

Appendix-A

KUVEMPU UNIVERSITY Department of Journalism and Mass Communication

Bachelor of Arts (B.A.) Semester Scheme with Three Majors

Curriculum Frame work from 2024-25 as suggested by KSHEC

(As per G.O.No.:ED166UNE2023, Bengaluru, dated: 08-05-2024)

Number of Courses and credits in all semesters for B.A. with Journalism and Mass Communication as a major subject

Semester	Major-1 Journalism and Mass communication	Major-2	Major-3	Elective/Optional	Language	Compulsory	Total Credits
1	Introduction to Journalism and Mass Communication (5)	Paper-1(5)	Paper-1(5)	-----	La1-(3) Lb1-(3)	Constitutional Values-1 (2) Environmental Studies (3)	26
2	Development of Print Media (5)	Paper-2 (5)	Paper-2 (5)	-----	La2-(3) Lb2(3)	Constitutional Values-2 (2)	23
3	Audio-visual and New Media (5)	Paper-3 (5)	Paper-3 (5)	Social Media (3)	La3-(3) Lb3-(3)		24
4	Media Laws and Management (5)	Paper-4 (5)	Paper-4 (5)	Film Appreciation (2)	La4-(3) Lb4-(3)	Practical Knowledge/ Skill-1(2) Photography	25
5	Reporting and Feature Writing (4) Media and Current Affairs (4)	Paper-5 (4) Paper-6 (4)	Paper-5 (4) Paper-6 (4)	-----	-----	Practical Knowledge/ Skill-2(2) Videography	26
6	Editing (4) Advertising & Public Relations (4)	Paper-7 (4) Paper-8 (4)	Paper-7 (4) Paper-8 (4)	-----	-----	Research Methodology with Survey Project(2)	26
Total	36	36	36	5	24	13	150

Note: Number in the parentheses denote credits of Papers. For subjects with 5 credits there will be six teaching hours, for subjects with 4 credits there will be five teaching hours and for subjects with 3credits there will be four teaching hours per week.

SCHEME OF EXAMINATION

(Discipline Core [DC], Practical Knowledge Skill [PKS])

Semester	Code No.	Paper	IA		Sem End Exam (C-3)	Total Marks	Duration of Exam	Credits
			Test (C-1)	Seminar/ Assignment (C-2)				
I	KUJMC DC-1	Introduction to Journalism and Mass Communication	5+5	5+5	80	100	3hrs	5
II	KUJMC DC-2	Development of Print Media	5+5	5+5	80	100	3hrs	5
III	KUJMC DC-3	Audio-Visual and New Media	5+5	5+5	80	100	3hrs	5
	KUJMC DE-1	Social Media	5+5	5+5	80	100	3hrs	3
IV	KUJMC DC-4	Media Laws and Management	5+5	5+5	80	100	3hrs	5
	KUJMC DE-2	Film Appreciation	5	5	40	50	90 minutes	2
	KUJMC PKS-1	Photography*				50	-	2
V	KUJMC DC-5	Reporting and Feature Writing	5+5	5+5	80	100	3hrs	4
	KUJMC DC-6	Media and Current Affairs	5+5	5+5	80	100	3hrs	4
	KUJMC PKS-2	Videography*				50	-	2
VI	KUJMC DC-7	Editing (4)	5+5	5+5	80	100	3hrs	4
	KUJMC DC-8	Advertising & Public Relations	5+5	5+5	80	100	3hrs	4
	KUJMC RM	Research Methodology				50	-	2

Note:

****These papers may be offered to students who have taken journalism as a major subject. But the college should provide facilities like photographic and video cameras.***

Common guidelines will be issued by the University for Practical Knowledge Skill papers and Research Methodology with Survey Project.

For core papers theory exam will be of 3 hours and internal Assessment shall have two components: C-1 – Semester Test (10 Marks) and C-2-Seminars / Presentations / Activity Case

Study/ Assignments/ Field work / Project (10 Marks). The assignments shall be given to each student according to the guidelines given with the syllabus for each of the papers. Students shall submit each assignment within a deadline set by the teacher. The record book or CD/DVD containing all assignments shall be submitted to the teacher 10 days before the last working day of the semester. It shall be clearly labelled with student register number and name of the college.

Bachelor of Arts in Journalism and Mass Communication

Semester I: (Discipline Core)

INTRODUCTION TO JOURNALISM & MASS COMMUNICATION

Course Title and Code	KUJMCDC-1: Introduction to Journalism and Mass Communication			
Course Objectives	1.	To introduce the concepts of media and mass communication in general and journalism in particular		
	2.	To familiarize the students with different facets of journalism		
	3.	To educate the students about the role of journalism in society		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To identify the distinct nature of journalism and its professional aspects, including career opportunities.		
	-	To recognize and use terms specific to media		
	-	To recognize the significance of changes in the practice of journalism		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5+1 (Practicals)

UNIT I Journalism: Definition, nature, scope and functions of journalism, Qualifications, duties and responsibilities of a journalist. Types of journalism: Print journalism, Broadcast journalism, Online journalism, Citizen journalism, Future Trends in Journalism.

