



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**

**Approved by the BOS meeting held on 13th November 2021
Approved by the Academic Council meeting, held on 10-12-2021**



BA IN JOURNALISM

Programme: Four-year Programme in Journalism to be introduced under NEP

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.

Learning Outcome:

- 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 MATRIX
(NEP based Model Curriculum)**

SEM	TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
				T	IA
I	Introduction to Journalism	4	4	60	40
	Practical – Journalism Writing Skills	2	2	25	25
II	Computer Applications for Media	4	4	60	40
	Practical – Multi Media Skills	2	2	25	25

OPEN ELECTIVES

SEM	TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
				T	IA
I	Writing for Media	3	3	60	40
II	Photo Journalism	3	3	60	40

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



DSCC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1-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

Learning Outcome:

Students will be able

- Understand and appreciate various dimensions of mass communication
- Develop an understanding of the fundamental concepts in journalism
- Analyze the scope/various dimensions in journalism
- Analyze and review different newspapers

Pedagogy

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



Unit –I

13 Hours

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.



Practical Syllabus

Journalistic Writing Skills

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)

ReferenceBooks:

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. AdhunikaBharathiyaParthrikodhyma - Shree L Bhandarkar
5. Professional Journalist John Hohenberg
6. Mass Communication & Journalism in India - Mehta
7. EraduDadagalaNadhuve – 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



DSE (OE) 1: WRITING FOR MEDIA

Course Title and Code	OE 1-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

Learning Outcome:

- Learning various writing techniques for different media
- Creating content for various social media platforms
- Students become industry-ready

Unit-I

Print Media: Introduction to Writing for Print Media. Media Literacy, Rules and Ethics of Writing for Media. Forms of Journalistic Writing, Structure of News Reporting, Column, Articles, Features, Editorials, Letter to Editor, Preparing Press Release.

Practical Exercises:

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

Unit – II

Radio: Introduction to Writing for Radio; Principles and Elements of Scripting: Language and Grammar for Radio Scripting.



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

Television: Basics Principles and Techniques of TV Writing; Elements of TV Scripting, Language and Grammar, Difference between TV News Script and Entertainment Programme Script.

Practical Exercise:

1. Entertainment Programme Script – 02 Minutes

Unit – IV

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.



DSCC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSE 2- 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

Learning Outcome:

Students will be able to

- Understand the basic concepts of computer
- Develop an understanding of the applications of computers in print and electronic journalism
- Get acquainted with internet applications
- Apply information technology skills in print and broadcast projects
- 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.



PRACTICAL SYLLABUS
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 InDesign
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, Indianapolis, Indiana: New Riders Press, 2008.*



DSE (OE) 2: PHOTO JOURNALISM

Course Title and Code	OE-2 Photo Journalism		
Programme Title	BA in Journalism		
Credits	03	Semester	II
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:

- 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

Learning Outcome:

Students will be able to

- Students will get hands on experience on visual communication
- Students will learn the significance of pictures in various media
- Students will upgrade their knowledge on various photos- editing software

Unit-I

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

Unit – II

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

Unit -III

Techniques of Photo Editing: Caption Writing; Photo Editing Software; Leading Press



Photographers and Photojournalists in India.

Unit – IV

Mobile Journalism: Using Smart Phones for Talking 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.



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.



CURRICULUM STRUCTURE FOR UNDERGRADUATE DEGREE PROGRAM

(Inputs to this
document: List of Core and GE Courses of the
Program)

Course Objectives
(not exceeding three per course)

Name of the Degree: **BA** Specialization: **Journalism**
Program Articulation Matrix:

This matrix lists all course papers (DSC + GEC). It includes all types of courses (Theory, Lab, Tutorial, Project, Internships that every student of the course). Electives are also a part of this list.

Sem	Name of the Course	Course Objectives (not exceeding three per course)	Pre-requisite Course(s)	Pedagogy	Assessment Marks
1	Introduction to Journalism (DSC)	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	PUC	Practical Assignments	Theory – 60 IA - 40 Practical Exam:25 Practical Record - 25 Total –100 (T) + 50(P)=150
1	Writing for Media (OE)	To make them familiar with writing for media and develop interest in writing Introduce the students to cultivating of sources Equip the students with new trends in media writing		Practical Assignments	Theory – 60 IA - 40 Total –60(T) + 40 (P) = 100
2	Computer Applications for Media(DSC)	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		Practical Assignments	Theory – 60 IA - 40 Practical Exam:25 Practical Record - 25 Total –100 (T) + 50(P)=150



		To expose the students to the world of internet and its extensive use for interactivity To familiarize the students with web-based broadcasting			
2	Photo Journalism (OE)	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		Practical Assignments	Theory – 60 IA - 40 Total –60(T) + 40 (P) = 100

NOTE: The Course Objectives (DSC + GEC) for the remaining semesters will be formulated during the syllabus framing process in the upcoming BOS Meeting.



