



# UNIVERSITY OF MYSORE

Estd. 1916

VishwavidyanilayaKaryasoudha  
Crawford Hall, Mysuru- 570 005

Dated: 29.06.2017

No.AC6/451/2016-17

## NOTIFICATION

Sub: Modification in the BA Syllabus, Practical Syllabus and IA Examination from the academic year 2017-18.

- Ref: 1. Decision of the meeting of the Faculty of Arts held on 9<sup>th</sup> March 2017.  
2. Decision of the meeting of the Academic Council held on 30<sup>th</sup> March 2017.

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The Board of Studies in Communication and Journalism (CB), which met on 27<sup>th</sup> December 2016 has discussed and resolved to recommend as follows:-

1. Changes in BA Syllabus-Practical Syllabus and IA Examination:

The following modifications have been recommended by the BOS to rectify some discrepancies in the Practical syllabus. The reframing of practical syllabus is recommended by the BOS due to confusion and misinterpretation of practical syllabus during examination. Journalism being a professional course has a variety of practical, which is more qualitative than quantitative. Hence, practical syllabus is reviewed and described to avoid ambiguity and confusion for teachers and examiners.

2. Finalization of workload for B.A in Journalism and Mass Communication in the colleges affiliated to the University of Mysore.

The Board has recommended and finalized the workload for Theory and Practical in UG courses offering Journalism as a Cognate/ Major Subject. Workload has not been changed but workload of theory and practical has been clarified as the Directorate of Collegiate Education seeks clarification at the beginning of every academic year. Further, interpretation has varied from college to college offering Journalism and Mass Communication at the UG level under the jurisdiction of University of Mysore, Mysore.

The Faculty of Arts and the Academic Council at their Meetings held on 9<sup>th</sup> March 2017 and 30<sup>th</sup> March 2017 respectively have also approved the above said proposal. It is notified and shall be applicable for the academic year 2017-18.

**The list of books recommended for both Under Graduate and Post Graduate and contents may be downloaded from the University Website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)**

Draft approved by the Registrar

Sd/-

**DEPUTY REGISTRAR (ACADEMIC)**

To:

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Arts, DOS in Public Administration, Manasagangotri, Mysuru.
3. The Chairman, Department of Studies in Communication and Journalism, Manasagangotri, Mysuru.

4. The Chairman, Board of Studies in Communication and Journalism (CB), Manasagangotri, Mysuru- With a request to observe the contents uploaded in the University website with regard to the above proposals if any discrepancies inform to the Academic section.
5. All the Principals of Affiliated Colleges running Graduate Programme.
6. The Director, College Development Council, Moulya Bhavan, Manasagangotri, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.

**Practical Syllabus for Teaching and Setting Question Paper for Practical Examinations**

Semester	Paper Title	Existing	Amended
I	Communication Skills	a) Letter to the Editor b) Mock Interview c) Resume writing	a) Letter to the Editor b) Public speaking c) Group Discussion d) Interview a news worthy personality
II	Applied Journalism	a) Comparative analysis of News Stories a) News Writing based on Press Release	b) Comparative analysis of News Stories a) News Writing based on Press Release b) Write up on Environmental journalism c) Becoming Citizen Journalist and Preparing a story
III	Media Laws and Ethics	a) Seminar Presentation b) Case studies c) Model press conference report d) RTI project	a) Students have to file an RTI application to understand the ways and means of collecting legitimate information b) Compiling 5 cases of Freedom of Speech and Expression (practical record) c) Compiling 5 cases of Defamation involving media (Practical record) d) Practical exam consists of students making oral presentation of cases of Freedom of speech and expression /Defamation / RTI Judgements
IV	Audio visual Communication	a) Radio News Script b) TV News Script c) Audience Survey Report d) Film Script Writing	a) Production of Public service ads for Radio /TV/ online
V	Reporting Practices	-	-
V	Editing Practices	-	-
V	Reporting practices & Editing practices (Practical paper)	a) News story b) Framing questions to interview well known personality c) Book Review d) Film Review e) Headline writing f) Caption writing g) Translation	a) Students are required to write press release b) Students are required to write press release and book review c) Translation of news stories from English to Kannada and Kannada to English d) Headline writing for 2-4 news stories e) Caption writing for 2-4 photo features
VI	Feature writing and Media issues	No change	No change
VI	Advertising and Public Relations	No Change	No Change