UNIT II Communication: Definition, process & functions of communication. Definition and characteristics of intra personal communication, interpersonal communication, group communication and mass communication. Types of Communication: verbal and non-verbal. Barriers to communication

UNIT III Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model. HUB model.

UNIT IV Communication Theories: Magic bullet, two-step flow, Herald Innis, Marshall McLuhan. Normative media theories: Authoritarian, Libertarian, Soviet media and Social responsibility theory. Democratic Participant theory and Developmental media theory.

UNIT V Mass media and society: Mass media and democracy, role of a journalist in a democracy. Characteristics of mass media: Folk, print, film, broadcast and new media. Role of mass media in national development

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 10 MARKS)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Hanson, Ralph E. (2017). *Mass Communication: Living in a media world*. New Delhi: Sage.
- Rao, Shakuntala & Mudgal, Vipul (2016). *Journalism, democracy, and civil society in India* (6th Edition). New Delhi: Routledge,
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- Croucher, Stephen, M. (2016). *Understanding communication theory: A beginner's guide*. New York: Routledge.
- Mcquail, Dennis (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
- Melkote, Srinivas R and Rao, Sandhya (2001). *Critical issues in communication*. New Delhi: Sage
- Narula, Uma (2010). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications.
- Vilani, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- Zhang, J. (2003). *Mass Communication in India*. New Delhi: Sage.
- gA, f. (2006). *Mass Communication in India*. New Delhi: Sage.

Bachelor of Arts in Journalism and Mass Communication

Semester II: (Discipline Core) **DEVELOPMENT OF PRINT MEDIA**

CourseTitleandCode	KUJMCDC-2: Development of Print Media			
Course Objectives	1.	To introduce the origin and development of print media.		
	2.	To provide a broad understanding of the social and political contexts of the growth of media in India.		
	3.	To familiarize with the significant contributions of eminent journalists and newspapers.		
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>			
	-	To understand the history of newspapers and magazines.		
	-	To know the importance of print media.		
	-	To learn from the practices and values associated with prominent journals and journalists.		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5+1 (Practicals)

- UNIT I** Development of printing in India. Newspapers in India before independence: Contribution of James Augustus Hickey, James Silk Buckingham, Serampore missionaries. Birth of Indian language press. Raja Rammohan Roy. The first war of Indian independence and the Press.
- UNIT II** Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi, Annie Besant, B G Horniman, Jawaharlal Nehru. Indian press after independence.
- UNIT III** Major Indian newspapers: The Amrita Bazar Patrika, The Times of India, The Hindustan Times, The Statesman, The Hindu, The Indian Express. Growth of online journalism in India. The present status of Indian Journalism.
- UNIT IV** Development of Kannada Journalism: Hermann Moegling, M Venkatakrishnaiah, T T Sharma, Mohare Hanumantha Rao, DV Gundappa. Role of Kannada journalism in freedom struggle and Unification of Karnataka. Growth of Kannada journalism after independence.
- UNIT V** Major Kannada Dailies: Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka, Vijayavani. Growth of online Kannada journalism. The present status of Kannada Journalism.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

Kumar, J Keval (2003). *Mass communication in India*. Delhi: Jaico Publishing House.

Murthy, Nadiga Krishna (1966). *Indian journalism*. Mysore: Prasaraanga, Mysore University.

Mott, Frank Luther (2000). *American journalism: A history of newspapers in the United States through 250 years, 1690-1940*. London: Routledge.

Natarajan, J. (2017). *History of Indian journalism*. New Delhi: Publications Division, Govt. of India:

Briggs, Asa & Peter Burke (2005). *A social history of the media: From Gutenberg to the internet*. Cambridge: Polity Press

Kohli-Khandelkar Vanitha (2006). *The Indian media business*. New Delhi: Sage

Parthasarathy, Rangaswami (2001). *Journalism in India* (4th Ed). New Delhi: Sterling Publishers.

RNI (Annual) *Press in India*. Government of India. Available at rni.nic.in

gÁ^ai, f.JEi. gÀAUÀÉÁxi (2006). ¥ÀwæPÉÆÄzÀð^aÄÄ ,À^aÄÄUÀæ ,ÀA¥ÄÄl. ´ÉAUÀ¼ÀÆgÀÄ: PÁ^aÄÄzsÉÄÉÄÄ ¥ÀæPÁ±ÀÉÄ.

°Á^aÀÉÄÆgÀ, ²æÃ^aÁ,À (2000). °ÉÆ,ÀUÀÉÀßqÀzÀ CgÀÄuÉÆÄzÀAiÄÄ. ´ÉAUÀ¼ÀÆgÀÄ. PÁÉÀßqÀ ¥ÄÄ,ÀÛPÀ ¥ÁæüPÁgÀ.

