundation: Functioning of a TV news channel, Types and formats of news stories

#### **Unit 3**

Voice Grooming: Understanding your voice, tips and techniques for voice grooming

#### **Unit 4**

Anchor styling: Program anchoring, News anchoring, dress code and makeup



## **V Semester**

### **BASJRC 331 ADVERTISING**

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### **UNIT -I**

Advertising: Definition, Nature and Scope, Origin and Development of Advertising, Role of Advertising.

#### **UNIT -II**

Types of Advertising: Classified, Display, Outdoor, Public Service Advertising.

#### **UNIT -III**

Advertising Campaigns: Media Planning Strategy, Media Mix, Media Selection.

#### **UNIT -IV**

Writing Advertisements: Copy Writing, Designing, Advertisement Layout, Illustrations.

#### **UNIT -V**

Advertising Agencies: Function, Structure, Codes of Ethics in Media, ASCI (Advertising Standard Council of India), ABC (Audit Bureau of Circulation).



## V Semester

### BASJRC 332: CORPORATE COMMUNICATION

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### UNIT -I

Public Relations: Definition, Nature and Scope, Origin and Development of Public Relations, Public Relation Practitioners, Role, Attributes.

#### UNIT -II

Functions of Public Relations: Process of PR, Media Relations, House Journals, Press Release, Press Conference, Exhibitions, Community Relations.

#### UNIT -IV

**Digital PR-** Significance, Social Media platforms- Techniques- Pros and Cons, Case studies, Digital Etiquettes. Recent trends- Public relations to Perception Relations.

#### UNIT -IV

Types of Public Relations: Government, Private, Public Sector

#### UNIT -V

Public Relations Code of Ethics: PRSI (Public Relation Society of India), IPRA (International Public Relations Association), PRCI (Public Relations Council of India).



## **VI Semester**

### **BASJRC 381: MEDIA MANAGEMENT AND PRESS LAWS**

Total hours of instruction: 60

Teaching hours per week: 6hrs

#### **UNIT -I**

Newspaper Organization: Structure, Ownership Patterns of Print and Electronic Media, Various Departments of Newspaper: Editorial Department, Circulation, Promotion, Marketing Personnel.

#### **UNIT -II**

Indian Constitution: Freedom of The Press, Reasonable Restrictions and Case Studies, Fundamental Rights and Duties Article 19 (1)(A) Clause (2), Freedom of The Press.

#### **UNIT -III**

Press Laws: Copyright, Defamation, Right to Information Act, Cable Act, Film Censorship, Contempt of Court and Legislation Privileges, IPR (Intellectual Property Rights), Working Journalist Act, Press Registration (RNI).

#### **UNIT -IV**

Press Commissions: Recommendations, Press Council of India, Code of Conduct for Journalists, Right to Privacy.

#### **UNIT -V**

Media and Globalization, Prasara Bharati Act, FDI (Foreign Direct Investment).



## VI Semester

### BASJRC 382: ONLINE JOURNALISM

Total hours of instruction: 60

Teaching hours per week: 5hrs

#### UNIT -I

A Brief History of Internet: Evolution of Online Journalism, Importance, Online Journalist, Search Engine.

#### UNIT -II

Characteristics of Online Journalism, Hypertext, HTTP, HTML, Interactivity, Multimedia, Archive, Immediacy, Difference Between Print & Online Journalism.

#### UNIT -III

Elements of a Digital Story Telling: e-Paper, Podcasting, Web Designing, Blogs, Cyber Laws and Ethics, Case Studies, IPR.

#### UNIT -IV

Social Media Literacy: Overview of Current Social Media, Merits and Demerits of Social Media, Writing for Social Media.

#### UNIT -V

Software Applications: PageMaker, QuarkXPress, Photoshop, Flash, Jobs in The Multimedia Market.

