



UNIVERSITY OF MYSORE

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

MANASAGANGOTRI, UNIVERSITY OF MYSORE – 570006

Submitted to the Registrar (Academic)

CHOICE BASED CREDIT SYSTEM

Approved Syllabus

BOS Approved Syllabus for UG Program

(NEP 2021)

Syllabus for I & II Semester

(EFFECTIVE FROM ACADEMIC YEAR 2021-22)

SEPTEMBER 2021

BA HONOURS & MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Programme: Five-year Integrated Master's Programme in Journalism and Mass Communication to be introduced under NEP

Programme Objectives:

- Five-year Integrated Course in Journalism and Mass Communication 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 and Mass Communication.

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 and Mass Communication 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 and Mass Communication 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 Practicals and its application: The Journalism and Mass Communication 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 and Mass Communication 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 and Mass Communication is awarded at the completion of every progressive year.

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

COURSE PATTERN AND SCHEME OF EXAMINATION FOR BA AS PER NEP (2021-22 AND ONWARDS)

Semester	Course Code	Paper Title	Teaching Hours	Hours/Week		Total Marks /Paper				Total Marks	Duration of Examination (Hours)		Credits			
				Theory	Practical	Total Hrs	Max	Min	IA		Total	Theory	Practical	Theory	Practical	Total
I	DSC 1	Introduction to Journalism (With Practical)	60	04	04	08	60	24	40	100	100 + 50	2Hr 30Min	02	04	02	04 + 02
	OE 1	Writing for Media	45	03	-	03	60	24	40	100	100	2Hr 30Min	-	03	-	03
II	DSC 2	Computer Applications for Media (With Practical)	60	04	04	08	60	24	40	100	100 + 50	2Hr 30Min	02	04	02	04 + 02
	OE 2	Photo Journalism	45	03	-	03	60	24	40	100	100	2Hr 30Min	-	03	-	03

BA Programme Structure Having Practical Core Courses

Sem	Discipline Specific Core Courses (DSCC)			Open Elective Courses (OEC/DSE)			Skill Enhancement Course						Ability Enhancement Compulsory Course (AECC)			Total Credits
	Core Courses	L+T+P	Credit	Core Courses	L+T+P	Credit	Skill Based			Value Based			Course	Hours	Credit	
							Core Courses	L+T+P	Credit	Core Courses	L+T+P	Credit				
I	DSCC 1	4+0+4	4+2=6	OEC 1	3+0+0	3	SEC 1	1+0+2	1+1=2	Health & Wellness/ Social & Emotional Learning			Kannada 1	04	3+0+3	
												1+0+2				1+1=2
II	DSCC 2	4+0+4	4+2=6	OEC 2	3+0+0	3				Activity Based Course			Kannada 2	04	3+0+3	
										1+0+2	1+1=2	MIL/MEL2	04	3+0+3		
												EVS	02	2+0+2		

EXIT OPTION WITH CERTIFICATE (48 CREDITS)

NOTE:

1. Two Hours of Practical = Two Hour,
2. Students per batch = Nineteen (in case of students above 20 -35 make two batches).
3. Geography, Psychology, Criminology and other subjects to follow the GOK norms.
4. IA means Assignment, Seminar, Test, Group Discussion, Quiz, Workshop etc.
5. OE paper – Minimum intake of the students for DSE (OE) is at the discretion of the principal or as per the government norms.

(Structure for the remaining semesters will be formulated in the upcoming BOS meetings.)

DSCC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1-Introduction to Journalism (With Practical)		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	Theory -04 Practical - 02	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 = 30 T + 20 PR

Total Marks = 150

Course Objectives:

- To introduce the concept of journalism and mass communication
- To familiarize the students with different facets of journalism
- To educate the students about the role of journalism in the development of society

Learning Outcome:

At the end of the course, the students should be able

- To identify the distinct nature of journalism and its professional aspects, including career opportunities
- To familiarize and use terms specific to media
- To acquaint the students about the historical perspective of Indian journalism
- To upgrade the students with the current practices in journalism

Unit – I:

Definition, Meaning, Nature, Scope, Functions and Principles of Journalism, Types of Journalism – Magazine, Business, Environment, Sports, Entertainment, Mofussil, Citizen Journalism, MoJo, Glossary of Journalism, Introduction to Mass Media, Types of Mass Media – Traditional, Folk Media, Print Media, Electronic Media and New Media.

Unit –II:

Brief History of Indian Journalism – Evolution & Growth with special references to James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak and Annie Besant, History of Centenarian Newspapers – The Hindu, Times of India, The Tribune, Amrit Bazar Patrika and The Statesman.