Bachelor of Arts in Journalism and Mass Communication

Semester III: (Discipline Core) **AUDIO-VISUAL AND NEW MEDIA**

Course Title and Code	KUJMCDC-3: Audio-Visual and New Media				
Course Objectives	1.	To provide historical overview of audio-visual and new media.			
	2.	To introduce the fundamentals of audio-visual and new media.			
	3.	To introduce the basic techniques of audio-visual and new media production.			
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>				
	-	To understand the history of audio-visual and new media.			
	-	To familiarize with the fundamentals of audio-visual and new media.			
	-	To produce basic audio-visual programs and to write for new media			
Theory Exam Pattern	Theory 80 Marks		IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours		5+1 (Practicals)

- UNIT I** Evolution of radio as a mass medium. AM and FM radio. Public service broadcasting and commercial broadcasting. All India Radio: Organizational set up. Vividh Bharathi & Private FM. Community radio. Types of radio programmes.
- UNIT II** Growth of television in India: Terrestrial, satellite and cable. Doordarshan: Organizational set up, national and regional programmes. Private television channels in India. Television channels in Karnataka.
- UNIT III** Evolution of cinema, development of cinema in India and Karnataka. Types of cinema: popular, new wave. Documentary films and short films.
- UNIT IV** Emergence of new media. Characteristics of new media. Mobile phones and technological convergence. Web journalism: Characteristics, importance, merits and demerits. Online newspapers, blogging and social networking.
- UNIT V** Broadcast journalism -basic principles. Techniques of broadcast journalism. Radio news, various formats, script writing for radio news. Podcasts, Television news. ENG, EFP, Writing script for television news. News reels. Writing for new media

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Bhatt, S C. (2007). *Broadcast journalism: Basic principles*. New Delhi: Har-Anand.
- Block, Bruce (2017). *The visual story-creating the visual structure of film, TV and digital media*, US:Focal Press.
- Chatterji, P C. (1991). *Broadcasting In India*, 2nd Edition. New Delhi: Sage Publications.
- Hjorth, Larissa & Sam Hinton (2019). *Understanding social media* (2nd Ed.). New Delhi: Sage Publications.
- Kumar, J Keval (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Lievrouw, Leah A. & Brian D. Loader (2021). *Routledge handbook of digital media and communication*. Routledge.
- Lindgren, Simon (2017). *Digital media and society*. New Delhi: Sage Publications.
- Saran R (2012) *History of Indian cinema*. New Delhi: Diamond Pocket Books.
- Shrivastava, K M. (2005). *Broadcast journalism in the 21st century*. New Delhi: Sterling.
- Siapera, Eugenia (2018). *Understanding new media* (2nd Ed.). New Delhi: Sage Publications.

Bachelor of Arts in Journalism and Mass Communication

Semester III: (Discipline Elective) **SOCIAL MEDIA**

Course Title and Code		KUJMCDE-1: Social Media			
Course Objectives	1.	To identify major social media platforms and their role.			
	2.	To understand the importance and the implications of social networks.			
	3.	To know application of social media in various social contexts.			
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>				
	-	To critically evaluate the use of social media.			
	-	To understand various types of social media and their evolution.			
	-	To use various applications professionally.			
Theory Exam Pattern	Theory 80 Marks		IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	3		Teaching Hours		3+1 (Practicals)

- UNIT I** Social Media: Definition and unique characteristics. Merits and demerits. History of social media. History and growth of Facebook, X (Twitter), Instagram, Snapchat, YouTube, WhatsApp. Social media status and statistics.
- UNIT II** Social media and participatory culture. Writing blogs and publishing in news portals. Web journalism. News webcasting, democratization of information. Social media activism. Social media and politics. Positive and negative influences of social media.
- UNIT III** Social media impact on other media. Unethical use of social media. Fake news. Propaganda through social media. Restrictions over social media. Social media freedom. Social media and youth.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Briggs, Asa and Peter Burke (2010). *A social history of the media: From Gutenberg to the internet*. UK: Polity Press
- Delfanti, Alessandro and Adam Arvidsson (2013). *Introduction to digital media*. Wiley Blackwell publications
- Dijck, Jose van (2013). *The culture of connectivity: A critical history of social media*. London: Oxford

- Fuchs, Christian (2016). *Social media: A critical introduction*. Thousand Oaks, CA: Sage.
- Humphries, A. (2016). *Social media: Enduring principles*. New York: Oxford.
- Lipschultz, Jeremy Harris (2020). *Social media communication: Concepts, practices, data, law and ethics*. London: Routledge.
- Nelson, Lisa S. (2018). *Social media and morality: Losing our self-control*. Cambridge University Press
- Noor Al-Deen, Hana S. & John Allen Hendricks (2011). *Social media: Usage and impact*. Rowman & Littlefield publications.
- Rodgers, Shaun (2017). *The social media effect*. Betterworld books
- Singh, Uma S. & Sanjaya Sinha Baghela (2015). *Social media and Indian youth*. Delhi: Apple Books
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Bachelor of Arts in Journalism and Mass Communication