#### AGENDA -4

**Finalization of workload for B.A.in Journalism and Mass Communication in the colleges affiliated to the University of Mysore.**

*Decision: The Board has recommended and finalized the workload for Theory and Practical in UG courses offering Journalism as a Cognate / Major Subject. **Workload has not been changed but workload of theory and practical has been clarified as the Directorate of Collegiate Education seeks clarification at the beginning of every academic year.** Further, interpretation has varied from college to college offering Journalism and Mass Communication at the UG level under the jurisdiction of University of Mysore,*

#### **Total Workload for UG Courses offering Journalism as a Cognate /Major Subject**

<b>Semester</b>	<b>Title of Paper</b>	<b>Theory</b>	<b>Practical</b>	<b>Practical teaching hours</b>
I	Communication Skills	4 hrs	1hr	2hr
II	Applied Journalism	4 hrs	1hr	2hr
III	Media Law and Ethics	4 hrs	1hr	2hr
IV	Audio visual Communication	4 hrs	1hr	2hr
V	Reporting Practices	3hrs	-	-
V	Editing Practices	3 hrs	-	-
V	Reporting practices & Editing practices (Practical paper)	4 hrs	2hr	4hr
VI	Feature writing and Media issues	3hrs	-	-
VI	Advertising and Public Relations	3hrs	-	-
VI	Feature writing, Advertising and Public Relations Practical	-	2hr	4hr
	<b>Total Workload</b>	<b>32 hrs</b>	<b>8hrs</b>	

#### **Guidelines;**

1. Colleges must show practical classes in the timetable.
2. According to UGC guidelines, 2hrs of practical is equalient to 1 hr of Theory. The timetable shows 2 hrs of practical which is equalient to 1hr of workload only. Calculation of workload should include both theory and practical hours but practical hours should be based on this principle: 2 hrs of Practical = 1 hr of workload.
3. In practical class there is no need for making batches like it is done in science subjects as Journalism practical is either field assignment or desk assignment at UG level invariably consists of writing.
4. Complete implementation of practical workload requires establishment of AV Studio and Computer Lab with Journalism related software in the college.
5. There has been no change in the syllabus of practical records and class assignments.

**APPENDIX -1**

**Books of Reference for UG courses offering Journalism and Mass Communication as a Major or Cognate Subject;**

1. N.Usha rani, Communication Research, Prasara, University of Mysore, Mysore. (2016)
2. N.Usha rani, *Mahile Mattu Madhyama(Kannada)*, Book Published by Rejendra Printers, Mysore, First Edition, 2002. Rajendra Printers, Mysore
3. N.Usha rani, Folk Media for Development - A study of Karnataka's Traditional Media. Karnataka Book Publishers, First Edition, 1996.
4. N.Usha rani , Educational TV in India: Challenges and Issues – Discovery Publishing House, New Delhi, 2006.
5. N.Usha rani, *Kannada Patrikodyama, (Kannada)*, Published by Karnataka State Open University, Mysore, 2010.
6. ಗುರು, ಮಹೇಶ ಚಂದ್ರ, ಬಿ.ಪಿ. (2013) ಸಾಹಿತ್ಯ, ಮಹಿಳೆ ಮತ್ತು ಸಬಲೀಕರಣ, ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಮೈಸೂರು, ಕರ್ನಾಟಕ.
7. ಗುರು, ಮಹೇಶ ಚಂದ್ರ, ಬಿ.ಪಿ. ಮತ್ತು ವಿಜಯಕುಮಾರಿ ಎಚ್.ಸಿ. (1989) ಭಾರತದಲ್ಲಿ ಗ್ರಾಮೀಣ ಸಂವಹನ, ಅಕಾಡೆಮಿಕ್ ಪಬ್ಲಿಷರ್, ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ.
8. B.T.Muddesh, ಟಿವಿ ಸುದ್ದಿ ಲೋಕ-ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು ಟೆಲಿವಿಷನ್ ಜಗತ್ತು-ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು.
9. ಶಿವಾನಂದ ಕಳವೆ , ಪತ್ರಕರ್ತರೇ ಟೈಮ್ ಉಂಟಾ? , Datri Publications.
10. **Books published by Karnataka Madyama Academy, Vishveshwaraiah Towers, Podium Block, Ambedkar Veedhi, Bangalore -560001**

