

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240

(Autonomous)

(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)



DEPARTMENT OF JOURNALISM

SYLLABUS

(With effect from 2019-20)



SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240

(Autonomous)

(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)

DEPARTMENT OF JOURNALISM

Syllabus of

Bachelor's Degree in

BA - JOURNALISM

(CHOICE BASED CREDIT SYSTEM)

2019 – 2020 onwards.

Approved by the: BOS meeting held on 14-06-2019

Academic Council meeting, held on 10-10-2019



JOURNALISM AS A DISCIPLINE

Journalism is a branch of social science that deals with the theory and practical knowledge pertaining to print media, electronic media (radio & television) corporate communication, advertising, media management and online journalism.

Course Objectives

- To keep are with changing technologies and techniques of communication
- To unities the syllabus as per the directive
- To prepare the syllabus by focusing on latest issues and trends in the subject
- To make students more competent, confident and employable
- To finalize the study moderator keeping on the view the latest developments.



PAPER DESCRIPTION

Sl.No	Semester	Paper	Title
1.	I	BASJRC 131	Introduction to Mass Communication
2.		BASJRCE 131	Magazine journalism
3.	II	BASJRC 181	Reporting
4.		BASJRCE 181	Translation techniques
5.	III	BASJRC 231	Feature Writing
6.		BASJRCE 231	Entertainment Media
7.	IV	BASJRC 281	Editing
8.		BASJRCE 281	Writing for Media
9.	V	BASJRC 331	Advertising
10.		BASJRC 332	Corporate Communication
11.	VI	BASJRC 381	Media Management & Laws
12.		BASJRC 382	Online Journalism



SCHEME OF EXAMINATION

Semester	Paper	Teaching hours per week	Credits	Marks		
				IA	Sem End	Total
I	BASJRC 131	06	03	30	120	150
	BASJRCE 131	02	01	10	40	50
II	BASJRC 181	06	03	30	120	150
	BASJRCE 181	02	01	10	40	50
III	BASJRC 231	06	03	30	120	150
	BASJRCE 231	02	01	10	40	50
IV	BASJRC 281	06	03	30	120	150
	BASJRCE 281	02	01	10	40	50
V	BASJRC 331	05	03	30	120	150
	BASJRC 332	05	03	30	120	150
VI	BASJRC 381	05	03	30	120	150
	BASJRC 382	05	03	30	120	150
Total		30	28	280	1120	1400



Scheme of Evaluation for Elective

Continious Internal Assessment: (10 Marks) based on Practicals

Semester End Exam 40 marks:

Question Paper Pattern:

Answer any four out of Six

Each question carry 10 marks each



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.

Books for References:

1. Nadig Krishnamurthy, History of Indian Journalism, Prasaraanga, Mysore University.
2. Keval J. Kumar, Mass Communication in India, Jaico Book Publisher, New Delhi.
3. Probhat Chandra Chattarji, Broadcasting in India, Sage Publications, The University of Michigan.
4. Robert Tyrell, The Work of Television Journalist, Focal Press, London.
5. Dennis Mc Quil, Mass Communication Theory An Introduction, Sage Publications Ltd.



I Semester

BASJRCE 131: Magazine Journalism

Total hours of instruction: 24
Teaching hours per week: 2hrs

Learning objectives

- To understand the extensive area of magazine journalism
- To enable proficiency in production skills of magazines
- To study the different forms of magazines
- To study the prospectus, challenges and scope of magazines
- To create awareness about magazines

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

Books for Reference:

1. Tim Holmes, Liz Nice (2012), Magazine Journalism, Sage publications.
2. Kumar, Keval J (1999), Mass Communication in India, Jaico Publications, New Delhi.
3. Jerney Leshie (2013), The Modern Magazine: Visual Journalism in the Digital Era, Lawrence King Publishing, UK
4. Praveen Kumar, Theory and Practice of Modern Journalism, Publisher Centrum Press.



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

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

Books for References:

1. David Wainwright, Journalism Made Simple, W. H. Allen Limited.
2. Pp Singh, Jan Hakemulder R, Fay Ac De Jonge, Professional Journalism, Anmol Publications Pvt. Ltd.
3. Melvin Mencher, Melvin Mencher's News Reporting and Editing, McGraw Hill.
4. Shrivastava K.M, News Reporting and Editing, Sterling Publishers Pvt Ltd.
5. Schudson Michae, The power of News, Harvard University Press.



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

Books for Reference:

1. Mohammad Akbar (2012), Media Translation UK, Cambridge Scholars Publishing
2. Dr. Pradana Gurudatt, Translation
3. Dr. Mohan Kuntar, Media Translation, Kannada University, Hampi.



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.