Semester IV: (Discipline Core) **MEDIA LAWS AND MANAGEMENT**

Course Title and Code	KUJMCDC-4: Media Laws and Management			
Course Objectives	1.	To introduce laws related to media.		
	2.	To familiarize the students with application of different media laws.		
	3.	To educate the students about fundamentals of media management.		
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>			
	-	To identify the relevance of media laws.		
	-	To make use of legal provisions in media practice.		
	-	To learn the management and ownership patterns of mass media.		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5+1 (Practicals)

- UNIT I** Constitutional provisions regarding freedom of speech and expressions: Article 19(1) a. Reasonable restrictions, Article 19(2). Freedom of the Press. World Press Freedom Index. Right to Information Act, 2005. Article 19 of the Universal Declaration of Human Rights.
- UNIT II** Law of defamation, sedition, obscenity. Cinematograph Act 1952 and film certification. Official Secrets Act 1923, Copyright Act. Contempt of Court Act. Contempt of Legislature. Cyber laws: Information Technology Act 2000.
- UNIT III** Press and Registration of Books Act 1867. Working Journalists Act 1955, Major recommendations of First and Second press commissions, Press Council of India, ASCI, BCCC, NBDSA. Code of ethics for journalists
- UNIT IV** Management: definition and nature, Types of management, Problems of the media industry. Autonomy to All India Radio and Doordarshan, Prasar Bharati. Broadcast regulations.
- UNIT V** Media ownership and control, types of media ownership. Media regulation and censorship. Organizational structure of newspaper, radio and television. Production, distribution and exhibition of films.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and

seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

Basu, Durga Das (2010). *Law of the press*. New Delhi: Prentice Hall of India.

Manna, Bansi (2014). *Mass media laws and related laws in India*. New Delhi: Booksway.

Neelamalar, M. (2009). *Media law and ethics*. Delhi: PHI

Rao, Naresh & Suparna (2008). *Media laws: An Appraisal*. Bangalore: Premier.

Rao, Someswar B. (2002). *Journalism: Ethics, codes, laws*. Bangalore: ACME.

Rayudu, C.S. & Rao, Nageshwara S.B. (2014). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.

Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage

gÀ« ©.PÉ., ,ÀvÀâ¥ÀæPÁ±i JA.Dgi. (2008). *ÀiÁzsÀâÀÄ GzÀâÀÄ. "ÉAUÀ¼ÀÆgÀÄ: ¥ÀÄ,ÀÛPÀ ¥ÁæÜPÁgÀ.*

PÄÄ^aÀiÁgi, JÉi.J.ï.C±ÉÆÄPi, *ÀiÁzsÀ^aÀ LvÁ¼i* (2008). *®PÄëöät gÉÄSÉ. "ÉAUÀ¼ÀÆgÀÄ: IÄvÀ ¥ÄÄ,ÀÛPÀ.*

PÄÄ^aÀiÁgi, ,ÀwÄ±i (2018). *"sÁgÀwÄAiÄÄ ^aÀiÁzsÀâÀÄ PÁÉÀÆÉÄÄUÀ¼ÄÄ ^aÄÄvÄÄÛ ¢Äw ,ÄA»vÉÉ. "ÉAUÀ¼ÀÆgÀÄ: ,ÉBÄ°À ¥À©è¶AUï °É,ïÄ.*

Bachelor of Arts in Journalism and Mass Communication

Semester IV: (Discipline Elective) **FILM APPRECIATION**

K U J M C D E - 2 : F I L M A P P R E C I A T I O N				
Course Title and Code	KUJMCDE-2: Film Appreciation			
Course Objectives	1.	To understand development of cinema.		
	2.	To familiarize with the basic elements of cinema.		
	3.	To appreciate film as an art form.		
Learning Outcome	At the end of the course, the students should be able . . .			
	-	To critically understand films.		
	-	To write film reviews and analyze films.		
	-	To appreciate film aesthetics.		
Theory Exam Pattern	Theory 40 Marks	IA: Test 5 Marks	IA: Assignment/Seminar 5 Marks	Total 50 Marks
Credits	2		Teaching Hours	2+1 (Practicals)

- UNIT I** Cinema as a mass medium: Characteristics. Cinema and society. Cinema, culture and literature. Visual arts and theatre. Cinema and television. Popular cinema, new wave cinema, documentaries. Film Society Movement. Writing film review and criticism.
- UNIT II** Origin and growth of Indian cinema. Characteristics of early films. Indian cinema before independence: Dada Saheb Phalke, V. Shantaram, Bimal Roy, Mehboob Khan. Post-independence cinema: Guru Dutt, Raj Kapoor, Hrishikesh Mukherjee, Satyajit Ray, K. Balachander, Adoor Gopalakrishnan.
- UNIT III** Growth of Kannada cinema. Early Kannada filmmakers. New wave cinema in Kannada: B. V. Karanth, Girish Karnad, Puttanna Kanagal. Girish Kasaravalli, P. Sheshadri. The status of the Kannada film industry. New trends in Kannada cinema.

Guidelines for Seminar / Assignments (For 05 marks)

There shall be one assignment or seminar carrying 5 marks. The assignment or seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

Battaglia, Giulia (2018). *Documentary film in India: An anthropological history*. New York: Routledge.