ಕ್ರಮ ಸಂಖ್ಯೆ	ವಿವರ	ಮೂಲ ದರ
1	ರೇಡಿಯೋ ಟೆಲಿವಿಷನ್ ಭಾಷಾ ಸಂವಹನ- ಬಿ.ಎನ್. ಗುರುಮೂರ್ತಿ	70
2	ಪತ್ರಿಕಾ ಲೋಕದ ನವರತ್ನಗಳು- ವಿವಿಧ ಲೇಖಕರು	150
3	ವೃತ್ತ ಪತ್ರಿಕೆ- ಡಿವಿಜಿ	125
4	24x7 ಟಿವಿ ಹೊರಳುನೋಟ-ಡಾ: ಬಿ.ಟಿ.ಮುದ್ದೇಶ್	70
5	ಮಾಧ್ಯಮ ಮತ್ತು ಮಾನವಾಭಿವೃದ್ಧಿ-ಡಾ: ಓಂಕಾರ ಕಾಕಡೆ	125
6	ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ-ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ	125
7	ಕರ್ನಾಟಕದಲ್ಲಿ ಸಂವಹನ ಶಿಕ್ಷಣ-ಡಾ: ನಿರಂಜನ ವಾನಳ್ಳಿ	80
8	ಸುದ್ದಿ: ಜಗದಗಲ ಮುಗಿಲಗಲ-ಅರಣಕುಮಾರ್ ಹಬ್ಬು	70
9	ಪತ್ರಿಕಾ ಭಾಷೆ- ಪದ್ಮರಾಜ ದಂಡಾವತಿ	120
10	ಎಂ.ಎ. ಜರ್ನಲಿಸಂ ನಂತರ ಮುಂದೇನು? ಡಾ: ಎ.ಎಸ್.ಬಾಲಸುಬ್ರಮಣ್ಯಂ	40
11	ಅಭಿವೃದ್ಧಿಸಂವಹನ ಮತ್ತು ಪತ್ರಿಕೋದ್ಯಮ-ಡಾ: ಬಿ.ಪಿ.ಮಹೇಶ್‌ಚಂದ್ರ ಗುರು	250
12	ಕ್ರೈಂ ರಿಪೋಟಿಂಗ್-ಡಾ: ಡಿ.ವಿ.ಗುರುಪ್ರಸಾದ್	125
13	ವನ್ಯಜೀವಿ ಮತ್ತು ಮಾಧ್ಯಮ-ಕುಂದೂರು ಉಮೇಶ ಭಟ್	45
14	ನ್ಯಾಯಾಂಗ ನಿಂದನೆ ಹಕ್ಕು ಬಾಧ್ಯತೆ-ಕೆ.ಎನ್. ಹರಿಕುಮಾರ್	45
15	ವಾಣಿಜ್ಯ ಪತ್ರಿಕೋದ್ಯಮ-ಜಯದೇವ ಪ್ರಸಾದ್ ಮೊಳೆಯಾರ್	70