Unit – III:

Brief History of Kannada Journalism with special reference to Hermann Moegling, M. Venkatakrishnaiah, DV Gundappa, Mohare Hanumantha Rao, and P R Ramaiah, H.K.Veeranna Gowda. Contribution of Women Journalists – Nanjanagudu Thirumalamba, Kalyanamma.

Unit – IV:

Career Opportunities, Qualification, Duties, Responsibilities of Journalists, Professional Code of Ethics, Role of Press in Democracy, Theories of Press - Authoritarian, Libertarian, Social Responsibility, Soviet Media Theory, Development Media Theory and Democratic Participation

Theory.

Practical Component:

1. Letters to the Editor – Publish 2 letters in any of the Local or National Dailies.
2. Make a comparative analysis of any two regional/national newspapers.
3. Compare any two magazines.
4. Analyze the contribution of any journalistic personality from Unit III
5. Analyze a news channel of your choice (regional/national).

Books for Reference:

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. Adhunka Bharathiya Parthrikodhyma - Shree L Bhandarkar
5. Professional Journalist John Hohenberg
6. Mass Communication & Journalism in India - Mehta
7. Eradu Dadagala Nadhuve – Niranjana Vanalli
8. Pathrikodyama - Ranganath Rao
9. History of Indian Journalism - S Natarajan
10. Indian Journalism - Nadig Krishnamurthy
11. Journalism in India- R.Parthasarathy
12. New History of Indian Journalism - G N S Raghavan
13. History of Press, Press Laws & Communication- B N Ahuja
14. Karnataka Pathrika Ithihasa 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	Bachelor of Arts in Journalism and Mass Communication		
Credits	3	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:

- Familiarizing students with writing skills for various media..
- To instill interest among students for media writing
- To equip the students with recent 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, Principles & Techniques of Writing for Print Media. – Clarity, Brevity, Simplicity, Readability and Accuracy.

Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.

Unit-II:

Electronic Media:

Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills.

Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts.

Unit-III:

New Media: Writing Techniques for New Media, Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism.

Books for Reference:

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
5. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press
6. British Press Photographers Association. (2007). 5000 Days: Press photography in a changing world. London: David & Charles.
7. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing House.

DSCC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSE 2- Computer Applications for Media (With Practical)		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	Theory -04 Practical - 02	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 = 30 T + 20 PR

Total Marks = 150

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.

Learning Outcome:

- Students will be equipped with computer related media skills.
- Students will get hands on experience on various computer applications.
- Students will independently be able to create new media content.

Unit I:

Introduction to Computers, Basic Hardware, Computer and Newspaper Production, Softwares for Newspaper Production, Internet, DTP, PageMaker, Adobe Indesign, Baraha and Nudi.

Unit II:

MS Office: Word, Power Point, Excel – Creating Charts, Graphs, Tables, Use of Computers in Reporting, Editing, Pagination and Printing.

Unit III:

Web Journalism, Techniques of Web Writing, Illustrations and Web Designing, Language, Presentation, Multimedia, Online Newspapers, Web Portals

Unit IV:

New Media – Definition and Characteristics, Types of New Media – Websites, Blogs, Vlogs, Email, Social Media Networks & OTT Platforms, Types, Techniques & Softwares for Blogging & Vlogging, Cyber Crime, Web Glossary.

Practical Component:

1. Create a blog/vlog on a topic of your choice.
2. Compare any two news/ sports portal of your choice.
3. A review on any recent OTT content of your choice.
4. Present two recent case studies on Cyber Crime.
5. Prepare a lab journal of 2 pages (A3 size).

Books for Reference:

1. Sunder, R., 2000. Computers Today Ed.2, JohnWiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MITPress.
3. Chapman and Chapman, Digital Multimedia, WileyPublication.
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, New York: Free Press,1997
6. Macintosh, Advanced Adobe Photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak2005.
8. Smith, Gene. Tagging: People-powered Metadata 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	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy:

Theory: 3 hrs/week

Total: 3 credits

Theory Marks— 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

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

Learning Outcome:

- 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 photo- editing software.

Unit-I

Concept of Photography, Evolution of Photography, Different Types of Cameras--Manual, Digital and Phone Cameras, Types of Photography – Portrait, Landscape, Street Photography, Wildlife, News Photography, Celebrity Photography.

Unit-II

Meaning of Photo Journalism, Qualifications, Role and Responsibilities of Photo Journalists, Photo Features, Techniques of Photo Editing, Caption Writing, Leading Press Photographers and Photo Journalists in India.