- Bordwell, David., Thompson, Kristin., & Smith, Jeff (2016). *Film art: An introduction*. New York: McGraw-Hill Education.
- Majumda, Rodhona. (2021). *Art cinema and India's forgotten futures: Film and history in the postcolony*. New York: Columbia University Press.
- Popple, Simon. (2004). *Early cinema: From factory gate to dream factory*. New York: Columbia University Press.
- Puttaswamy, K. (2009). *Cinema yaana: Kannada Chitraranga 75: A flashback*. Bengaluru: Hasiru Prakashana.
- Raghavendra, M.K. (2013). *Director's Cut: 50 major filmmakers of the modern era*. New Delhi: HarperCollins.
- Rajadhyaksha, Ashish. (2016). *Indian cinema: A very short introduction*. Oxford: Oxford University Press.
- Srivastav, Manoj. (2016). *Wide angle: History of Indian cinema*. Chennai: Nation Press,
- Stam, Robert (2017). *Film theory: An introduction*. Oxford: Blackwell Publishing.
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Bachelor of Arts in Journalism and Mass Communication

Semester IV: (Practical Knowledge Skill)

Photography

Course Title and Code	KUJMCPKS-1: Photography			
Course Objectives	1.	To identify camera and its accessories.		
	2.	To understand the technical aspects of digital photography.		
	3.	To know the different branches of photography.		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To familiarize with camera and its accessories.		
	-	To compose photographs with technical and aesthetic aspects.		
	-	To understand the effects of different lights in photography.		
Practical Exam Pattern	Assignments and Record Book Valuation 40 Marks		Viva 10 Marks	Total 50 Marks
Credits	2		Teaching Hours	2+1 (Practicals)

UNIT I Photography: Meaning, nature and scope. Evolution of photography. Basics of Camera: Aperture, shutter speed, focal length, depth of field. Camera operations. .
Types of Lenses and their functions, use of filters.

UNIT II Digital photography: Evolution of digital photography, advantages and disadvantages. Differences between traditional and digital photography. Types of digital camera. Ethics in the era of digital photography.

UNIT III Lighting: Indoor and outdoor, exposing and focusing. Types of lighting: Natural and artificial lights, controlling lights, exposure meters, flashes. Techniques of composing picture. Technical and aesthetic aspects. Branches of photography. .
Photo editing software

Assignments

1. Taking news photographs
2. Taking feature photographs
3. Taking portrait photographs
4. Making photo collages
5. Writing photo features
6. Writing features
7. Editing photographs

Submission & Evaluation

Students shall learn to create various contents as listed above. Four assignments as given by the course instructors shall be prepared and submitted as per deadline set by them. Each assignment will carry ten marks each based on content, form / format, presentation. It will be valued and a viva will be conducted both by internal and external examiners. Total marks for practical examination is 50. Assignments and record book will carry 40 marks and 10 marks for viva.

BOOKS FOR REFERENCE

Ang, Tom. (2011). *Digital photography step by step*. UK: Penguin.

Billissi, Efthimia & Langford, Michael. (2011). *Langford's advanced photography*. London: Focal Press

British Press Photographers Association. (2007). *5000 Days: Press photography in a changing world*. London: David & Charles.

Freeman, Michael (2007). *The photographer's eye: Composition and design for better digital photos*. London: Focal Press.

Golden, Renel. (2011). *Photojournalism: 150 Years of great press photography*. London: Carlton Books Ltd.

Horton, Brian. (2000). *Guide to photojournalism*. New York: McGraw-Hill

Kobre, Kenneth. (2008). *Photojournalism: The professional approach* (4th Ed). London: Focal Press

Kumar, Deepak (2024). *Photo and Print Journalism*. New Delhi: Sumit Enterprises

Nair, Archana. (2004). *All about photography*. New Delhi: Goodwill Publishing House.

Bachelor of Arts in Journalism and Mass Communication

Semester V: (Discipline Core) **REPORTING AND FEATURE WRITING**

Course Title and Code	KUJMCDC-5: Reporting and Feature Writing				
Course Objectives	1.	To introduce the concept of news and news values.			
	2.	To introduce the different types of news reporting.			
	3.	To introduce the skills of writing articles and features.			
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>				
	-	To understand the concept of news.			
	-	To familiarize with the news reporting methods.			
	-	To write articles and features			
Theory Exam Pattern	Theory 80 Marks		IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	4		Teaching Hours		4+1 (Practicals)

- UNIT I** News: definition, elements, news values. Structure of a news story: headline, lead, body. Types of lead. Hard news and soft news. Sources of news.
- UNIT II** Reporting: nature and scope, qualifications and duties of a reporter, foreign and special correspondents. Types of reporting: Interpretative and Investigative. Covering beats: politics, speech, crime, accident, legislature, education, Press release, press conference.
- UNIT III** Specialized Reporting: Science, Business, Sports, Women, Agriculture, lifestyle, Covering Wars. Art of Interview: Preparation, Types of Interview.
- UNIT IV** Feature- definition, characteristics, techniques of writing features. Types of features: news, personality, scientific, travel, agriculture, culture, human interest, historical features.
- UNIT V** Difference between news and features, articles and feature, Photography for news and features, freelancing.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be five assignments carrying 2 marks each. Following assignments shall be given to each student.