16	ವಾರಪತ್ರಿಕೆ/ಮ್ಯಾಗಜೀನ್-ಬಿ.ಎಂ. ಹನೀಫ್	80
17	ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ-ಎಂ.ವಿ.ಕಾಮತ್ ಅನು ಎನ್.ಎಸ್. ರಾಮಪ್ರಸಾದ್	275
18	ನುಡಿಚಿತ್ರಗಳು- ಡಾ.ಯು.ಬಿ. ರಾಜಲಕ್ಷ್ಮಿ	130
19	ಚಲನಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ-ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್	125
20	ಪತ್ರಿಕೋದ್ಯಮದ ಬಾಗಿಲು-ಕೆ.ಆರ್. ಮಂಗಳ	200
21	ಸಂವಹನ ಕ್ರಿಯೆ-ಪ್ರಕ್ರಿಯೆ-ಡಾ. ಎನ್.ಉಷಾರಾಣಿ	75
22	ಅಭ್ಯುದಯ ಪತ್ರಿಕೋದ್ಯಮ-ಈಶ್ವರ ದೈತೋಟ	65
23	ಕನ್ನಡ ಜರ್ನಲಿಸಂ ಅಂಡ್ ಟೆವಿಸ್ಸಾರ್-ಬಿ.ಕೆ. ರವಿ	150
24	ಅಂಕಣಬರಹ-ರಘುನಾಥ ಚ.ಹ	70
25	ಕನ್ನಡ ಪತ್ರಿಕೆಗಳ ಇತಿಹಾಸದಲ್ಲಿ ಮಹಿಳೆ-ಸಿ.ಜಿ.ಮಂಜುಳ	45
26	ಭಾಯಚಿತ್ರ ಪತ್ರಿಕೋದ್ಯಮ -ಆಸ್ಟ್ರೋಮೋಹನ್	120
27	ನ್ಯಾಯಾಂಗ ವರದಿಗಾರಿಕೆ-ಸುಚೇತನ ನಾಯ್ಕ	70
28	ವಿಜ್ಞಾನ ಪತ್ರಿಕೋದ್ಯಮ -ಸುಧಿಂದ್ರ ಹಾಲದೊಡ್ಡೇರಿ	70
29	ಮಾಧ್ಯಮ ಸಂವೇದನೆ-ವಿವಿಧ ಲೇಖಕರು	120
30	ಮಾಧ್ಯಮ ದಿಕ್ಕು -ಡಾ: ನಾಗಮೋಹನ ದಾಸ್	70
31	ಪತ್ರಿಕೋದ್ಯಮ ಪಲ್ಲವಿ-ವಿಶ್ವೇಶ್ವರ ಭಟ್	150
32	ವರದಿಗಾರರೇ ಈ ಕಡೆ ಸ್ವಲ್ಪ ನೋಡಿ-ಪಿ.ರಾಜೇಂದ್ರ	65
33	ವಿಧಾನಮಂಡಲ ವರದಿಗಾರಿಕೆ-ಈಶ್ವರ ದೈತೋಟ	75

### Books of Reference for M.A.in Journalism and Mass Communication

1. N.Usha rani, Communication Research, Prasaranga, University of Mysore, Mysore. (2016)
2. N.Usha rani , Educational TV in India: Challenges and Issues – Discovery Publishing House, New Delhi, 2006.
3. N.Usha rani, Folk Media for Development - A study of Karnataka's Traditional Media. Karnataka Book Publishers, First Edition, 1996.
4. Srinivas R.Melkote, Media and Communication in Social Change, Prasaranga, University of Mysore, Mysore (2016).
5. Srinivas R.Melkote & H.Leslie Steeves, Communication for Development, Sage, New Delhi, Third Edition, 2015
6. Guru, Mahesh Chandra B.P. (2011) Grassroots Development Communication, Sarup Book Publishers, Pvt Ltd, New Delhi, India, English Version National – ISBN-978-81-7625-756-5.
7. Guru, Mahesh Chandra B.P. and Mariswamy, H.K. (2014) Globalization and Communication Policy in India, Concept Publishing House Private Limited, New Delhi, Print Version, National ISBN-13:978-93-5125-068-5(HB).
8. Guru, Mahesh Chandra B.P. and Ravi, B.K. (2016) Managerial Communication for Modern Organizations, Concept Publishing House Private Limited, New Delhi, Print Version.
9. ಡಾ.ಬಿ.ಟಿ.ಮುದ್ದೇಶ್, ಟಿವಿ ಸುದ್ದಿ ಲೋಕ-ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು ಟೆಲಿವಿಷನ್ ಜಗತ್ತು-ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು. (2014)
10. ಡಾ.ಬಿ.ಟಿ.ಮುದ್ದೇಶ್, ಟೆಲಿವಿಷನ್ ಜಗತ್ತು , ಸೃಷ್ಟಿ ಪ್ರಕಾಶನ, ತುಮಕೂರು. (2016)
11. Dr.Vasuki Belavadi, Video Production, Second Edition, Oxford Publications, 2013.