Unit-III

Mobile Journalism - Using Smartphones for News Reporting, Photo Editing on Smart Phones, Publishing News Content using Smartphones on Digital Platforms, Techniques of Short Film Making.

Books for Reference:

1. Milten Feinberg- Techniques of Photo Journalism
2. Michel Long ford- Basic Photography
3. Tom Ang- Digital Photography- Master classes
4. N Manjunath- Chayachitra Patrikodyama
5. Cyernshem G R- History of Photography

QUESTION PAPER PATTERN

DSCC THEORY:

Time: 2 hours 30 mins

Marks: 60

Instructions:

All parts are mandatory.

PART A

Answer any FIVE of the following:

5 x 2 = 10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

PART B

Answer any FOUR of the following:

4 x 5 = 20

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

PART C

Answer any THREE of the following:

3 x 10 = 30

- 14.
- 15.
- 16.
- 17.
- 18.

NOTE: Questions must be prepared such that all units are covered.

DSC PRACTICAL

Time: 2 hours

Marks: 30

NOTE:

1. Questions for practical examination should be in the form of applied knowledge of the theory part. (The question paper should be prepared by BoE for **30 marks**.)
2. A practical record should be evaluated by both internal and external examiner for the remaining **20 marks**.

QUESTION PAPER PATTERN

DSE (OE) THEORY:

Time: 2 hours 30 mins

Marks: 60

Instructions:

All parts are mandatory.

PART A

Answer any FIVE of the following:

5 x 2 = 10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

PART B

Answer any FOUR of the following:

4 x 5 = 20

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

PART C

Answer any THREE of the following:

3 x 10 = 30

- 14.
- 15.
- 16.
- 17.
- 18.

NOTE: Questions must be prepared such that all units are covered.

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 and Mass Communication

Program Articulation Matrix:

This matrix lists all course papers (DSC + GEC). 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	Course Objectives (not exceeding three per course)	Pre-requisite course(s)	Pedagogy	Assessment Marks
1	Introduction to Journalism (DSC)	To introduce the concept of journalism and mass communication. To familiarize the students with different facets of journalism To educate the students about the role of journalism in the development of society	PUC	Practical assignments	Theory – 60 IA - 40 Practical Exam : Practical Exam– 30 Practical Record -20 Total – 100 (T) + 50(P)=150
1	Writing for Media (OE)	Familiarizing students with writing skills for various media. To instill interest among students for media writing To equip the students with recent trends in media writing.			Theory – 60 IA - 40 Total – 60(T) + 40 (1A) = 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 : Practical Exam– 30 Practical Record -20 Total – 100 (T) + 50(P)=150
2	Photo Journalism (OE)	To attract students towards photojournalism To familiarize the students to techniques of photography and photojournalism To give a practical knowledge in the field of photography			Theory – 60 IA - 40 Total – 60(T) + 40 (1A) = 100

NOTE: The Course Objectives (DSCC + OEC) 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
Program Articulation Matrix:

Specialization: Journalism and Mass Communication

This matrix lists all course papers (DSCC + OEC). 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)	To identify the distinct nature of journalism and its professional aspects, including career opportunities To familiarize and use terms specific to media To acquaint the students about the historical perspective of Indian journalism & upgrade the students with the current practices in journalism	PUC	Practical assignments	Theory – 60 IA - 40 Practical Exam : Practical Exam– 30 Practical Record -20 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.			Theory – 60 IA – 40 Total – 60(T) + 40 (IA) = 100
2	Computer applications for media (DSC)	Students will be equipped with computer related media skills. Students will get hands on experience on various computer applications. Students will independently be able to create new media content.		Practical assignments	Theory – 60 IA - 40 Practical Exam : Practical Exam– 30 Practical Record -20 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 photo- editing software.			Theory – 60 IA – 40 Total – 60(T) + 40 (IA) = 100

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

5	DSC6: Media Laws and Ethics DSC7: Introduction to Digital Media							Web Journalism		18	
	Practical: Digital Media Production									02	
Total Credits							20				
6	DSC 8: Development Journalism DSC9: Fundamentals of Digital Film Making							Film Appreciation		18	
	Practical: Digital Film Making									02	
Total Credits							20				
7	DSC10: Theories of Communication DSC11: Advertising & Corporate Communication DSC12: Media Research		DSE1: Radio Programme & Production (P)DSE1: Radio Production DSE2: Basics of Camera, Lights & Sound (P) DSE 2: Camera Lights and Sound DSE3: Television Programme & Production (P)DSE 3: Television Production DSE4: Introduction to Story and Script Writing (P) DSE 4: Story and Script Writing DSE5: Writing Techniques for New Media (P) DSE 5: Writing for Digital Media DSE6: Web Design and					Graphic Design		20	