1. Two news reports
2. One article on any topical issue
3. One feature
4. One personality profile
5. Two news photographs

BOOKS FOR REFERENCE

Mencher, Melvin. (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill

Friedlander, Jay & Lee, John (eds.). (2010). *Feature writing for newspapers and magazines: The pursuit of excellence* (7th Ed). London: Allyn & Bacon

Rao, Meera Raghavendra. (2009). *Feature writing*. New Delhi: Prentice Hall of India.

Pape, Susan & Featherstone, Susan. (2006). *Feature writing: A practical introduction*.
New Delhi: Sage.

Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage

Sharma, Diwakar. (2005). *Modern journalism: Reporting and writing*. New Delhi: Deep & Deep.

Tim Holmes, Liz Nice. (2012). *Magazine Journalism*. New Delhi: Sage

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Bachelor of Arts in Journalism and Mass Communication

Semester V: (Discipline Core) **MEDIA AND CURRENT AFFAIRS**

K U J M C D C - 6 : M e d i a a n d C u r r e n t A f f a i r s				
Course Title and Code	KUJMCDC-6: Media and Current Affairs			
Course Objectives	1.	To identify the role of media in covering current affairs.		
	2.	To understand the economic and social issues that affect development.		
	3.	To know the impact of mass media on culture.		
Learning Outcome	At the end of the course, the students should be able . . .			
	-	To critically evaluate the current affairs covered by media.		
	-	To understand different issues that affect development.		
	-	To study the impact of mass media on indigenous culture.		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	4		Teaching Hours	4+1 (Practicals)

- UNIT I** Role of Media in the Coverage of Major Trends and Developments- Global, National and Regional. Media and Current Global Affairs: Terrorism, Environmentalism, Liberalization, Privatization, Globalization, Neo-colonialism Violation of Human Rights, Child Rights Protection, Gender Issues etc..
- UNIT II** Media and Current National Affairs: Social Justice, Empowerment of Women, Protection of Farmers and Women, Communal Harmony and National Integration, Human Trafficking etc.
- UNIT III** Indian political system, parliamentary democracy, Centre-state relations, electoral process and reforms. Ideologies: capitalism, socialism, fascism, Gandhism, neo-liberalism, humanism, Economic planning and development, economic reforms.
- UNIT IV** Social issues: illiteracy, poverty, health, education, gender, caste and colour, corruption, separatist movements, Environmental movement, Gen Z movement.
- UNIT V** Cultural issues: mass culture, impact of mass media on culture, Indian cultural heritage – folk culture, impact of western culture on Indian culture. Foreign Direct Investment, Impact of Globalization on Media, Media Imperialism.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Nageshwar, K. (2016). *Interpreting Contemporary India*. Bloomington: Author House.
- Baradat, Leon P. (2016). *Political Ideologies: Their Origins and Impact* (12th Ed), New Jersey: Routledge.
- Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). *Modern Indian political thought: Text and context*. New Delhi: Sage.
- Chandhoke, Neera & Priyadarshi, Praveen. (2009). *Contemporary India: Economy, Society, Politics*. New Delhi: Dorling Kindersley (India).
- Rangarajan, Mahesh. (2007). *Environmental issues in India*. New Delhi: Dorling Kindersley.
- Rajagopal, Arvind.(2001). *Politics after television: Religious nationalism and the reshaping of the Indian public*. Cambridge: Cambridge University Press.
- Magazines: *Fronline, Seminar, Mainstream, Outlook, India Today, Economic and Political Weekly*.

Bachelor of Arts in Journalism and Mass Communication

Semester V: (Practical Knowledge Skill)

Videography

Course Title and Code	KUJMCPKS-2: Videography				
Course Objectives	1.	To identify video camera accessories.			
	2.	To understand the technical aspects of videography.			
	3.	To know the elements of composition.			
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>				
	-	To familiarize with video camera and its accessories.			
	-	To compose videos with technical and aesthetic aspects.			
	-	To understand the effects of different lights in video production.			
Practical Exam Pattern	Assignments and Record Book Valuation 40 Marks			Viva 10 Marks	Total 50 Marks
Credits	2		Teaching Hours		2+1 (Practicals)

Unit I:

Videography: History and significance; Video tapes & formats; Outdoor and studio videography; Camera accessories; Lenses and their types. Technicalities of photography – white and black balance;

Unit II:

Elements of composition - safe zone, framing, image size – headroom, nose room, exposure, light sensitivity, depth of field; Pedestal & Tripod- their types, setting- advantages and disadvantages.

Unit III:

Types of shots; Camera angles; Point of view; Camera movements; Lighting – colour temperature, types of lighting; filter selection. Basics of video editing. Software used in video editing.