CURRICULUM STRUCTURE FOR UNDERGRADUATE DEGREE PROGRAM

(Inputs to this document: List of Core Courses of the Program)

Learning Outcome

Name of the Degree: **BA** Specialization: **Journalism**
Program Articulation Matrix:

This matrix lists all course papers (**DSC + OE**). It include all types of courses (Theory, Lab, Tutorial, Project, Internships that every student of the course). Electives are also a part of this list.

Sem	Name of the Course	Leaning Outcome	Pre-requisite Course(s)	Pedagogy	Assessment Marks
1	Introduction to Journalism (DSC)	Understand and appreciate various dimensions of mass communication Develop an understanding of the fundamental concepts in journalism Analyze the scope/various dimensions in journalism Analyze and review different newspapers	PUC	Practical Assignments	Theory – 60 IA - 40 Practical Exam: 25 Practical Record -25 Total –100 (T) + 50 (P) = 150
1	Writing for Media (OE)	Learning various writing techniques for different media Creating content for various social media platforms Students become industry-ready		Practical Assignments	Theory – 60 IA - 40 Total –60 (T) + 40 (P) = 100
2	Computer applications for media (DSC)	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		Practical Assignments	Theory – 60 IA - 40 Practical Exam: 25 Practical Record -25 Total –100 (T) + 50 (P) =150



2	Photo Journalism (OE)	Students will get hands on experience on visual communication. Students will learn the significance of pictures in various media. Students will upgrade their knowledge on various photos - editing software	Practical Assignments	Theory – 60 IA - 40 Total –60 (T) + 40 (P) = 100
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NOTE: The Learning Outcome (DSC + GEC) for the remaining semesters will be formulated during the syllabus framing process in the upcoming BOS Meeting.



CURRICULUM STRUCTURE FOR UNDERGRADUATE DEGREE PROGRAM

(Inputs to this document: List of Core and GE Courses of the Program)

Course Objectives

(not exceeding three per course)

Name of the Degree: BA **Specialization: Journalism**
Program Articulation Matrix:

This matrix lists all course papers (DSC + GEC). It includes all types of courses (Theory, Lab, Tutorial, Project, Internships that every student of the course). Electives are also a part of this list.

Sem	Name of the Course	Course Objectives (not exceeding three per course)	Pre-requisite Course(s)	Pedagogy	Assessment Marks
1	Introduction to Journalism (DSC)	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	PUC	Practical Assignments	Theory – 60 IA - 40 Practical Exam:25 Practical Record -25 Total –100 (T) + 50(P)=150
1	Writing for Media (OE)	To make them familiar with writing for media and develop interest in writing Introduce the students to cultivating of sources Equip the students with new trends in media writing		Practical Assignments	Theory – 60 IA - 40 Total –60(T) + 40 (P) = 100
2	Computer Applications for Media(DSC)	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		Practical Assignments	Theory – 60 IA - 40 Practical Exam:25 Practical Record -25 Total –100 (T) + 50(P)=150



2	Photo Journalism (OE)	<p>To attract students towards photo journalism</p> <p>To familiarize the students to techniques of photography and photo journalism</p> <p>To give a practical knowledge in the field of photography</p>	Practical Assignments	<p>Theory – 60</p> <p>IA - 40</p> <p>Total –60(T) + 40 (P) = 100</p>
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NOTE: The Course Objectives (DSC + GEC) for the remaining semesters will be formulated during the syllabus framing process in the upcoming BOS Meeting.



CURRICULUM STRUCTURE FOR UNDERGRADUATE DEGREE PROGRAM

(Inputs to this document: List of Core Courses of the Program)

Learning Outcome

Name of the Degree: BA **Specialization:** Journalism

Program Articulation Matrix: This matrix lists all course papers (DSC + OE). It include all types of courses (Theory, Lab, Tutorial, Project, Internships that every student of the course). Electives are also a part of this list.

Sem	Name of the Course	Leaning Outcome	Pre-requisite Course(s)	Pedagogy	Assessment Marks
1	Introduction to Journalism (DSC)	Understand and appreciate various dimensions of mass communication Develop an understanding of the fundamental concepts in journalism Analyze the scope/various dimensions in journalism Analyze and review different newspapers	PUC	Practical Assignments	Theory – 60 IA - 40 Practical Exam: 25 Practical Record -25 Total –100 (T) + 50 (P) = 150
1	Writing for Media (OE)	Learning various writing techniques for different media Creating content for various social media platforms Students become industry-ready		Practical Assignments	Theory – 60 IA - 40 Total –60 (T) + 40 (P) = 100
2	Computer applications for media (DSC)	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		Practical Assignments	Theory – 60 IA - 40 Practical Exam: 25 Practical Record -25 Total –100 (T) + 50 (P) =150
2	Photo Journalism (OE)	Students will get hands on experience on visual communication. Students will learn the significance of pictures in various media. Students will upgrade their knowledge on various photos - editing software		Practical Assignments	Theory – 60 IA - 40 Total –60 (T) + 40 (P) = 100

NOTE:The Learning Outcome (DSC + GEC) for the remaining semesters will be formulated during the syllabus framing process in the upcoming BOS Meeting.