			Development (P) DSE 6: Web Design and Development						
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	Total Credits					20			
8	DSC13: Event Management DSC14: Media Entrepreneurship		DSE7: Virtual Content Development (P)DSE7: Virtual Content Development DSE 8: Web & Digital Publishing (P)DSE8: Web and Digital Publishing DSE9: Production Techniques for Digital Platforms (P)DSE9: Production Techniques for Digital Platforms DSE 10: Audio and Video Editing (P)DSE10: Audio and Video Editing DSE11: Social Media Strategies for Corporate Communication (P)DSE11: Social Media Strategies for Corporate Communication DSE12: Media Planning, Buying and Selling (P)DSE12: Media Planning, Buying and Selling DSE13: Documentary Production/Dissertation				Anchoring		20
		Total Credits				20			

9	DSC15: NEW MEDIA I. New Age Technologies II. Writing Techniques for new Media III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Fundamentals of Multimedia Or DSE11 Web Design and Development DSE12 Writing Techniques for Social Media Or DSE13 Web and Digital Publishing DSE14 Data Journalism Or DSE15 Creative Solution Design (or choose any 3)					
	DSC16: RADIO AND TELEVISION JOURNALISM I. Writing and Reporting for Radio II. Writing and Reporting for Television III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Script Writing for Audio Or DSE11 Presentation Skills for Radio DSE12 Script Writing for Video Production Or DSE13 Presentation Skills for Television DSE14 Data Journalism OR DSE15 Basics Sound and Sound Recording (or choose any 3)					24
	DSC17: ADVERTISING AND CORPORATE COMMUNICATION I. Introduction to Marketing Communication II. Writing Techniques III. for Corporate Communication IV. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Digital Advertising DSE11 Social Media for Public Relations					

		<p>DSE12 Visual Communication for Advertising Or DSE13 Visual Communication for Corporate Communication</p> <p>DSE14 Data Journalism DSE15 Content Creation for Ad & Corporate Communication (or choose any 3)</p>							
10	<p>DSC18: NEW MEDIA</p> <p>I. Digital Media Marketing Tools and Strategies II. Social Media Concepts and Strategies III. Applied Digital Media Production</p>	<p>Theory 50 Marks Practical 50 Marks</p> <p>DSE16 Graphic Design for Digital Media DSE17 Basic Animation</p> <p>DSE18 Social Media Strategies for Marketing DSE19 Content Creation Techniques for Social Media</p> <p>DSE20 Production Techniques for Digital Media DSE9 Management of Social Media Blogs Project work (or choose any 3)</p>							24

DSC19: RADIO AND TELEVISION JOURNALISM

- I. Radio Programme Production
- II. Television Programme Production
- III. Fundamentals of Audio, Video and Lights

Theory 50 Marks
Practical 50 Marks

DSE16 Audio Production
DSE17 Audio Editing

DSE18 Video Programme Production
DSE19 Video Editing

DSE20 Virtual Content Production
DSE9 Audio and Video Production Management
Project work
(or choose any
THREE)

DSC20: ADVERTISING AND CORPORATE COMMUNICATION

- I. Digital Media Strategies for Advertising
- II. Media Strategies for Corporate Communication
- III. Creative Strategies for Advertising

Theory 50 Marks
Practical 50 Marks

DSE16 Creative Strategies for Advertising
DSE17 Advertising Copy Writing

DSE18 Media Planning, Buying and Selling
DSE19 Writing and Story Telling Across the Platforms

DSE20 Ad. Production
DSE9 PR Campaign Production Techniques
Project work
(or choose any
THREE)

Model Curriculum

Name of the Degree Program: BA

Discipline Core: Journalism and Mass Communication/ Electronic Media

Total Credits for the Program: 176 Starting year of implementation: 2021-22

Program Outcome:

By the end of the program's the students will be able to:


(Refer to literature on outcome-based education (OBE) for details on Program Outcomes)

1. The programme ensures responsible citizens to the society as a product.
2. The programme will facilitate job opportunities for all those who invest five years in attending this programme.
3. The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

Assessment:

Weightage for assessments (in percentage)

Type of Course	Formative Assessment / IA	Summative Assessment
Theory (DSCC)	40 (C1+C2)	60
Practical (DSCC)	20 (Practical Record)	30
Projects (DSCC)	40 (20 - Assessment + 20 - Viva)	60 (Dissertation)
Experiential Learning (Internships etc.)		100
Theory (OEC)	40 (C1+C2)	60


Dr. C K Puttaswamy
Professor & Chairman
Board of Studies