Books for References:

1. Roy Paul Nelson, Articles and Features, Houghton Mifflin School.
2. Louis Alexander, Beyond the facts: A Guide to the Art of Feature Writing, Gulf Pub. Co., Book Division
3. Robert Gunning, Techniques of Clear Writing, Mcgraw-Hill
4. Shrivastava K.M, News Reporting and Editing, Sterling Publishers Pvt Ltd.



III Semester

BASJRCE 231: Entertainment Media

Total hours of instruction: 24

Teaching hours per week: 2hrs

Learning Objectives:

- Identify and critically analyze the fundamental components and aesthetics of audio-visual storytelling.
- Develop and write scripts for fiction and non-fiction audio-visual productions.
- Demonstrate knowledge of historical, cultural, critical, theoretical and emergent aspects of media arts.
- Develop the skills necessary to produce, research and/or present an entertainment industry or other media project
- To create awareness about entertainment media

Learning Outcomes:

- Identify and critically analyze the fundamental components and aesthetics of audio-visual storytelling.
- Develop and write scripts for fiction and non-fiction audio-visual productions.
- Demonstrate knowledge of historical, cultural, critical, theoretical and emergent aspects of media arts.
- Develop the skills necessary to produce, research and/or present an entertainment industry or other media project
- Evaluate various skills in entertainment media

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

Books for Reference:

1. Hamson, Ralphe (2011), Mass Communication in India, CQ Press, Washington.
2. Kumar, Keval J (1999), Mass Communication in India, Jaico Publications, New Delhi.
3. Singh, Ramanujan (2015), Mass Communication and The Digital Transformation, APH Publication Bhanupratap, (2011), Mass Communication in India, Anmol Publications.
4. Vilanilam J V (2005), Mass Communication in India, Sage Publications, Chennai.



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.

Books for References:

1. Harold Evans, Essential English for Journalists, Editors and Writers (Pimlico), Random House UK
2. L.M. Spencer: Editorial Writing
3. Michael Hides: The Sub- editor's Companion
4. Bruce H. Westley, News Editing, Houghton Mifflin School.
5. Shrivastava K.M, News Reporting and Editing, Sterling Publishers Pvt Ltd.



IV Semester

BASJRCE 281: Writing for Media

Total hours of instruction: 24

Teaching hours per week: 2hrs

Learning Objectives:

- To practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms
- To employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.
- To communicate the idea to the readers with professional effective manner.
- To understand the subject and to use different narrative styles to present the story with best possible clarity.
- To create awareness about Writing to Various media

Learning Outcomes:

- Practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms
- Employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.
- Communicate the idea to the readers with professional effective manner.
- Interpret the subject and to use different narrative styles to present the story with best possible clarity.
- Evaluate various skills in writing

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.

Books for Reference:

1. Ahemed (2006), Media and Learning, Anmol Publication, New Delhi.
2. Harper Collins (1974), An Imprint of Harper Collins Publications Pvt Ltd, New Delhi.
3. Om Guptha (2002), Basic Aspects of Media Writing, Kanishka Publication, New Delhi.
4. National Press Photographers Association (1980), Best of photojournalism, University of Missouri Press,
5. Paul Lester (2016), PhotoJOurnalism: An Ethical Approach, Routledge Library Edition.



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).

Books for References:

1. Chunawala & Sethia, Advertising Principles and Practice, Himalaya Publication.
2. Marla R. Stafford, Ronald J. Faber, Advertising, Promotion & New Media, American Academy of Advertising.
3. [Jean Kilbourne](#), Can't Buy My Love: How Advertising Changes the Way We Think and Feel, Free Press.
4. Jen green, Advertising, The Rosen Publishing Group, Inc.



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 -III

Event Management: Concept, Process, Democracy and Public Relations, Propaganda, Publicity.

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).

Books for References:

1. Sam Black, Practical Public Relations, Universal Book Stall, New Delhi.
2. Jaishree Jethwanee and Sarkar, Public Relations, Sterling, New Delhi.
3. Philip Lesley, Hand book of PR and Communications, Jaico Publication, Mumbai.
4. Cutlip & Centre, Effective Public Relations, Prentice Hall.



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).

Books for References:

1. P.C. Chattergi, Broadcasting in India, Sage publication, New Delhi
2. Durga Das Basu, Laws of the press, Prentice Hall of India, New Delhi
3. B.N. Ahuja, History of Press Laws and Communication, Surgeeth Publications.



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.

Books for References:

1. Rey G. Rosoles, The element of Online Journalism, Universal Inc, New York.
2. [James C. Foust](#), Online Journalism: Principles and Practices of News for the Web, Holcomb Hathaway, Publishers.
3. [Jim Hall](#), Online Journalism, A Critical Primer, Pluto Press.
4. David A Craig, Excellence in Online Journalism, Sage Publications.