Assignments

1. Indoor video recording
2. Outdoor video recording
3. Using natural and artificial lights
4. Shooting different angles

5. Practicing camera movements
6. Making a short film
7. Making reels
8. Editing Videos

Submission & Evaluation

Students shall learn to create various contents as listed above. Four assignments as given by the course instructors shall be prepared and submitted as per deadline set by them. Each assignment will carry ten marks each based on content, form / format, presentation. It will be valued and a viva will be conducted both by internal and external examiners. Total marks for practical examination is 50. Assignments and record book will carry 40 marks and 10 marks for viva.

BOOKS FOR REFERENCE

- Aiyer, Balakrishna (2008) *Digital television journalism*, New Delhi: Neha Publishers.
- Belavadi, Vasuki (2013). *Video Production 2nd edition*, New Delhi: OUP.
- Block, Bruce (2017). *The visual story-creating the visual structure of Film, TV and Digital Media*. US: Focal Press.
- Brown, Lucy & Duthie, Lyndsay (2016). *The TV Studio Production Handbook*, London: IB Tauris Publishers
- Brown, Ross (2014). *Create your own series for the Internet*, 2nd edition, California: Michael Wiese Productions.
- Chermak, CY(2017). *The show runner- An inside guide to successful TV production*, US: Jacobs Brown Press.
- Millerson, Gerald (2016). *Effective TV Production*. London: Focal Press.
- Robert L. Hilliard, L Robert (2007). *Writing for television, radio, and new media*, Connecticut: Wadsworth.
- Stradling, Linda (2010). *Production management for TV and Film*, London: Bloomsbury books
- Ward, Peter (2001). *Studio and outside broadcast camerawork*, New Delhi: Focal press.

Bachelor of Arts in Journalism and Mass Communication

Semester VI: (Discipline Core) **EDITING**

Course Title and Code	KUJMCDC-7: Editing				
Course Objectives	1.	To introduce editing principles.			
	2.	To familiarize the students with news writing skills.			
	3.	To educate the students about softwares used in newsrooms.			
Learning Outcome	At the end of the course, the students should be able . . .				
	-	To identify the duties and responsibilities of newsroom.			
	-	To make use of editing techniques.			
	-	To prepare a newspaper page by using softwares.			
Theory Exam Pattern	Theory 80 Marks		IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	4		Teaching Hours		4+1 (Practicals)

- UNIT I** Editing: Definition, principles, structure and functions of newsroom. Duties and responsibilities of an editor, news editor and sub-editor.
- UNIT II** News writing and re-writing techniques. Translation- importance and techniques, Headlines- functions, types and techniques of headline writing. Photo editing.
- UNIT III** Editorial page. Types of editorials and editorial writing techniques, letters to the editor, column, middle, op-ed.
- UNIT IV** Page makeup: techniques and types, pagination, style sheet, page making software, typography.
- UNIT V** Use of computers in newspaper production. Printing methods for newspapers: Letter press, gravure, offset, DTP.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be five assignments carrying 2 marks each. Following assignments shall be given to each student.

1. Translation of one news report from Kannada to English

2. Translation of one news report from English to Kannada
3. Two letters to editor
4. One editorial on topical issues.
5. Dummy page of newspaper

BOOKS FOR REFERENCE

Dahiya, Surbhi & Joshi, Aashish, Shambhu (2025). *Editing Essentials*. New Delhi: Atlantic

Kamath, M.V. (1980). *Professional journalism*. New Delhi: Vikas Publishing House.

Ludwig, Mark D. & Gilmore, Gene. (2005). *Modern news editing*: Iowa: Blackwell.

Mencher, Melvin. (1989). *Basic news writing*. Dubuque, Iowa: Wm C Brown Publishers.

Prasad, Sharada. (1993). *Editors on editing*. New Delhi: National Book Trust.

Ravindran, R.K. (1999). *Handbook of reporting and editing*. New Delhi: Anmol Publications.

Roy, Barun. (2000). *Beginners' guide to journalism*. Delhi: Pustak Mahal.

Shrivastava, K.M. (1987). *News reporting and editing*. New Delhi: Sterling Publishers.

Wastly, Bruce. (1975). *News editing*. New Delhi: Oxford & IBH.

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Bachelor of Arts in Journalism and Mass Communication

Semester VI: (Discipline Elective) **ADVERTISING AND PUBLIC RELATIONS**

Course Title and Code	KUJMCDC-8 Advertising and Public Relations				
Course Objectives	1.	To understand the development of advertising.			
	2.	To familiarize with the preparation of ad copies			
	3.	To understand the different PR tools.			
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>				
	-	To understand the process of preparing advertisements.			
	-	To use different PR tools.			
	-	To appreciate CSR activities.			
Theory Exam Pattern	Theory 80 Marks		IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	4		Teaching Hours		4+1 (Practicals)

- UNIT I** Advertising: Evolution, definition, functions, marketing and advertising, social and economic effects of advertising. Structure and functions of advertising agencies.
- UNIT II** Advertising copy. Illustration and layout. Slogans. Advertising in newspapers, magazines, radio, television, outdoor and the internet. Media selection and target audience.
- UNIT III** Definition and importance of public relations. Functions of PR. Image building. Qualifications and responsibilities of a public relation professional. External and internal PR.
- UNIT IV** Differences among Publicity, Propaganda, Advertising and Public Relations. PR Tools: House journals, press release, press conferences, exhibitions and events.
- UNIT V** Corporate Social Responsibility: meaning and importance, crisis management, case studies, Ethics in PR.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be five assignments carrying 2 marks each. Following assignments shall be given to each student.