Department of Journalism

CBCS Scheme

Elective papers

Paper : I

Title : Magazine journalism

Duration : 24 hrs

Marks : 50

40 : marks for theory exams

10 : marks for internal assessment

Credit : 01

Learning objectives

- To understand the extensive area of magazine journalism
- To enable proficiency in production skills of magazines
- To study the different forms of magazines
- To study the prospectus, challenges and scope of magazines
- To create awareness about magazines

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

Evaluation:

Continious Internal Assessment: (10 Marks) based on Production techniques of Magazines

Semester End Exam 40 marks:

Question Paper Pattern:

Answer any four out of Six

Each question carry 10 marks each

Books for Reference:

1. Tim Holmes, Liz Nice (2012), Magazine Journalism, Sage publications.
2. Kumar, Keval J (1999), Mass Communication in India, Jaico Publications, New Delhi.
3. Jerney Leshie (2013), The Modern Magazine: Visual Journalism in the Digital Era, Lawrence King Publishing, UK
4. Praveen Kumar, Theory and Practice of Modern Journalism, Publisher Centrum Press.



Paper II

Title : Translation techniques
Duration : 24 hrs
Marks : 50 (40 exam, 10 internal)
Credit : 01

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

Evaluation:

Continious Internal Assessment: (10 Marks) based on Translation techniques

Semester End Exam 40 marks:

Question Paper Pattern:

Answer any four out of Six

Each question carry 10 marks each



Books for Reference:

1. Mohammad Akbar (2012), Media Translation UK, Cambridge Scholars Publishing
2. Dr. Pradana Gurudatt, Translation
3. Dr. Mohan Kuntar, Media Translation, Kannada University, Hampi.



Paper	:	III
Title	:	Entertainment Media
Duration	:	24 Hrs
Marks :		50-40 Marks for semester end Examination 10 Internal Assessment
Credit	:	1

Learning Objectives:

- Identify and critically analyze the fundamental components and aesthetics of audio-visual storytelling.
- Develop and write scripts for fiction and non-fiction audio-visual productions.
- Demonstrate knowledge of historical, cultural, critical, theoretical and emergent aspects of media arts.
- Develop the skills necessary to produce, research and/or present an entertainment industry or other media project
- To create awareness about entertainment media

Learning Outcomes:

- Identify and critically analyze the fundamental components and aesthetics of audio-visual storytelling.
- Develop and write scripts for fiction and non-fiction audio-visual productions.
- Demonstrate knowledge of historical, cultural, critical, theoretical and emergent aspects of media arts.
- Develop the skills necessary to produce, research and/or present an entertainment industry or other media project
- Evaluate various skills in entertainment media



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

Evaluation:

Continious Internal Assessment: (10 Marks) based on Production techniques of Photography

Semester End Exam 40 marks:

Question Paper Pattern:

Answer any four out of Six

Each question carry 10 marks each



Books for Reference:

1. Hamson, Ralphe (2011), Mass Communication in India, CQ Press, Washington.
2. Kumar, Keval J (1999), Mass Communication in India, Jaico Publications, New Delhi.
3. Singh, Ramanujan (2015), Mass Communication and The Digital Transformation, APH Publication Bhanupratap, (2011), Mass Communication in India, Anmol Publications.
4. Vilanilam J V (2005), Mass Communication in India, Sage Publications, Chennai.



Paper	:	IV
Title	:	Writing for Media
Duration	:	24 Hrs
Marks	:	50-40 Marks for semester end Examination 10 Internal Assessment
Credit	:	1

Learning Objectives:

- To practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms
- To employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.
- To communicate the idea to the readers with professional effective manner.
- To understand the subject and to use different narrative styles to present the story with best possible clarity.
- To create awareness about Writing to Various media

Learning Outcomes:

- Practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms
- Employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work.
- Communicate the idea to the readers with professional effective manner.
- Interpret the subject and to use different narrative styles to present the story with best possible clarity.
- Evaluate various skills in writing



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.

Evaluation:

Continious Internal Assessment: (10 Marks) based on Production techniques of Photography

Semester End Exam 40 marks:

Question Paper Pattern:

Answer any four out of Six

Each question carry 10 marks each



Books for Reference:

1. Ahemed (2006), Media and Learning, Anmol Publication, New Delhi.
2. Harper Collins (1974), An Imprint of Harper Collins Publications Pvt Ltd, New Delhi.
3. Om Guptha (2002), Basic Aspects of Media Writing, Kanishka Publication, New Delhi.
4. National Press Photographers Association (1980), Best of photojournalism, University of Missouri Press,
5. Paul Lester (2016), PhotoJOURNALISM: An Ethical Approach, Routledge Library Edition.