1. One print advertisement in A4 size for any product
2. One press release.
3. One script for a radio commercial
4. One script for a television commercial
5. One poster

BOOKS FOR REFERENCE

- Batra, Rajeev. (1996). *Advertising management*. New York: Prentice Hall.
- Chaudhuri, Arun. (2014). *Indian advertising: Laughter and tears-1950-2013*. New Delhi: Niyogi Books.
- Chunawalla, S A and Sethia, K. C. (2006). *Foundations of advertising theory and practice*. (6th ed.). New Delhi: Himalaya.
- Cluley, Robert. (2017). *Essentials of advertising*. New York: Kogan Page.
- Jefkins, Frank. (1986). *Advertising made simple* (4th ed.). London: Heinemann.
- Ogilvy, David. (1985). *Ogilvy on advertising*. New York: Random House.
- Sachdeva, S. Iqbal. (2009). *Public Relations: Principles and Practices*. New Delhi: Oxford University Express.
- Reddy, C.V. Narasiman. (2014). *Effective public relations and media strategy* (92nd edition). Delhi: PHI Learning Private Limited.
- Singh J.K. (2007). *Media and public relations*. New Delhi: APH Publishing Corporation.
- dAiÄÄ¹A°Ä. (2009). „ÁªÄðd□PÀ „ÄA¥ÄPÀð ¥ÄjZÄAiÄÄ. ``ÉAUÄ¼ÄÆgÄÄ: „ÉßÃ°Ä ŠÄPĩ °Ë,ĩ.

Bachelor of Arts in Journalism and Mass Communication

Semester VI: (Discipline Elective) **Research Methodology with Survey Project**

Course Title and Code		KUJMCRM: Research Methodology with Survey Project			
Course Objectives	1.	To provide a broad understanding of research process.			
	2.	To learn different methods of research			
	3.	To enable them to conduct a research.			
Learning Outcome	A the end of the course, the students should be able . . .				
	-	To take up a research project.			
	-	To analyse research data.			
	-	To prepare a research report.			
Exam Pattern	Research Project 40 Marks			Viva 10 Marks	Total 50 Marks
Credits	2	Teaching Hours			2

Guidelines

1. At the beginning of the Vth semester each student is allotted a guide.
2. Students should submit a research proposal to the HoD, before the end of the fifth semester with the approval of the guide. The research topic should be related to media.
3. The research project shall contain Introduction, Objectives, Review of related literature, Methodology, Data analysis and Conclusion.
4. The research project shall be submitted before the end of the sixth semester to the Head of the Department.
5. It will be valued and a viva will be conducted both by internal and external examiners. Total marks for research project is 50. Project report will carry 40 marks and 10 marks for viva.

Appendix-B

**Proposed Question Paper Model for Papers with more
than 3 credits**

**BA DEGREE EXAMINATION
JOURNALISM AND MASS COMMUNICATION**

Paper:

Time: 3 hours

Maximum Marks: 80

Section-A

1. Answer any TEN of the following questions with one or two sentences.

1. Define the term 'Journalism'.
2. What is the role of a journalist?
3. What are the different types of journalism?
4. What is the importance of journalism in a democracy?
5. What are the challenges faced by journalism in the digital age?
6. What is the difference between print and electronic journalism?
7. What is the role of mass communication in society?
8. What are the different types of mass communication?
9. What is the importance of mass communication in a democracy?
10. What are the challenges faced by mass communication in the digital age?

10X2=20

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l

Section-B

Answer any EIGHT of the following.

8X5=40

1. Define the term 'Journalism'.

- 2.

- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.

Answer the following.

2X10=20

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12. A

OR

12. B

13. A

OR

13. B

Proposed Question Paper Model for Papers with 2 credits

BA DEGREE EXAMINATION JOURNALISM AND MASS COMMUNICATION

Paper:

Time: 90 minutes

Maximum Marks: 40

Section-A

1. Answer any FIVE of the following questions with one or two sentences.

1. The role of the media in the development of a nation is a complex one. It is not only a mirror of the society but also a powerful agent of social change. Discuss the role of the media in the development of a nation.

5X2=10

- a.
- b.
- c.
- d.
- e.
- f.

Section-B

Answer any FOUR of the following.

4X5=20

2. The role of the media in the development of a nation is a complex one. It is not only a mirror of the society but also a powerful agent of social change. Discuss the role of the media in the development of a nation.

- 2.
- 3.
- 4.
- 5.
- 6.

Answer the following.

1X10=10

3. The role of the media in the development of a nation is a complex one. It is not only a mirror of the society but also a powerful agent of social change. Discuss the role of the media in the development of a nation.

7. A

OR

7. B